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POLITEKNIK INTERNASIONAL BALI

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PREFACE

Om Swastiastu,

Praise to the God, the Almighty (Ida Sang Hyang Widhi Wasa) Because of his blessings and through the truly efforts of the editorial staff, the JOURNEY Scientific Journal Volume 8 Issue 1, June 2025 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.
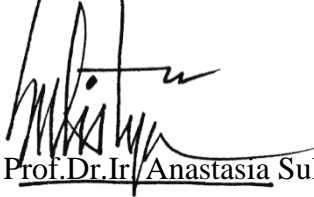
As a private higher educational institution, having a scientific journal is mandatory, as a tool to publish research results and/or scientific thoughts from members of the academic's community, in order to participate in spreading this knowledge to the wider community. These scientific studies can later 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, June 30th, 2025
Politeknik Internasional Bali
Director,

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

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AN EXPLORATION OF TRADITIONAL ENTIL FOOD IN TABANAN REGENCY

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Abstract

Entil is a unique traditional Tabanan dish made from rice wrapped in Kalingidi leaves, then boiled for 4-5 hours. This specialty food is primarily known to residents of Pupuan and Penebel sub-districts and is traditionally prepared during special occasions such as Ulihan and Nyepi rituals. Beyond its cultural significance, entil represents an untapped potential for culinary tourism development in the region. This research employs a descriptive qualitative method to explore the meaning and philosophy of entil in depth while examining its potential as a culinary tourism attraction. Data sources are divided into primary and secondary data, with collection techniques including literature studies, interviews, and direct observation. Data analysis focuses on qualitative information from literature and interviews using narrative and discourse analysis. The research applies Roland Barthes' food evolution/structuralist theory to understand the formation of philosophical meanings that reflect symbolic and ritual values in food. The results indicate that entil embodies three primary meanings: historical significance, cultural identity, and potential for creative economy development through culinary tourism. In the philosophy of the Tabanan people, entil is believed to be an offering to God during the Ulihan ceremony and is considered a "souvenir" for the god Pitara/ancestors when returning to heaven. This research also highlights how entil can serve as a unique selling proposition for culinary tourism in Tabanan, contributing to sustainable tourism development while preserving local culinary heritage.

Keywords: Entil, Exploration, Traditional Food, Culinary Tourism, Heritage Preservation

1. INTRODUCTION

Culinary and tourism form a very strong bond and constitute one of the main pillars in the tourism industry. Local cuisine, in particular, has become a powerful attraction for domestic and international tourists exploring culinary tourism in a destination. According to Henderson (2009), food tourism has emerged as a significant subset of cultural tourism, where visitors seek authentic experiences through local cuisine. Hakim (2024) explains that Indonesian cuisine extends beyond mere consumption it embodies philosophical values that reflect local wisdom and cultural heritage.

The relationship between food and tourism has been increasingly recognized as symbiotic. Researchers like Hall and Sharples (2003) suggest that food tourism involves visitation to primary and secondary food producers, food festivals, restaurants, and specific locations where food tasting and experiencing the attributes of specialist food

production regions are the primary motivating factors for travel. Bessière (2013) further argues that traditional cuisines serve as cultural ambassadors, providing tourists with immersive experiences that connect them to the history and identity of a destination.

Traditional regional food is defined as cuisine that has existed, been maintained, and preserved for generations as a symbol or characteristic of a region. According to Marwanti (2000), traditional food encompasses daily folk cuisine, whether staple foods, side dishes, or special dishes passed down from ancestral times. As Sims (2009) notes, with the increasing number of tourists interested in local culture and heritage, traditional food offers one of the best avenues for learning about local culture and heritage. Moreover, Long (2004) emphasizes that culinary tourism provides opportunities for memorable food experiences that contribute significantly to travel satisfaction.

Tabanan Regency, one of the six most densely populated areas in Bali, comprises 10 sub-districts and 133 villages. It is the fourth largest regency among Bali's nine regencies/cities, covering an area of 839.33 km². Known as "*Lumbung Beras di Bali*" Tabanan's leading commodities are rice and paddy, as confirmed by the Central Statistics Agency (BPS) of Bali Province in 2021, which ranks Tabanan first in rice and paddy contribution compared to other regions in Bali. This agricultural abundance creates a natural foundation for developing food-based tourism attractions.

Within Tabanan's rich culinary landscape, several notable local specialties exist, including *Lawar Kuwir, Nasi Angin, Sambal Bejek Belayu,* and Entil. Of particular interest is Entil, known as Tabanan's traditional *"ketupat"* (rice cake). This unique and authentic traditional food carries significant cultural value and deep philosophical meaning. Made from a mixture of brown and white rice wrapped in special leaves and slowly cooked over coffee wood coals for 4-5 hours, Entil is typically served with Balinese *urap* (vegetable salad), long beans, *sambal* (chili paste), and coconut milk sauce that imparts a distinctive flavor.

The authors are particularly interested in exploring Entil as a traditional Tabanan food for several reasons. First, there is intrigue in witnessing firsthand the extensive 4-5 hour cooking process required for this rice-based dish. Second, Entil exploration research facilitates a deeper understanding of local culture and culinary heritage, where food transcends nutritional value to become an integral part of cultural identity. Third, exploring Entil's potential as a culinary tourism attraction aligns with contemporary tourism development trends that emphasize authentic, place-based experiences.

The objectives of this research are threefold: to thoroughly explore the meaning and philosophy of Entil as a traditional food typical of Tabanan district; to document the traditional process of making Entil; and to examine the potential of Entil as a distinctive culinary tourism attraction that could contribute to sustainable tourism development in Tabanan Regency.

2. LITERATURE REVIEW

Literature review contains a description of the theory, and other research materials obtained from reference materials to serve as a basis for discussion.

2.1 Culinary Tourism and Cultural Heritage

Culinary tourism represents a significant subset of cultural tourism that has gained increasing attention in recent years. As defined by Wolf (2006), culinary tourism involves the pursuit of unique and memorable eating and drinking experiences while traveling. These experiences often connect tourists with the cultural heritage and traditions of a destination through food. Smith and Xiao (2008) further expand this concept by

suggesting that culinary tourism encompasses any tourism experience in which one learns about, appreciates, or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition, or culinary techniques.

The relationship between traditional food and cultural heritage preservation is particularly significant. According to Timothy and Ron (2013), traditional foods serve as tangible representations of intangible cultural heritage, embodying historical narratives, social practices, and cultural identities. Bessière (1998) argues that traditional cuisine functions as a cultural marker that distinguishes one region from another, thereby contributing to place identity and destination image.

In the context of Bali, Utama and Mahadewi (2012) have documented how traditional Balinese cuisine contributes significantly to the island's tourism appeal. Their research indicates that tourists increasingly seek authentic culinary experiences that connect them with local traditions and ways of life. This trend aligns with what Richards (2012) identifies as a shift from passive to participatory tourism, where visitors desire immersive cultural experiences rather than mere observation.

2.2 Food as Cultural Symbol

Food symbolism represents a critical area of study when examining traditional cuisines. According to Barthes (1997), food functions as a system of communication that conveys cultural meanings beyond nutritional value. His structuralist approach to food analysis provides a framework for understanding how traditional dishes like *Entil* transmit cultural meanings through preparation methods, ingredients, and consumption contexts.

Mintz (1986) explores how food choices and preferences are deeply embedded in cultural systems, reflecting historical processes, power relations, and social structures. Similarly, Douglas (1972) examines the symbolic dimensions of food, arguing that culinary practices encode and express cultural categories and boundaries.

In the Asian context, Wu and Tan (2001) have documented how rice-based foods carry particular symbolic significance in agricultural societies, often representing prosperity, fertility, and cultural continuity. Their research provides useful comparative perspectives for understanding Entil's cultural significance in Balinese society.

2.3 Traditional Food in Tourism Development

The strategic use of traditional food in tourism development has been explored by numerous scholars. Quan and Wang (2004) propose that food consumption in tourism can be categorized as either a supporting consumer experience or a peak tourist experience, with the latter offering significant potential for destination differentiation and marketing.

Hall et al. (2003) examine how local food systems can be leveraged for tourism development, highlighting the economic benefits that can accrue to local communities through culinary tourism initiatives. Similarly, Everett and Aitchison (2008) document how food tourism contributes to regional development by creating economic opportunities, preserving cultural heritage, and enhancing place identity.

In the Indonesian context, Ernawati (2018) has explored how traditional cuisines can serve as sustainable tourism resources, particularly in rural areas seeking economic diversification. Her research indicates that culinary tourism provides opportunities for community-based tourism development that benefits local residents while preserving cultural traditions. These theoretical frameworks provide the foundation for analyzing Entil not only as a cultural artifact but also as a potential tourism resource that can contribute to sustainable development in Tabanan Regency.

3. RESEARCH METHODS

This research was conducted in Tabanan district, specifically in the Pupuan sub-district, focusing on Sanda and Pujungan villages. The researchers identified three establishments as primary information sources related to the research objectives: Dedy Entil Sanda stall, Entil Mrs. Sunadi stall, and Entil Nasi Bubuh pork rib meatball stall. The research employs a descriptive qualitative methodology, producing verbal data rather than numerical data (Muhadjir, 1998). Data sources are categorized into two types: primary and secondary data.

Primary data collection involved observation and interviews with traditional Entil food producers, stall owners, and customers visiting establishments that serve traditional Entil food. The researchers interviewed several sources from different backgrounds, including:

a. Mrs. Nyoman Srinasih, owner of the Dedy Entil Sanda stall.
b. Mr. I Gede Sunadiarta, manager of Mrs. Sunadi's Entil stall.
c. Mrs. Ni Luh Dewi Surya Ningsih, owner of the Nasi Bubuh Bakso Iga Pork Entil stall.
d. Mr. Made Kertadana and Mrs. Luh Putu Riastianti, local Penebel residents who enjoy Entil at Dedy Sanda's stall.
e. Mr. Nyoman, a resident of Singaraja who also enjoys Entil at Dedy Sanda's stall.

Secondary data, used to complement primary data, was obtained through literature studies and documentation via internet sources, journals, and other publications. This approach provided historical context and theoretical frameworks for understanding Entil's cultural significance and tourism potential.

The data analysis employed narrative and discourse analysis techniques. In the narrative analysis, the researchers first identified the main stories emerging from informants' narratives about Entil, including its symbolic meaning and associated rituals. The story structure was then analyzed to properly understand the philosophy of Entil. Discourse analysis considered the social and cultural context in which Entil is produced and consumed, identifying cultural elements influencing Entil's meaning as well as discourse structures such as language use and symbols containing philosophical significance.

Additionally, to assess Entil's tourism potential, the researchers analyzed visitor experiences and perceptions, documented serving and presentation styles, and examined existing marketing and promotion strategies used by local establishments serving Entil.

4. FINDINGS AND DISCUSSION

Roland Barthes in his book "Mythologies" outlines the concept of myth as a way to understand how cultural meanings can be transformed into simpler messages, often without the individual experiencing them realizing it. The second component of Roland Barthes' Structuralist theory is denotation and connotation, denotation refers to the literal or descriptive meaning of a sign. Denotation is the most obvious and easily identifiable aspect of an object or phenomenon.

In the context of Entil as a traditional Tabanan food, denotation refers to the physical and material description of the food. On the other hand, connotation is defined as the additional or symbolic meaning attached to a sign beyond its literal meaning. Connotations are influenced by the cultural, historical and social context in which the sign is used. Entil is not just a food, it also symbolizes various local values and traditions. One of the important holidays for Hindus is Galungan, which is interpreted as the victory of

Dharma (goodness) against a *Dharma* (badness), on this day people are grateful for the gift of Ida Sang Hyang Widhi Wasa who has been pleased to create everything in this world.

The Ulihan holiday is included in a series of Galungan and Kuningan holidays in Bali. Before heading to the Ulihan holiday there are 2 series of ceremonies that need to be followed, namely the Umanis Galungan day and Pemaridan Guru. After these 2 ceremonies, then Hindus celebrate the feast day called Ulihan, celebrated right on Sunday Wage Wuku Kuningan. In celebrating this holiday, the people of Tabanan perform ceremonies and make offerings in which one of the offerings has Entil inside and is accompanied by various side dishes.

Based on the Balinese Dictionary, the word *"Ulihan"* means to return and traditionally Ulihan day is believed to be the return of the Gods to Khayangan. Furthermore, a different source, namely the Decree of the Seminar on Unity of Interpretation of Aspects of Hinduism, mentions the day of *"Ulihan"* as a day to give souvenirs to Dewa Hyang, Ancestors when returning to heaven. Therefore, on this day upakara / Banten is presented in the form of spices, snacks, various side dishes, rice and the like. But spiritually, Ulihan day can be seen as a time to remember the services of the ancestors who have preceded us and the current generation has an obligation to continue the steps of the struggle of the ancestors.

Until now, no evidence has been found as to where and when Entil was first made and used. However, when viewed etymologically, Entil comes from the word *buntilan* or *bebuntilan* which means luggage or provisions. This indicates that Entil has long been a food used as a companion in traveling.

Rice, which is the main raw material of Entil, is thought to have existed in Indonesia since the Hindu-Buddhist era, even further back than that. In Bali itself, there are not many written sources that mention rice and paddy other than inscriptions that mention a lot about *subak,* the traditional irrigation system in Bali that grows rice. The oldest written source, Sukawana A1 inscription, is known to contain agricultural practices with irrigation systems dating back to 882 AD where the inscription contains the word *"huma"* which means rice field. Furthermore, in the Klungkung inscription in 1072 AD there is information about efforts in measuring rice fields.

While Entil itself is rooted in the rice produced by *subak* contained in the oldest records, namely in the text Plutuk Pengabenan part 1b and Plutuk Banten Pengabenan part 3b, both of these texts mention one of the most important parts that must exist as provisions for the pitara to nirvana is Entil. In a series of pengabenan ceremonies, nasi angkep saji tarpana in the narpana process contains the element Entil.

Figure 1. Plutuk Banten Pengabenan
Source: Researchers (2024)

Everything has a transcendental element (beyond) as well as meaning which is something important and profound. According to *Saifur Rohman (2013)* meaning is understood as the essence that arises from an object as a result of the reader's efforts to express it. Meaning cannot appear by itself because meaning comes from the relationships between elements inside and outside itself. A unit that points to itself certainly has no meaning because it cannot be broken down into its unit-by-unit relationships.

The meaning that arises in a traditional Entil food is produced from a very complicated and unique process where one of the triggers arises from the interaction and needs of the people of Sanda village for something. When people are nostalgic for their past, which gives rise to memories and actions of how they can fulfill these relationships, historical meanings emerge. It is this complex interaction between history, tradition, ritual, local ingredients, social values and symbolism that then gives rise to the meaning of cultural identity. This process also makes food one of the most tangible ways for people to experience their cultural heritage.

History plays an important role in the process of shaping the meaning of a traditional food. History means a long historical process involving various cultural, social and economic elements that ultimately shape the identity of the food we know today. Entil as an indigenous product of Sanda village has a long historical background starting from the time of land clearing or paddy fields and when the Pupuan area was still a dense forest on the western slope of Mount Batukaru.

Then before Entil was widely known, this food became a reminder and marker of the celebration of religious holidays or important traditional ceremonies, namely on the Galungan and Kuningan holidays in Hindu beliefs. In this context, Entil became a time marker that reminded people of the importance of the event. Thus, Entil functions as a historical reminder and a symbol of collective identity because it is the only time this food exists and is cooked by the community.

Identity can be interpreted as a character that distinguishes individuals or groups from other individuals or groups. Identity also contains two meanings: similarities and differences. Entil as a culinary originating from Tabanan, especially Pupuan and Penebel, is closely related to the natural resources and environmental conditions that shape the culture of its people. Entil becomes a Tabanan cultural identity because it reflects the original culture of the local people who are indeed agrarian in nature.

Entil will become meaningful if this food is seen in terms of its culture and social interaction network. Entil will not be separated from the kalingidi leaves that have become the distinctive identity of this traditional food, which even though entil production has spread throughout Bali, in essence Entil will still be known as the original product / cultural identity of the local community in Pupuan and Penebel sub-districts, Tabanan, especially Sanda village.

Entil is a true testament to the creativity of the community in relying on the natural resources around them. Each serving of Entil carries a story about the history, traditions, and values of Tabanan society. Tourists who enjoy Entil not only gain insight into local wisdom and cultural heritage but also experience Tabanan culture through food, while fulfilling the basic needs of tourists when visiting Sanda village.

The use of kalingidi leaves as a wrapper for Entil contributes significantly to improving the economy of the Tabanan community. Along with the development of tourism in Sanda village, the community is now starting to develop other sectors and utilize the wealth of natural resources around and improve the economic level with a creative economy without leaving their hometown, so that the sustainability of local culture can be maintained due to the reduced number of migration of Sanda villagers for a living. And most importantly, with the presence of a creative economy, the community can develop Entil businesses that are packaged with local brands in the future.

Entil is a dish made from rice, unique in its presentation in that it is wrapped in Kalingidi leaves and boiled until cooked for 4-5 hours, the leaves are believed to only be

found in the Pupuan area of Tabanan and are wild plants commonly found on the slopes of Mount Batukaru.

Entil is actually only a limited food known by the people of Pupuan and Penebel sub-districts and is made on special moments and days such as during the Ulihan and Nyepi rituals. But nowadays, Entil can be enjoyed in various places in Pupuan sub-district besides Sanda village because it is incomplete if tourists come all the way from different backgrounds but do not try this one traditional food.

Here are some locations that can be visited to enjoy Entil can be seen in the picture below:

Figure 2. Dedy Entil Sanda Stall
Source: Researchers (2024)

Figure 3. Entil Ibu Sunadi Stall
Source: Researchers (2024)

Figure 4. Entil Nasi Bubuh Bakso Iga Babi Stall
Source: Researchers (2024)

Its pillow-like shape and dense yet soft texture when eaten are characteristics that can be observed and identified directly. The word "Entil" or "Entel" comes from the Balinese language, specifically "kentel" which means "firm" or "solid". So Entil is symbolized as a confirmation of grace before the ancestors return during Rahina Ulihan.

Figure 5. Entil at Dedy Entil Sanda Stall
Source: Researchers (2024)

Through the results of interviews that have been conducted with the five informants and validating the data with information from the internet, a conclusion can be drawn that Ulihan is a series of Galungan Kuningan holidays. In wewaran, Ulihan falls on Redite (Sunday) Wage, on this day Hindus perform prayers to Sang Hyang Widhi with all its manifestations. Reporting from the book Hari Raya Galungan by Ni Made Sri Arwati, Ulihan is the day when the gods "return" to heaven.

On that day, Ida Sang Hyang Widhi and its manifestations witness, bless and give grace to the sedharma people for various worship and offerings given sincerely, Hindus will give offerings in the form of rice, sequences and various spices. Through this basis, Entil, which is basically a food made from rice, is believed by Hindus to be an offering to God at the Ulihan ceremony as a "souvenir" to the *Pitara* god / ancestor when returning to heaven.

This section will mention and explain what tools and raw materials are needed in the entil production process and how the process of making traditional entil food in Pupuan sub-district, Tabanan district. The tools needed in the production process include a large pot, kuskusan/dandang, small knife, nyiru/bamboo bin. Meanwhile, the raw materials required are white and brown rice as the main components of making entil, kalingidi leaves, and bamboo rope/rafia.

In essence, entil side dishes can be divided into two types, one traditional and the other modern. The existence of these traditional side dishes can only be seen on certain days, such as during the ulihan ceremony and before nyepi, such traditional side dishes include jerky, smoked sequences, pork crackers, and sweet potato leaf tum.

However, in modern times, entil side dishes have developed with several innovations in order to attract customers. At present, especially at Dedy Entil Sanda's stall, the side dishes for entil are shredded grilled chicken, urap pakis vegetables, coconut milk chicken stew, pindang eggs, and taro chips, which are the main points. Here are some pictures that can be seen related to the form of serving entil at Dedy's Entil Sanda stall and Mrs. Sunadi's Entil stall.

Figure 6. Entil at Dedy Entil Sanda Stall
Source: Researchers (2024)

Figure 7. Entil at Mrs. Sunadi Stall
Source: Researchers (2024)

Figure 8. Take Away Entil from Dedy Sanda Stall
Source: Researchers (2024)

But in addition to the ulihan ceremony, it turns out that entil is also used for other purposes, namely when there is a grief. The grief event is named the nutug katelum ceremony, which is precisely the ceremony that is carried out 3 days after the person concerned dies. At this moment the community will visit the "setra" before 6 am or sunrise and will bring banten containing entil.

The meaning of entil in the ulihan ceremony and the nutug katelun ceremony is different, where in the nutug katelun ceremony the meaning of entil focuses on the act of purification without expecting the gift of purity in return. It is said that the purpose of purification here is so that the "numadi" in the gross body can be accepted to "ngayah" in the prajati temple so that it can be free from worldly ties (Christina, 2023).

From the results of the study, it was concluded that Entil is a unique food typical of Tabanan district, made from rice and in the process of making it using kalingidi leaves as a wrapper. Basically, entil is a food that is used as a lunch as a companion on a trip. Based on history, entil has existed since the 11th century through several lontar such as Plutuk Pengabenan and Plutuk Banten Pengabenan.

The philosophy of entil is also interpreted by the Tabanan people as the return of Sang Hyang Widhi and its manifestations to the niskala realm, the Tabanan people really respect and appreciate the blessings that have been given by the gods so that in return on this Ulihan holiday as an offering the community offers entil as "provisions" to be taken home to nirvana. Each region certainly has its own customs and traditions but nevertheless entil will be a food that reminds the people of Tabanan as a form of gratitude for everything that has been bestowed by God.

5. CONCLUSION

From the research results, it can be concluded that Entil is a unique traditional food from Tabanan district, made from rice and wrapped in kalingidi leaves during preparation. Historically, Entil originated as travel food. Based on historical records, Entil has existed since the 11th century, as documented in ancient palm leaf manuscripts such as Plutuk Pengabenan and Plutuk Banten Pengabenan.

In Tabanan philosophy, Entil is interpreted as symbolizing the return of Sang Hyang Widhi and its manifestations to the niskala (spiritual) realm. The Tabanan people deeply respect and appreciate the blessings bestowed by the gods; thus, on Ulihan day, they offer Entil as "provisions" for the deities to take back to nirvana. While each region certainly has its own customs and traditions, Entil remains a food that reminds the people of Tabanan of their gratitude for divine blessings.

Beyond its cultural and historical significance, this research has identified Entil's substantial potential as a culinary tourism attraction that could contribute to sustainable tourism development in Tabanan Regency. The unique preparation method, cultural significance, and authentic flavor of Entil create a distinctive culinary experience that aligns with contemporary tourism trends emphasizing authenticity and cultural immersion.

The research findings suggest several avenues for developing Entil-based culinary tourism:
a. Creating more structured and marketed culinary experiences centered around Entil, including demonstrations, workshops, and food trails
b. Integrating Entil into broader cultural tourism promotions for Tabanan Regency
c. Developing sustainable harvesting or cultivation practices for kalingidi leaves to ensure continued availability
d. Establishing community-based tourism initiatives that ensure equitable distribution of benefits from Entil tourism

Additionally, the research highlights Entil's role in both preserving cultural heritage and creating economic opportunities for local communities. As noted by Du Cros and McKercher (2020), such dual benefits are essential for sustainable cultural tourism development. In conclusion, Entil represents not only a valuable cultural heritage asset but also a promising culinary tourism resource that could contribute significantly to sustainable tourism development in Tabanan Regency. By carefully balancing preservation with promotion and ensuring community involvement in tourism

development, Entil could emerge as a signature culinary attraction that distinguishes Tabanan in Bali's competitive tourism landscape.

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COMMERCIAL SIGNAGE IN BEACHWALK KUTA: A LINGUISTIC LANDSCAPE APPROACH TO TOURIST ENGAGEMENT

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Abstract

This study aims to examine the linguistic meanings embedded in outdoor commercial signage displayed on banners at various outlets in Beachwalk Shopping Center, Kuta. Employing a qualitative research approach, this study adopts the framework of linguistic landscape analysis to explore how language is used in public commercial spaces. Data was collected through photographic documentation using a smartphone, capturing a variety of banners present in the shopping center. The collected data were then analyzed using Multimodal Discourse Theory proposed by Kress and Van Leeuwen (2006) and Leech's (1983) Theory of Meaning to identify the underlying linguistic and semiotic elements. The findings reveal that the linguistic expressions found in the commercial banners convey conceptual, connotative, and affective meanings. Furthermore, these banners reflect emotions, aspirations, persuasive strategies, and behavioral representations of business owners or advertisers. The study highlights the role of linguistic landscape in shaping consumer perceptions and its potential implications for tourism and commercial branding in public spaces.

Keywords: Linguistics Landscape, Commercial Signage, Multimodal Discourse Analysis, Tourism Branding

1. INTRODUCTION

Linguistic Landscape (LL) refers to the visibility and salience of languages on public and commercial signs in a given region (Landry & Bourhis, 1997). It serves as a reflection of linguistic diversity, cultural identity, and socio-economic dynamics within a particular area. In tourism destinations, LL plays an essential role in shaping the visitor experience by providing information, facilitating communication, and reinforcing branding strategies (Lindgren, 2024). As global tourism continues to grow, the presence of multiple languages in commercial and public signage has become an important aspect of destination marketing and consumer engagement.

Tourist destinations with strong international appeal, such as Bali, often display a highly multilingual LL. This is due to the diverse linguistic backgrounds of visitors, business owners, and local communities. According to Granstedt et al. (2024), multilingual signage in tourism areas serves not only as a means of communication but

also as a symbolic representation of global connectivity and inclusivity. The strategic selection of languages in signage can influence tourists' perceptions of a destination, affecting their overall experience and engagement with local businesses.

Bali is one of the world's most popular tourist destinations, attracting millions of international visitors annually. As a result, the LL of Bali's urban and commercial spaces is characterized by a blend of local, national, and international languages. Previous studies have explored the linguistic landscape of Bali, particularly in key tourism areas such as Kuta, Seminyak, and Ubud. Mulyawan (2019) conducted a comprehensive study of the LL in Kuta Village, a major tourist hub in Bali. The findings revealed the presence of 2,549 outdoor signs along six main streets, with English dominating more than 50% of the signage. The study concluded that the strong presence of English reinforces Kuta's status as an international tourism destination and reflects the economic reliance on foreign visitors. Additionally, the research found that commercial signage was the most prevalent form of LL in Kuta, with businesses using English and other foreign languages to attract international customers. Another study by Widani (2021) examined the linguistic landscape of Bali's culinary industry during the COVID-19 pandemic. The research focused on commercial advertising in restaurants and cafés in Canggu, another prominent tourism area. The findings indicated that English was the dominant language used in signage, as most visitors were international tourists. The study also highlighted the use of declarative and imperative sentence structures in public health posters to persuade and remind customers to follow health protocols. Additionally, café and restaurant managers incorporated visual elements such as symbols and color schemes to enhance the effectiveness of signage.

Beachwalk Shopping Center in Kuta is one of Bali's most prominent retail and lifestyle destinations. Located along Kuta Beach, the shopping mall attracts both domestic and international visitors, offering a wide range of retail, dining, and entertainment options. As a key commercial hub, the linguistic landscape of Beachwalk Shopping Center is shaped by the presence of various advertising banners, storefront signs, and promotional materials that utilize different languages to engage consumers. Unlike other public spaces in Kuta, Beachwalk Shopping Center serves as a controlled commercial environment where businesses strategically use language to influence consumer behavior. Many retail outlets prominently display English-language slogans and promotional messages to appeal to foreign tourists. This aligns with the findings of Bruyèl-Olmedo (2025), who examined how linguistic choices in online hospitality advertising influence tourists' perceptions of accommodations. The study found that businesses prioritize English in their marketing materials to enhance their global appeal and attract international customers.

While previous studies have examined the linguistic landscape of Bali's tourism sector, no research has specifically focused on the linguistic landscape of commercial advertising in Beachwalk Shopping Center. This presents a significant gap in the literature, as understanding the strategic use of language in advertising within a controlled commercial space can provide valuable insights into branding, consumer engagement, and multilingual communication in tourism settings. This study aims to fill that gap by analyzing the linguistic meanings embedded in commercial banners and slogans displayed by retail outlets in Beachwalk Shopping Center.

The research will explore how businesses use language as a marketing tool to attract consumers and enhance their brand visibility. By applying Multimodal Discourse Theory (Kress & Van Leeuwen, 2006) and Leech's (1983) Theory of Meaning, this study

will identify the conceptual, connotative, and affective meanings present in commercial signage. Furthermore, the findings of this research will contribute to the broader discussion on linguistic landscape studies in tourism by highlighting the role of language in shaping consumer perceptions and engagement in commercial spaces. The results will be relevant for businesses, policymakers, and tourism stakeholders seeking to optimize language use in branding and advertising.

2. LITERATURE REVIEW

The concept was introduced by Landry and Bourhis (1997) and has since evolved into a critical framework for analyzing multilingualism, language policies, and identity representation in urban and tourist environments. Over the past two decades, LL has gained increasing attention as a method for analyzing multilingualism, language policy, and sociocultural identity in urban environments (Cenoz & Gorter, 2008). The rapid globalization of tourism and commerce has contributed to the expansion of LL research, particularly in urban areas where language is a key component of economic and social interaction (Lindgren, 2024).

The integration of Multimodal Discourse Analysis (MDA) into LL research has provided new methodological and theoretical perspectives. Traditionally, linguistic landscape studies focused on textual analysis; however, the multimodal approach considers the interplay between text, images, symbols, colors, and spatial arrangements (Jewitt, 2009). This approach is particularly relevant in advertising and commercial signage, where meaning is conveyed through a combination of linguistic and non-linguistic elements. Kress and van Leeuwen (2006) developed the three meta functions of visual grammar, which are widely applied in multimodal LL research:

a. Ideational/Representational Meta function – This refers to how linguistic and visual elements represent real-world experiences. In commercial advertising, it includes the depiction of people, objects, and symbols that convey a brand's message (Kress & van Leeuwen, 2006).

b. Interpersonal/Interactional Meta function – This function examines how signs establish relationships between advertisers and consumers. For example, the gaze direction of models in advertisements or the use of imperative phrases in signage can create persuasive effects (Jewitt, 2009).

c. Textual/Compositional Meta function – This focuses on the organization of linguistic and visual elements, including layout, color schemes, and typography, which contribute to meaning-making in signage (Kress & van Leeuwen, 2006).

Recent research has applied MDA to analyze commercial linguistic landscapes. For instance, Elyamany (2024) examined the use of multimodal elements in digital advertisements and found that the combination of textual and visual elements significantly influences consumer engagement and brand recognition. Similarly, Lu et al. (2024) explored the role of multimodal discourse in inclusive tourism branding, highlighting how images, symbols, and text contribute to shaping accessibility narratives in commercial spaces.

Leech's (1983) theory of meaning provides a useful framework for analyzing the semantic functions of language in LL. He identifies six key types of meaning, three of which are particularly relevant to commercial signage:

a. Conceptual Meaning – Refers to the logical, denotative meaning of words and phrases. In commercial LL, this includes straightforward brand names, product descriptions, and pricing information.

b. Associative Meaning – Encompasses connotative, stylistic, affective, and cultural meanings. For instance, an advertisement using the phrase "luxury lifestyle in paradise" evokes emotions and cultural associations beyond its literal meaning.

c. Affective Meaning – Conveys the emotions, attitudes, and intentions of advertisers. Words like "exclusive", "premium", or "authentic" are used in branding to create emotional appeal and consumer desire.

Applying Leech's framework, Hernando Velasco and Matsumoto (2024) conducted a critical discourse analysis of advertising language in urban spaces, revealing that affective and associative meanings play a central role in brand differentiation and consumer engagement. Their study showed that emotional appeals in signage often outweigh informational content, demonstrating how advertising language is crafted to evoke specific consumer responses.

3. RESEARCH METHODS

This study employs a descriptive qualitative research method to analyze the linguistic and multimodal aspects of commercial advertisements in Beachwalk Shopping Center, Kuta, Bali. The research focuses on slogans found in commercial banners displayed at various retail outlets within the shopping mall. The qualitative approach was chosen as it allows for an in-depth exploration of the meanings embedded in the signage, emphasizing both linguistic and visual elements.

The primary data for this study consist of commercial advertisements in the form of banners displayed at retail outlets in Beachwalk Shopping Center. The data collection method employed was documentation, which involved capturing images of the banners using a smartphone camera. The use of digital photography enables researchers to collect an unlimited number of images, ensuring a comprehensive representation of the linguistic landscape. Data collection was conducted from February until March 2025 and involved banners from various retail stores within the shopping center. A total of 20 commercial banners were selected for analysis. These banners were chosen randomly to provide a representative sample of commercial outdoor signage within the mall.

The collected images were filtered and categorized based on their linguistic and multimodal elements. The study applied Multimodal Discourse Analysis (MDA), drawing on the theoretical framework of Kress and van Leeuwen (2006), which examines representation, interaction, and composition in visual texts. Additionally, Leech's (1983) Theory of Meaning was employed to analyze the semantic aspects of the language used in the advertisements. The analysis followed these steps:

a. Categorization of Data – The captured images were grouped based on the linguistic elements present in the advertisements, distinguishing between different types of meanings such as conceptual, connotative, and affective meanings.

b. Application of Multimodal Analysis – The banners were analyzed using Kress and van Leeuwen's (2006) three meta functions of visual communication: a) Representational Meaning which examining how the banners depict objects, people, or events. b) Interactional Meaning which analyzing the relationship between the advertisement and its audience, including gaze, perspective, and engagement strategies. c) Compositional Meaning which studying how elements such as layout, typography, and colour contribute to the overall message.

c. Interpretation and Synthesis – The findings from linguistic and multimodal analyses were synthesized to identify patterns in how commercial banners at Beachwalk Shopping Center utilize language and visual strategies to attract consumers.

This study adopts a case study approach, focusing on a specific instance of linguistic landscape analysis within a controlled commercial environment. By employing Multimodal Linguistic Landscape Analysis, the research aims to describe and interpret the meanings conveyed through commercial signage. The methodological framework aligns with prior linguistic landscape studies that integrate multimodal and semantic perspectives to explore how language, images, and symbols interact in public spaces. Through this structured methodology, the study aims to provide a comprehensive understanding of the linguistic and visual elements that shape commercial advertisements in Beachwalk Shopping Center, contributing to broader discussions on linguistic landscapes in tourism and retail environments.

4. FINDINGS AND DISCUSSION

Beachwalk Shopping Center, as one of the most prominent shopping destinations in Kuta, Bali, possesses a unique linguistic landscape (LL) due to its dual function as both a shopping hub for domestic tourists and an internationally recognized tourism attraction. The analysis of the linguistic landscape at Beachwalk Shopping Center reveals that the primary languages used in commercial signage are English and Indonesian, with English being the dominant language. This linguistic choice aligns with the findings of Mulyawan (2019), who identified English as the most frequently used language in Bali's tourism-related signage, reflecting the region's globalized commercial environment. The data collected indicate that the commercial advertisements at Beachwalk Shopping Center are primarily in the form of commercial banners. These banners employ both monolingual (English only) and bilingual (English and Indonesian) language formats. The dominance of English suggests that businesses at Beachwalk Shopping Center prioritize an international market-oriented branding strategy, catering to foreign tourists who constitute a significant portion of the mall's visitors. This aligns with studies by Bruyèl-Olmedo (2025) and Granstedt et al. (2024), which emphasize how linguistic choices in tourism spaces influence consumer engagement and destination branding.

4.1 Multimodal Analysis of Meaning in Commercial Signage

The linguistic landscape (LL) of Beachwalk Shopping Center is not solely dependent on textual messages but also integrates multimodal elements, including images, colours, typography, and spatial composition, to enhance the overall meaning of commercial signage. This study applies Kress and van Leeuwen's (2006) multimodal discourse analysis framework, which categorizes meaning into representational, interactional, and compositional meta functions.

a. Representational Meaning
- The banners from Under Armour and Map Club prominently feature athletic figures engaged in sports activities, reinforcing the brand's association with active lifestyles and physical fitness.
- The Genki Sushi banner utilizes a mascot as a visual representation of its brand, immediately connecting consumers with Japanese culinary culture.
- The Skechers banner conveys comfort and reliability, while the Cosmetics banner showcases a celebrity model, emphasizing beauty and personal expression.

b. Interactional Meaning
- The banners establish a direct relationship with consumers through imperative slogans such as "Experience Power Everyday" (Map Club) and "Beauty Beyond Rules" (Cosmetics), encouraging an emotional response.

- Genki Sushi's social media presence on the banner facilitates engagement beyond the physical store, providing additional interaction opportunities.
- The mobile app integration in the Map Club banner enhances consumer convenience, suggesting an interactive and digitalized shopping experience.

c. Compositional Meaning

- All banners place the main message and key visuals at the center, making them the focal point for consumers.
- The Under Armour and Map Club banners use red tones, which symbolize energy and intensity, while Genki Sushi's yellow background evokes happiness and excitement.
- The Cosmetics banner uses black and red, colours associated with elegance and sensuality, complementing the beauty industry's aesthetic appeal.

Through this multimodal approach, the commercial signage at Beachwalk Shopping Center functions beyond linguistic messaging, employing visual and spatial elements to reinforce branding strategies and consumer engagement.

4.2 Types of Meaning in Commercial Signage

Applying Leech's (1983) typology of meaning, this study identifies that the commercial banners primarily convey connotative and affective meanings, with some instances of conceptual meaning.

a. Connotative Meaning

- Under Armour's slogan ("It's made me a better runner this year") implies that purchasing their products can lead to personal athletic improvement.
- Map Club's slogan ("Experience Power Everyday") suggests that the brand's products provide strength and vitality, appealing to consumers' aspirations.
- Cosmetics slogan ("Beauty Beyond Rules") conveys empowerment and self-expression, encouraging customers to redefine beauty standards.

b. Affective Meaning

- Genki Sushi's slogan ("Serius Sushinya, Seru Rasanya") evokes curiosity and excitement, persuading consumers to try the food.
- Skechers' slogan ("The Ultimate Comfort Solution") appeals to consumer emotions by reinforcing the idea that comfort and performance go hand in hand.

c. Conceptual Meaning

- The Skechers slogan explicitly states a product benefit, making it a clear example of conceptual meaning in commercial advertising.
- While most slogans rely on connotation, some elements of direct product description (e.g., digital engagement in Map Club's banner) also reflect conceptual meaning.

4.3 Discussion

Overall, the study reveals that commercial signage in Beachwalk Shopping Center primarily relies on emotional and persuasive meanings, strategically designed to influence consumer perception and enhance brand positioning. The linguistic meanings on signage at Beachwalk Shopping Center will be outlined as follows:

Figure 1. Outdoor Signage at the "Under Armour" Outlet
Source: Researchers (2024)

Figure 1 presents the slogan displayed in front of the Under Armour outlet, a store specializing in sportswear, footwear, and athletic accessories. The slogan "It's made me a better runner this year" conveys both connotative and affective meanings. The connotative meaning suggests that the products sold in this outlet will help athletes enhance their performance and increase their chances of winning competitions. The affective meaning influences the emotions of consumers, encouraging them to purchase the advertised products by instilling a sense of motivation and improvement. The linguistic landscape (LL) of this signage is written in English, aiming to attract international tourists. In terms of representational meaning, the banner features two men and one-woman jogging, symbolizing that sporty individuals prefer Under Armour's sportswear and accessories. The background color predominantly features red, which conveys a sense of energy and activeness. The interactional meaning of this signage indicates the relationship between the seller and the consumer, where the advertisement provides persuasive information about the product to influence purchasing decisions. From a compositional perspective, all elements in the banner are centered prominently, with both the text and visual model positioned in the middle and lower sections to highlight the information effectively.

Figure 2. Outdoor Signage at the "Genki Sushi" Outlet
Source: Researchers (2024)

Figure 2 presents the slogan displayed in front of the Genki Sushi restaurant, which serves a variety of Japanese cuisine. The slogan "Serius Sushinya, Seru Rasanya" (Serious Sushi, Exciting Taste) conveys both connotative and affective meanings. The connotative meaning suggests that the restaurant offers authentic and high-quality sushi, while the affective meaning evokes curiosity and excitement, encouraging potential customers to try the food. Unlike the Under Armour banner, this signage is written in Indonesian, making it more accessible to domestic tourists and local visitors. In terms of representational meaning, the banner features the brand mascot of Genki Sushi, allowing consumers to easily recognize the restaurant. The background color is yellow, which symbolizes joy and enthusiasm, aligning with the cheerful atmosphere of the restaurant. The interactional meaning of this banner is reinforced through the inclusion of social media handles (Facebook, Instagram, and Line), making it easier for consumers to seek more information about the restaurant. From a compositional perspective, all elements in the banner are centered, with both the text and mascot placed in the middle to maximize visibility and brand recall.

Figure 3. Outdoor Signage at Map Club's Outlet
Source: Researchers (2024)

Figure 3 presents the slogan displayed in front of the Map Club outlet, which sells sportswear and fitness gear for men and women. The slogan "Experience Power Everyday" conveys both connotative and affective meanings. The connotative meaning suggests that using the products from this store will provide an extraordinary workout experience and enhance strength and stamina. The affective meaning, on the other hand, motivates consumers to purchase the products by associating them with power and energy. This signage is written in English, emphasizing its target market of international tourists and fitness enthusiasts. In terms of representational meaning, the banner features one man and one woman engaging in sports activities while wearing Map Club products. The red background color is associated with energy, strength, and activeness, reinforcing the brand's dynamic image. The interactional meaning of this banner is further enhanced by the inclusion of mobile application icons for Play Store and AppStore, allowing consumers to download the Map Club app for online shopping and loyalty point collection. From a compositional perspective, all elements are centered prominently, with the brand's verbal slogan and model imagery occupying the middle section to create an eye-catching and cohesive advertisement.

Figure 4. Outdoor Signage at the "Skechers" Outlet
Source: Researchers (2024)

Figure 4 presents the slogan displayed in front of the Skechers outlet, which offers a complete collection of sports shoes, t-shirts, bags, shorts, and leggings. The slogan "The Ultimate Comfort Solution" conveys both conceptual and affective meanings. The conceptual meaning implies that the products offered by this store are the best solutions for customers seeking comfort. The affective meaning evokes a sense of reassurance, influencing consumers to believe that Skechers provides the highest level of comfort in its products. This signage is written in English, reinforcing its appeal to an international audience. In terms of representational meaning, the phrase "The Ultimate Comfort Solution" symbolizes a complete collection of sportswear designed to enhance comfort. The interactional meaning of this signage lies in its persuasive nature, attracting potential buyers to visit the store and make a purchase. The compositional meaning suggests that the cohesive design of the advertisement integrates textual and visual elements effectively, reinforcing the message through its overall aesthetic and layout. The combined meta function analysis of language in this banner reveals that the linguistic landscape of Beachwalk Shopping Center aligns with the nature of a commercial shopping district. In this case, the signage strongly represents advertising discourse, strategically designed to persuade and engage consumers.
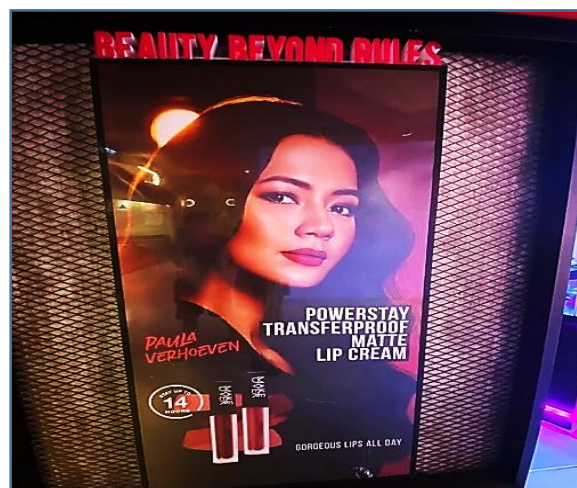

Figure 5. Outdoor Signage at the "Cosmetics" Outlet
Source: Researchers (2024)

Figure 5 presents the slogan displayed in front of a cosmetics outlet, which sells a variety of beauty products, including powder, lipstick, perfume, and other makeup essentials. The slogan "Beauty Beyond Rules" conveys both connotative and affective meanings. The connotative meaning suggests that beauty transcends conventional standards, encouraging women to embrace their uniqueness. The affective meaning evokes a sense of empowerment, inspiring consumers to feel confident in their own skin. This signage is written in English, emphasizing a modern and aspirational branding strategy. In terms of representational meaning, the banner features a smiling female model wearing Lip Cream, identified as Paula Verhoeven, a well-known model and actress. The black and red background colors symbolize elegance, energy, and sensuality, reinforcing the luxurious and passionate image of the brand. The interactional meaning of the advertisement is evident in how it showcases the visible effects of Lip Cream on the model, creating a persuasive appeal to potential customers. The compositional meaning suggests that all elements are prominently placed at the center and sides, ensuring that both the verbal slogan and brand imagery remain the focal points of the advertisement.

The findings of this study reveal that the linguistic landscape of Beachwalk Shopping Center primarily employs English and Indonesian, with English being more dominant due to its appeal to international tourists. The commercial signage in this shopping mall integrates both connotative and affective meanings, strategically designed to persuade and emotionally engage consumers. Applying Kress and van Leeuwen's (2006) multimodal framework, the study identifies that each commercial banner incorporates representational, interactional, and compositional meanings, utilizing color, typography, imagery, and spatial positioning to enhance brand communication. Furthermore, the presence of bilingual advertising strategies and culturally significant color schemes indicates an effort to balance global commercial appeal with local branding elements.

5. CONCLUSION

This study examines the linguistic landscape (LL) of commercial signage at Beachwalk Shopping Center, Kuta, a key tourism hub in Bali, with a focus on the meanings embedded in commercial banners to understand how language influences tourist's perceptions and destination branding. The findings reveal that English dominates the linguistic landscape, reflecting the globalized nature of the shopping center and its appeal to international tourists. However, some banners, such as Genki Sushi's signage, incorporate Indonesian, demonstrating a localized branding strategy that caters to both domestic and foreign consumers. The commercial signage primarily conveys connotative and affective meanings, aiming to persuade consumers through emotionally engaging and aspirational messages. Additionally, semiotic elements, including color schemes, typography, and imagery, reinforce brand identity and consumer perception.

The application of Kress and van Leeuwen's (2006) multimodal analysis framework highlights how representational, interactional, and compositional meta functions contribute to the effectiveness of commercial signage. Representationally, the banners depict active lifestyles (Under Armour, Map Club), cultural authenticity (Genki Sushi), and luxury branding (Cosmetics, Skechers). Interactionally, they establish relationships with consumers by using persuasive language, visual engagement techniques, and digital integration (e.g., social media links and mobile applications). Compositionally, the banners employ centralized layouts, bold typography, and high-contrast colors, ensuring maximum visibility and impact. These findings contribute to a

broader understanding of linguistic landscapes in commercial tourism environments, revealing that language use in signage is not merely informative but serves strategic marketing functions.

The findings of this study have significant implications for business owners, marketing strategists, and tourism policymakers. Retailers should consider optimizing their linguistic and visual strategies to enhance brand identity and consumer engagement. While English remains the dominant language in commercial signage, integrating localized elements such as cultural symbols, bilingual messaging, or regional aesthetics may strengthen brand authenticity and emotional appeal. Future research could explore consumer perceptions of linguistic landscapes to determine how language choices in signage influence purchasing behavior and brand loyalty. Additionally, comparative studies across different shopping districts or tourism destinations could provide deeper insights into how linguistic landscapes evolve based on cultural and economic contexts. By expanding research on multimodal linguistic landscapes in commercial spaces, scholars and practitioners can better understand the interplay between language, branding, and consumer experience in a globalized marketplace.

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THE EXCELLENCE OF ITDC NUSA DUA BALI AS A WORLD-LEADING MICE TOURISM VENUE

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Abstract

MICE is a promising tourism industry sector in Indonesia, driven by global business growth and the need for companies to hold meetings, incentives, and business trips. This study aims to understand: the history of the establishment of ITDC Nusa Dua, Bali, as the most comprehensive integrated tourism area in Indonesia; to understand the advantages of ITDC, as a leading MICE tourism venue in the world; and to understand the benefits of MICE tourism in Nusa Dua, Bali, for the development of various sectors in Bali and Indonesia. The theories used are MICE theory and sustainable tourism theory. Qualitative research method. The data collection technique is literature study. The results of the study show that the development of convention tourism has long been designed by the Indonesian Government together with UNDP since 1969, culminating in the establishment of BTDC in 1973. The Nusa Dua Tourism Area, which is now ITDC, became the first integrated MICE destination with international standards. Its success is supported by strategic factors such as geographical location, natural beauty, accessibility, and thorough planning by international consultants. MICE tourism contributes significantly to the growth of various sectors in Bali, both directly in organizing events and other supporting sectors.

Keywords: Excellence, ITDC Nusa Dua, MICE Tourism Organizer

1. INTRODUCTION

Indonesia is the largest archipelago in the world that has various beautiful natural landscapes and is inhabited by various ethnic groups that adhere to various different regional cultures. This makes it an advantageous attraction for world tourists to visit Indonesia. The natural beauty and culture that are rich and different from the nature and culture of origin of tourists cause tourists to never run out and never get tired of coming back to visit Indonesia from year to year.

Indonesia is the largest archipelagic country in the world that has various beautiful natural landscapes and is inhabited by various ethnic groups that adhere to different regional cultures. This makes it a major attraction for world tourists to visit. In an effort to increase the benefits of tourism, Tourism and Creative Economy Minister Sandiaga Uno stated that Indonesia is starting to focus on quality and sustainable destinations to prevent overtourism (Putriningtias, 2023). One of the destinations that has the potential

to experience overtourism is the ITDC Nusa Dua tourist area, Bali, which has a high appeal for foreign tourists.

To overcome the challenge of overtourism while improving the quality of visiting tourists, the Indonesian Ministry of Tourism and Creative Economy has encouraged the development of Meetings, Incentives, Conventions, and Exhibitions (MICE) tourism as an alternative to quality tourism. MICE tourists are generally classified as 'quality tourists' who tend to have a longer duration of stay and higher expenditure than ordinary tourists (Bailey, 1991). According to the International Congress and Convention Association (2012), MICE tourist expenditure can be up to seven times greater than ordinary tourists. This is due to the characteristics of MICE participants who come from highly educated groups, upper middle class, and professionals with high purchasing power.

The benefits of MICE tourism are not only limited to improving the quality of tourists, but also creating a broad 'multiplier effect'. In addition to contributing to the growth of the tourism sector business, MICE also opens up employment opportunities in the labor-intensive service sector, especially in supporting excellent services for the smooth running of various MICE events. This opinion is similar to Delen research (2023) which states the same thing, namely that MICE is an important sector for tourism because it can increase income and open up employment opportunities.

Asrifah previous research (2016) emphasized that the success of MICE tourism development is highly dependent on the support of MICE stakeholders. This can be achieved with the existence of the Indonesian MICE platform because it can coordinate and collaborate between stakeholders in the MICE industry more efficiently, so that it can increase Indonesia's competitiveness in the global market (Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2023).

The ITDC Nusa Dua area, Bali, is a strategic location to become an international MICE venue. The advantages of ITDC Nusa Dua compared to other locations in Indonesia include the availability of complete infrastructure, world-class hotel and venue facilities, and strong cultural attractions. Bali's success as a MICE destination has been proven by the increasing frequency of ITDC Nusa Dua being chosen as the host of various prestigious international events, such as the G20 Summit and the IMF-World Bank Annual Meeting 2018. This is reinforced by Delen's research which states that Bali has many advantages as a MICE destination.

According to Nugroho et al. (2018), MICE development requires a SWOT analysis-based strategy to optimize potential and overcome challenges. This is supported by research by Sikošek (2020) who developed a multidimensional model in assessing the attractiveness of MICE destinations, which includes venue quality, supporting facilities, and local attractions. These factors make ITDC Nusa Dua a leading destination for organizing various MICE events, both nationally and internationally.

In the context of human resource development, Bali has an advantage due to the cooperation between the local government, educational institutions, and industry associations. Several educational institutions in Bali have included special MICE study and training programs to produce quality professionals in this industry. In line with the findings (Firmansyahrani et al., 2022), the development of MICE in the world shows an increase in the number of event organizers and travel agents offering MICE packages as part of their business. This is also the case in Bali, where more and more travel companies are focusing on developing the MICE business, especially in the form of incentive trips that provide exclusive experiences for MICE participants.

By seeing the great benefits of MICE tourism in playing an important multiplier effect role for the development of various development sectors in Bali and Indonesia, it has moved the author's mind to research MICE tourism in Indonesia in more depth. The research that was raised is entitled "The Excellence of ITDC Nusa Dua Bali as A World-Leading MICE Tourism Venue". The general objective of this research is to understand the purpose of developing Indonesia's MICE tourism in accelerating improvements in community welfare across all sectors of life while also expediting the equitable distribution of development throughout every super‑priority tourist area in Indonesia. The specific objectives of this research are to understand the history of the establishment of ITDC Nusa Dua, Bali, as the most comprehensive integrated tourism area in Indonesia; to understand the advantages of ITDC Nusa Dua, Bali, as a leading MICE tourism venue in the world; and to understand the benefits of MICE tourism in Nusa Dua, Bali, for the development of various sectors in Bali and Indonesia in general.

2. LITERATURE REVIEW

The concept of Excellence of ITDC Nusa Dua, Bali as AWorld-Leading MICE Tourism Venue is an advantage possessed by an integrated tourism area and one of the leading tourist destinations on the island of Bali to be used as a location or destination for organizing activities (tourism) that focus on organizing business and professional events and have complete world standards and are recognized beyond national boundaries and include international (world) recognition.

In an effort to further explore the advantages of ITDC Bali related to MICE, this study will adopt the theory of MICE tourism and sustainable tourism as the main analytical framework. The theory is used because of its ability to help achieve the objectives of this study.

2.1 MICE Tourism Theory

According to Kesrul (2004), MICE is an activity that combines leisure and business, usually involving a group of people in activities such as meetings, incentive travels, conventions, and exhibitions. Rogers (2003) defines MICE as a meeting held by a number of people in a certain period of time with a predetermined pattern to achieve a common goal. Meanwhile, Noor (2013) added that MICE is a type of business event organized by a company or certain agency with various strategic goals.

As part of the leading tourism sector, MICE is expected to be a major pillar in Indonesia's economic development. Therefore, its development must be carried out seriously, in a focused and professional manner. MICE tourism has great potential because it creates a multiplier effect, improves the quality of tourism, and optimizes human resources in this sector. In addition, MICE in Indonesia has high prospects because this country not only excels in natural and cultural tourism, but also has competitiveness in the international business tourism sector. The term MICE itself includes four main aspects, namely: First, meetings or business meetings are an important aspect of MICE. Business meetings allow professionals from various fields to exchange knowledge, build networks, and establish mutually beneficial parallel collaborations. Business meetings also create opportunities for local economic growth by encouraging consumption in the hospitality, transportation, and various restaurants or eateries sectors (Pendit, 2006). Furthermore, travel incentives are a way for companies to reward high-achieving employees or all employees. By holding a tour as an incentive, companies can provide employees with the opportunity to relax and take a vacation while increasing employee

motivation and loyalty. The positive impact of this incentive is none other than increasing demand for tourist destinations, restaurants, hotels, accommodations, and other tourism supporting sectors.

In addition, conventions (congresses, conferences) are activities that involve large meetings with participants from various countries or regions. The benefits of this convention can create job opportunities and support economic growth through spending by convention participants who generally have prepared sufficient funds when arriving at tourist destinations. Other side effects of the convention can build a mutual system, namely the transfer of knowledge and technology between companies, between professions, between universities or between countries.

Finally, exhibition is a platform to showcase products or services to the public or wider audience. Exhibitions create opportunities to increase branding, build relationships with potential customers, and explore new business opportunities for the progress of the products owned. Exhibitions also expand the visibility of companies and products, and promote related industrial sectors to reach a wider audience.

MICE tourism has been growing rapidly since the 1980s and has become more advanced in the 1990s along with advances in information technology and fast transportation. Currently, MICE has become part of the branding of each country, which seeks to make it a competitive tourist attraction. MICE activities are often held in representative hotels or convention centers that have complete facilities to support the comfort and success of the event (Anugrah, 2023).

2.2 Sustainable Tourism Theory

The concept of sustainable tourism emphasizes the importance of maintaining a balance between economic, social, and environmental aspects in developing tourist destinations. According to Hadiwijoyo (2012), sustainable tourism must consider the trend of tourist needs, environmental sustainability, and the welfare of the community around the tourist destination.

Soeriaatmadja (1997) stated that the success of tourism development is not only determined by the exploitation of natural and human resources, but also how to maintain its sustainability so that it remains sustainable for future generations. This is reinforced by Sunarta and Arida (2017), who state that tourism sustainability must meet several main principles, namely: (1) Economically feasible - Tourism must provide a positive economic impact on local communities and create jobs. (2) Environmentally aware - Every tourism activity must pay attention to preserving nature and reducing negative impacts on the ecosystem. (3) Socially acceptable - Tourism must respect the culture and social values of the local community. (4) Technologically applicable - Technological innovation must be applied in tourism management to increase efficiency and global competitiveness.

According to UNWTO, sustainable tourism must fully take into account the impact of the development of this sector on environmental, social and economic aspects (Ministry of Tourism and Creative Economy of the Republic of Indonesia). Sustainable tourism is also a main agenda in the 2030 Sustainable Development Goals (SDGs), which target poverty reduction, climate change mitigation and reduction of socio-economic inequality (PPN/Bappenas, 2021). Carvao (2021) in "Gastronomy Tourism Creating Value for Destination" identifies four main factors that determine future tourism development, namely: (1) Digitalization and innovation - Use of technology in destination management and market diversification. (2) Collaboration between government and

private sector - Coordination between agencies to create policies that support the tourism industry. (3) Human resource development - Investment in education and training of tourism workers. (4) Economic and environmental sustainability - Ensuring a balance between economic benefits and ecosystem protection.

In the context of MICE tourism, Noor (2020) emphasized that MICE event organizers must apply sustainability principles through various strategies, including waste management, local community involvement, transportation efficiency, use of environmentally friendly energy, and implementation of health protocols. This sustainability guideline covers eight key dimensions that must be implemented in the MICE industry to ensure a positive impact on the environment and society.

3. RESEARCH METHODS

This study uses a holistic approach, meaning a way of seeing or viewing something as a whole. A holistic approach is that all factors are taken into account as a whole, interdependent on each other for the benefit of all (Prianta & Sulistyawati, 2024). The type of research is descriptive analytical because this study aims to obtain an overview and information about ITDC Nusa Dua, related to the history and MICE events that have been held so that it can become a leading MICE location or destination in the world. Descriptive analytical research aims to obtain clearly about a certain situation or condition in the field through data collection, about the history and advantages or potential of ITDC Nusa Dua.

The research method used is a qualitative method to solve or answer all problems in the research. Data collection techniques commonly used in research are in the form of literature studies. Literature studies are searches for written data in the form of literature data related to the objects discussed in the research. In this study, the literature consulted consists of journals and books related to tourism, MICE, ITDC, and Nusa Dua; the journals have been published and the books released nationally. The literature review also incorporates data sourced from the internet whose reliability is assured because it comes from official sites such as the UNWTO and Indonesia's Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency. To further enhance the study, regulations issued by the Government of the Republic of Indonesia and the Ministry of National Development Planning/Head of Bappenas are likewise employed. The collected literature is analyzed through three steps: data reduction, data presentation, and drawing conclusions or verification (Susilo, 2010).

A key limitation of this study is its exclusive reliance on secondary data: published journals, nationally circulated books, official regulations, and reputable websites. Without fieldwork or primary interviews, it may overlook recent on‑site developments, stakeholder perspectives, and possible negative impacts. Moreover, because the analysis focuses solely on ITDC Nusa Dua, the findings may not be fully generalisable to other MICE destinations in Indonesia.

4. FINDINGS AND DISCUSSION

This section will discuss in depth the research results obtained based on the analysis of various aspects related to the development and role of ITDC Nusa Dua as a MICE tourism destination. The discussion will cover all of the problems in the research and is expected to provide broader insight into ITDC Nusa Dua Bali in developing MICE-based tourism.

4.1 History of ITDC Nusa Dua, Bali

Setiawan (2022) wrote that the *natural* beauty of Bali always attracts anyone to explore it. The geographical conditions of this 5,780 square kilometer island are truly complete. One of them is the ITDC Nusa Dua tourist area, which is located on the southeast coast of the southern tip of the foot of Bali Island or about 40 kilometers from Denpasar, the capital of Bali province. ITDC Nusa Dua is included in the administrative area of South Kuta District, Badung Regency. The ITDC Nusa Dua area is an integrated and most prestigious tourism area in Indonesia and the world. Besides being prestigious, it is also clean and beautiful, so it is not surprising that it was built specifically as a high-class tourist area. Currently, the manager is a state-owned enterprise PT. Pengembangan Pariwisata Indonesia or Indonesia Tourism Development Corporation (ITDC) (Setiawan, 2022).

The development of this area began in 1969, when the United Nations Development Program (UNDP) in collaboration with the Indonesian government conducted a study on tourism potential in Bali. This study was conducted by the consultant SCETO (Centrale Société pour I'Équipement Touristique Outre-Mer, 1971) from France, which recommended the development of an integrated tourism area with international standards to increase the number of foreign tourists without disturbing the cultural and social balance of the local community.

As a follow-up to the recommendation, in 1973, the Indonesian government established PT. Bali Tourism Development Corporation (BTDC) through Government Regulation No. 27 of 1972. This company was tasked with developing the Nusa Dua area as a luxury tourism center with an integrated resort concept that could attract global investment (Wikipedia, 2023).

Udayana University historian I Gede Agus, said that long before the tourism industry developed and was built as it is now, The Nusa Dua area was one of the areas at the foot of the island of Bali that had less productive land (Febriawan et al., 2017). The government then decided to utilize the dry and unproductive land area but had beautiful natural panoramas in the form of stunning white sandy beaches as a top cultural tourism area. The choice of this fairly exclusive location was aimed primarily at avoiding damage to the natural and cultural environment of Bali on the plains of Bali Island.

Soon after, a French government-owned consulting firm called Centrale Société pour I'Équipement Toristique Outre-Mer (SCETO) was appointed in 1970 to conduct research and prepare an initial plan for sustainable tourism development in Bali. Based on the results of the study, Indonesia and UNDP appointed Pacific Consultant International to prepare a blueprint for the Nusa Dua Integrated Tourism Area and in order to realize the blueprint, PT. Pengembangan Pariwisata Bali or Bali Tourism Development Corporation (BTDC) was formed in 1973. In May 1983, Nusa Dua Beach Hotel was inaugurated by the second President of the Republic of Indonesia, Soeharto and became the first hotel.

4.2 ITDC's Advantages in Branding MICE Tourism

Bali is a leading Meetings, Incentives, Conferences, and Exhibitions (MICE) destination in Asia Pacific (Mahadewi, 2018). The ITDC Nusa Dua area has long been the main location for holding various international events, such as the ASEAN Summit, IMF-World Bank Meeting, and G20 Summit 2022. ITDC Nusa Dua can have various advantages compared to other tourist areas in Indonesia and internationally due to various reasons. *According to Setiawan (2022), one of them is due to*there is consistency

in management following spatial zoning, coastline boundaries, landscape concepts, utility designs, and security systems as stated in the master development plan since 1972 by SCETO.

ITDC is equipped with two global standard convention centers, namely: Bali International Convention Center (BICC) and Bali Nusa Dua Convention Center (BNDCC). In addition, there are 18 five-star hotels, a golf course, the Bali Collection shopping center, the Pasifika Museum, and an international hospital, making it an ideal location for MICE activities (Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2023). Another additional advantage of ITDC is that it has a large open area with a very beautiful view, namely the white sandy Peninsula Island, which is an outdoor space area with a location directly facing the Indian Ocean that can be used for various MICE activities. ITDC Nusa Dua is designed with a charming landscape arrangement while maintaining a green atmosphere interspersed with a kilometer-long running track even to the coast.

Figure 1. BNDCC Venue International Conference and Expo 2022
Source: https://www.itdc.co.id/press-release/soe-international-conference-and-expo-digelar-di-the-nusa-dua-itdc-makin-bercepat-jelang-ktt-g20-20221017101006, 2025

In principle, Indonesia, especially Bali, has the potential and human resources that can be elaborated into an attractive MICE tourism industry. However, in the scope of Indonesia, the development of the MICE industry still faces several obstacles, including: (1) Low awareness. tourist destinations regarding the importance of MICE and the need for ongoing promotion; (2) Lack of a comprehensive and online MICE database; (3) Limited accessibility or location reach; and (4) Limited exhibition items for souvenirs or gifts for visitors, as well as (5) Limited choices of performing arts containing local wisdom, and (6) Low quality of international standard infrastructure and modernization.

To support the development of MICE tourism activities in Bali, Bali has a special container or bureau as a MICE hub so that it can work optimally and one-stop. The MICE bureau hub in Bali is the Bali Convention and Exhibition Bureau (Bali CEB), a non-profit organization tasked with developing and promoting MICE tourism in the Bali Province. The leading sectorof this organization is the Bali Provincial Tourism Office which will handle all MICE activities in Bali.

The main tasks of Bali CEB include developing information on potential and MICE facilities in Bali, promoting Bali as a MICE destination, submitting offers to government agencies, organizations, associations, and corporations in the country and abroad, so that MICE activities held in Bali run well and smoothly. In addition, it is also to improve the quality of MICE implementation in Bali so that participants gain a better experience, and create business opportunities in the MICE sector and its derivatives and economic benefits for the Balinese people.

4.3 The Impact of MICE Tourism on Various Development Sectors

Tourism is a leading sector in the national economy, and the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry is one of the main drivers of growth in this sector. As a labor-intensive service industry, MICE involves a lot of workers and creates a multiplier effect, namely an economic impact that extends to various supporting sectors such as transportation, hospitality, culinary, and entertainment (Mahadewi, 2018). According to the International Congress Convention Association (ICCA), MICE tourists have a higher consumption rate than ordinary tourists. They spend three to seven times more money, especially for registration, accommodation, catering, transportation, and other supporting activities (Noor, 2007) . In addition, the advantage of MICE tourism is that it does not depend on the tourist season (high season), thus providing a stable income for destinations such as Bali.

In addition to having a direct impact on the number of tourist visits, MICE also contributes to the growth of other sectors, such as micro, small and medium enterprises (MSMEs) that provide souvenirs, catering, and other services. MICE activities also play an important role in international diplomacy, as they often host global-scale meetings, such as the 2018 IMF-World Bank Meeting and the 2022 G20 Summit, each of which succeeded in driving Bali's economic growth by 50.84%, with a special contribution from the MICE sector reaching 25% (Carvao, 2021).

MICE tourism activities or conventions with their multiplier effects will have an impact on improving the overall economy. Many economic actors can be involved either directly or indirectly in the process of organizing MICE activities (Mahadewi, 2018). Direct actors are: (a) Professional Convention Organizer (PCO) and Professional Exhibition Organizer (PEO) who manage and organize convention and exhibition events; (b) Event facility providers such as sound system rentals, lighting, multimedia, and international standard venues; (c) Entertainment services that provide art and cultural attractions that are part of the MICE event. While indirect actors are: (a) MSMEs and souvenir craftsmen who provide souvenirs for MICE participants; (b) Food and catering providers who will adjust the menu to the needs of the event, from official dishes to gala dinners; (c) Transportation and accommodation, star hotels, airlines, and local transportation services that support participant mobility. In addition, the financial sector such as banking and digital payment services are also affected due to the large number of transactions that occur in MICE activities.

Figure 2. Art Performance at the 2022 G20 Indonesia Summit Gala Dinner
Source: https://sohib.indonesiabaik.id/article/hal-besar-di-gala-dinner-ktt-g20-ANgki, 2025

Although the MICE industry in Indonesia is growing rapidly, there are still several challenges that need to be overcome, such as the lack of international standard infrastructure, limited accessibility, and competition with neighboring countries such as Singapore and Thailand. Therefore, the government has set 10 priority MICE cities, including Medan, Jakarta, Yogyakarta, Bali, and Makassar, to strengthen Indonesia's competitiveness in this industry (Murdopo, 2011). On the other hand, global trends show an increasing demand for sustainable MICE tourism. Therefore, MICE destinations such as ITDC Nusa Dua have begun to adopt environmentally friendly concepts, including building a Sea Water Reverse Osmosis (SWRO) system for more efficient clean water provision.

In addition to infrastructure development, improving workforce competency is also key to the competitiveness of this industry. Government Regulation (Peraturaan Pemerintah) No. 52 of 2012 concerning Competency Certification and Business Certification in the Tourism Sector mandates that workers in the MICE sector must have nationally and internationally recognized skill standards. With the improvement of human resource quality and more massive MICE tourism promotion, Indonesia is expected to further strengthen its position as a leading MICE destination in the Asia Pacific region.

This study suggests four broader takeaways: (1) replicate Nusa Dua's MICE model in other super priority destinations through tax breaks and fast-track permits; (2) form an interministerial MICE task force to unify governance and sustainability standards; (3) embed MICE-focused courses and micro-credentials in universities to secure skilled talent; and (4) leverage Indonesia's lead in green events to set regional ESG-aligned MICE guidelines and boost soft-power diplomacy.

5. CONCLUSION

This study shows that ITDC Nusa Dua has developed from a barren area into a world-class integrated tourism destination, especially in the MICE industry. Its development began in 1969, when the Indonesian government collaborated with UNDP and consultant SCETO (France) to develop a blueprint for Bali tourism development. As a follow-up, in 1973 BTDC was formed to develop this area professionally (PP No. 27 of 1972). Its success led to its operational scope being expanded throughout Indonesia, and in 2014 the name BTDC was officially changed to ITDC (PP No. 33 of 2009).

As a leading MICE destination, ITDC Nusa Dua has strategic advantages compared to other tourism areas in Indonesia: (1) Strategic geographical location between Australia and Southeast Asia, making it an ideal location for international events; (2) Designed by international consultants (SCETO) from the start as an integrated tourism area with global standards; (3) Has the most complete and modern MICE infrastructure in Indonesia, with two international standard convention centers (BICC and BNDCC); (4) Managed by a special company (ITDC) that ensures the development of the area is carried out professionally and sustainably; (5) International accessibility supported by Ngurah Rai Airport, Benoa Port, Bali Mandara Toll Road, and I Gusti Ngurah Rai By Pass; (6) Balinese people support the MICE industry, providing professional workers in the tourism sector; (7) Equipped with supporting facilities, such as the Bali Collection, Pasifika Museum, Bali Nusa Dua Theater, international hospitals, and golf courses. (8) Experienced in hosting various international events, including the ASEAN Summit, IMF-World Bank, G20 Summit 2022, as well as being a place to stay for world leaders; and (9) Has the Bali Convention and Exhibition Bureau (Bali CEB) as a coordination center for MICE activities in Bali.

MICE activities at ITDC Nusa Dua have a significant economic impact, both directly and indirectly. Overall, the existence of ITDC Nusa Dua has contributed to the national economy, increased people's income, and strengthened Indonesia's position as a world-class MICE destination. With the continued development of the MICE industry, ITDC Nusa Dua has a great opportunity to further strengthen its position as a leading MICE destination in Asia. Some suggestions that can be given are: The success of organizing events and MICE depends on professional staff who are able to manage each stage of the event effectively and efficiently. To strengthen Indonesia's MICE industry, several stakeholders can take concerted action: Government both central and regional should raise destination awareness of MICE's importance, continually enhance facilities, run planned and sustainable promotions, improve access to MICE venues, foster local artisans' creativity in producing souvenirs and exhibition items, and support performing arts rooted in local wisdom as part of the attraction; MICE destination management agencies need to maintain a comprehensive, easily accessible online database, modernize infrastructure and facilities, and build workforce competence through a tiered certification system; communities surrounding tourist areas can capitalize on business opportunities created by MICE, show genuine hospitality to enrich participants' experience, and actively safeguard security, cleanliness, and environmental sustainability; finally, further research such as comparative studies between ITDC Nusa Dua and global MICE destinations should identify opportunities and challenges to cement ITDC Nusa Dua's stature as a world‑class MICE hub.

This research contributes fresh empirical evidence on how an integrated, government‑owned tourism estate can evolve into a world-class MICE destination while sustaining local socio-economic development. By mapping the historical trajectory, competitive advantages, and multi-sector impacts of ITDC Nusa Dua, the study supplies (1) a transferable development model for other super‑priority destinations in Indonesia, (2) policy recommendations that align MICE growth with the national agenda for balanced regional development, and (3) a framework that future scholars can adapt when assessing MICE‑driven welfare gains in comparable contexts.

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PLANNING OF WALKING TOUR PACKAGES BALI HARMONY GREEN TOUR IN KUTA AREA AT PT. SEBUMI BERBAGI

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Abstract

Bali tourism has become a popular destination in Indonesia, attracting both international and domestic tourists. Therefore, the planning of tour packages is a crucial part of this industry, as it is related to the quality and its impact on tourist satisfaction. The purpose of this research is to understand the planning of the Bali Harmony Green Tour walking tour package in the Kuta area by PT. Sebumi Berbagi. This research uses observation, documentation, literature review, and interviews as methods, followed by data analysis. The findings of this research include the identification of both man-made and natural tourism potentials in the Kuta area, Bali, and the planning product of the Bali Harmony Green Tour walking tour package by PT. Sebumi Berbagi. Additionally, the benefits of the Bali Harmony Green Tour Walking Tour are as follows: health impacts such as cardiovascular training and improved sleep patterns from walking, economic impacts including support for local small and medium enterprises (UMKM) through participant spending, social impacts from interactions between participants and local communities, and environmental impacts by reducing pollution from fuel-powered vehicles.

Keywords: Travel Package Planning, Walking Tour, Kuta, PT. Sebumi Berbagi

1. INTRODUCTION

The World Economic Forum (2024) highlights that Indonesia's tourism sector has experienced a rise in rankings, reaching 22nd position globally in 2024. This marks an improvement of 14 places since 2019, and for the first time, Indonesia has surpassed Malaysia, Thailand, and Vietnam in the Travel and Tourism Competitiveness Index (TTCI) 2024, which includes 119 countries. According to data from the Ministry of Tourism, over the past decade, the tourism sector has consistently ranked fourth in terms of foreign exchange earnings, following oil and gas, coal, and palm oil. As a result, the government and relevant stakeholders have made tourism development an integral part of the national long-term development plan, recognizing the significant contribution of the tourism sector to Indonesia's economy.

The support provided by the government and other related sectors for tourism development, alongside efforts to meet the increasing demand from tourists, has led to

the tourism industry becoming synonymous with travel activities. According to Buchi in Musanef (1996), tourism is defined as the temporary relocation of individuals to a different location, where they receive services from companies within the tourism industry. Additionally, Mill (2000) emphasized that tourism involves activities that engage individuals who embark on travel. The growth of international tourism has generally been propelled by the emergence of mass tourism. As a result, tour organizers have adapted by enhancing their offerings, including a broader range of destinations within their travel itineraries.

Diarta, et al. (2012) trace the origins of tourism in Indonesia back to the 1910s, with the establishment of the VTV (Vereeneging Toeristen Verker), Dutch Tourism Agency. This government agency functioned as both a tour operator and travel agent, promoting Indonesia, particularly the regions of Java and Bali. These tour operators were responsible for planning and organizing tours, often packaged as complete travel packages. One such package can be found on the island of Bali, with Kuta Beach being a prominent tourist destination. Kuta has become widely recognized as a mass tourism area, typified by traffic congestion, and overcrowding, making the implementation of sustainable tourism practices imperative. During peak seasons, the number of visitors greatly surpasses the local population. The diversity of attractions, management practices, and institutional types have rapidly expanded, facilitated by increasing foreign investments. Kodhyat (1997) argued that mass tourism, often referred to as modern or conventional tourism, is characterized by large-scale tourist activities, frequently organized into travel packages. It involves the development of extensive, luxurious tourism infrastructure in strategically located areas, necessitating large tracts of land.

The Bali Central Bureau of Statistics (2022) reported that the growth of hotels in Badung Regency has increased by 380 hotels. In addition, traffic congestion in the Kuta area and its surroundings, which has become a persistent issue, is no longer a new problem. Furthermore, the demand for resources for the tourism sector, such as hotels, has led to alternative solutions, such as the extraction of groundwater due to limited water supply from PDAM. There is a strong correlation between the volume of wastewater generated from hotel and restaurant activities and the quality of groundwater in Kuta, Bali. Additionally, wastewater discharged into the environment contributes up to 87.8% of the degradation of groundwater quality. This serves as both evidence and data, indicating that Badung Regency, particularly the Kuta area, is one of Bali's mass tourism hotspots. Given the connection between Kuta and the situation of mass tourism, PT. Sebumi Berbagi has emerged to offer a fresh perspective for tourists in the Kuta area, particularly in terms of tourism. In response to the current issues, where Kuta has become a mass tourism destination, PT. Sebumi Berbagi has developed a half-day walking tour package, also known as a walking tour. Through the Bali Harmony Green Tour, Sebumi hopes that this program can contribute to the implementation of an educational tourism model based on walking tours, providing a new and environmentally friendly tourism experience in the Kuta area while showcasing the changes that have occurred there.

Based on these circumstances, PT. Sebumi Berbagi aims to offer a new travel experience in the Kuta area. The company has developed a half-day walking tour package. Through the Bali Harmony Green Tour, PT. Sebumi Berbagi hopes that this program will contribute to the implementation of an educational tourism model based on walking tours, allowing participants to observe the changes occurring in the Kuta area. Additionally, the

program seeks to introduce a fresh, environmentally conscious approach to tourism in the region.

Tourists will be invited to have an active discussion and gain a new perspective on environmentally friendly tourism in the Kuta area. This experience offers a closer look at tourism from a different viewpoint, allowing them to blend with the local community and environment. The walking tour will involve participants walking and stopping at various spots, each representing a topic for exploration during the Bali Harmony Green Tour. This will provide an opportunity to uncover historical stories and changes that have shaped the harmony within the Kuta area. Through this walking tour, it is hoped that tourists will be able to witness the efforts being made to maintain a harmonious relationship with nature and culture amidst the pressures of mass tourism in the Kuta area.

2. LITERATURE REVIEW

Hantoro & Rejeki (2020) state that simple planning is an initial step taken by an individual as preparation before starting an activity. Tourism trip planning can be conducted once the objectives of the activity are clearly defined, allowing individuals to prepare for any needs that may arise during the activity. Essentially, planning is the conceptualization of an idea or vision in the present, with the intention to execute it in the future.

Suyitno (2001) emphasizes the critical importance of travel planning, which serves to provide several key benefits. Planning acts as a guideline for organizing travel activities, enables the anticipation of potential unforeseen events along with the identification of alternative solutions, directs the implementation of activities to ensure that objectives are achieved effectively and efficiently, and functions as a benchmark for assessing the success of tourism operations, thereby facilitating feedback for future improvements. Furthermore, Suyitno (2006) classifies package tours based on their method of preparation into two types: (1) ready-made tours, which are developed in advance without awaiting requests from prospective participants, and (2) tailor-made tours, which are designed in response to specific requests from prospective participants.

Walking tours have long constituted a prevalent form of tourism activity within urban environments, as noted by Giddy et al. (2018), thereby illustrating that walking has historically been a fundamental mode of exploration for tourists. Engaging with destinations on foot allows tourists to experience the environment more intimately through their five senses. According to a study conducted by Oh, Assaf, and Baloglu (2014), the slow tourism model yields significantly more positive outcomes compared to fast tourism, including higher levels of tourist satisfaction (43%), greater intention to revisit (30%), and increased intention to recommend (43%). Thus, the principles of slow tourism offer a valuable strategic framework for tourism development, particularly through the promotion of walking tours.

Annisa (2023) asserts that the importance of the natural environment in supporting an area to become a tourist destination or attraction is indisputable. Walking tours serve as a strategy for shaping tourists' perceptions, as they generally explore the cultural potential present in a city or region (Ichsan, et., al 2017). In some cities, walking tours are even designed to provide experiences in visiting urban slum areas, allowing tourists to engage with an authentic local environment that differs from conventional tourist destinations (Cantillon, 2019). This, in turn, can be utilized to build tourist awareness and shape their perceptions of a city. When leveraged effectively, such experiences can

contribute to creating a positive tourism image for the city, encouraging tourists to return or even to recommend the destination to others.

Chigozie (2025), another benefit of walking tours is their role as a strategy to enhance the local economy. As tourists participate in walking tours, they are more likely to interact closely with, purchase, and sample local goods and services, such as food and other essentials offered by the local community. Consequently, the local economy benefits from the multiplier effect generated by the entrepreneurial activities of local stakeholders. Furthermore, walking tours serve as a strategic means to foster the development of an urban tourism identity. Generally, walking tour operators offer walking tours to provide information about the history and culture of a city. Timothy et al. (2015) identify four key points in the development of heritage walks: promoting preservation and conservation, encouraging economic development, enhancing city branding, and achieving other objectives.

According to Cooper et al. (1995), tourist attractions must possess four key components: attraction, amenity, accessibility, and ancillary services. Meanwhile, Subhiksu et al. (2018) classify tourist attractions into two categories: (1) natural attractions and (2) man-made attractions. The first type consists of creations of nature, including natural beauty, plant life, and the entire animal life.

3. RESEARCH METHODS

In this stage, the research method is implemented as the approach through which the researcher aims to obtain the research results, utilizing methods such as observation, documentation, literature review, and interviews during the study. Subsequently, the data is processed using theoretical frameworks and research methods, with the researcher analyzing all findings through qualitative analysis, which results in descriptive narratives.

The type of data used in this study is qualitative data, which is in the form of words or verbal information. Qualitative data can be obtained through interviews. The data sources consist of both primary and secondary data. Primary data for this research is obtained through interviews or research questionnaires. Specifically, primary data is collected through direct, closed interviews with participants or tourists of the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi, as well as through on-site surveys, exploration, and the creation and design of tour packages during the implementation phase. Secondary data is obtained in a ready-made form, having been collected and processed by other parties, and is available in published forms such as data on independent variables. Secondary data is gathered indirectly through literature reviews, articles, journals, books, or other literature related to the writing and implementation of the study. Additionally, documentation in the form of photos or videos is used.

The data collection instrument used to gather the necessary information is qualitative in nature, utilizing descriptive questions or interview sheets via Google Forms with the participants of the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi. The interview sheets are employed to gain in-depth insights into the planning routes of the tour packages, the experiences or stories encountered during the walking tour, and the participants' impressions and feedback.

4. FINDINGS AND DISCUSSION

It all began with a group of environmental activists committed to making a difference in the world, starting with ourselves and hoping to inspire others and the

broader community. PT. Sebumi Berbagi, commonly known as Sebumi, was founded in 2018 as a pioneer of zero-waste travel to national parks across Indonesia. Over time, Sebumi has grown into a platform focused on three pillars: education, experience, and adoption. Its goal is to enable a sustainable lifestyle for individuals or communities in Indonesia, starting with small steps. Sebumi operates with conservation and sustainability principles at the core of its activities. For Sebumi, conservation is a way of life that is balanced with nature, allowing ecosystems, biodiversity, and humans to thrive and coexist for future generations. Sebumi offers nine workshop modules designed to approach sustainability practically, introducing various aspects of life that promote a greener lifestyle. These workshops include biodiversity, food, water, waste, energy resources, shelter/buildings, transportation, fashion, and mindfulness.

Subhiksu et al. (2018) classify tourist attractions into two categories: (1) natural attractions and (2) man-made attractions. The first type consists of creations of nature, including natural beauty, plant life, and the entire animal life. Therefore, the Kuta area also holds significant tourism potential, offering unique attractions for tourists. The natural attraction in Kuta is Kuta Beach, while the man-made attractions include the Kuta Beach Sea Turtle Conservation Center, Beachwalk Shopping Center, Superlative Gallery, the Panca Benua Monument (Bali Bomb Monument), and others.

Hantoro & Rejeki (2020) states that a travel agency essentially offers packaged tours with fixed prices, ready to be informed or offered to consumers. These packages are valid for a certain period, which requires the travel agency to have a high level of imagination and the ability to predict that the package will still be valid in the future. This type of package is known as a Ready-Made Tour, which is created without waiting for consumer requests. Therefore, in the research on the planning of the walking tour package for the Bali Harmony Green Tour in the Kuta area at PT. Sebumi Berbagi, the author uses the theory of Hantoro & Rejeki (2020) to formulate the Ready-Made Tour package, which is regularly created without waiting for tourist demand, as follows:

4.1 Identifying Market Segments

The market segment for the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi is classified based on the origin of the tourists, including both domestic and international tourists. The segmentation also considers gender, with both male and female participants, and age groups, including children, adults, and the elderly.

Figure 1. Market Segment Documentation of Bali Harmony Green Tour
Source: Researchers (2024)

4.2 Identification of Tourist Attractions

The identification of tourist attractions or stopping points for the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi is derived from several potential tourist destinations in the Kuta region, which align with the vision and mission of PT. Sebumi Berbagi. The planning for the selection of these spots typically takes approximately two to three months and involves several processes or stages, such as surveys, negotiations, and gathering historical information and stories related to each spot to be visited. These attractions include:

a. Hotel Neo+ Kuta Legian
b. Panca Benua Monument
c. Poppies Cottage 2 Accommodation
d. Batu Bolong Temple and Pengungangan Temple
e. Local SMEs at Kuta Beach
f. Kuta Beach Sea Turtle Conservation Center
g. Banjar Pering
h. Uluwatu Lace

4.3 Identification of Transportation Modes

The transportation used prior to the walking tour is provided by the participants themselves to reach the designated meet-up point, which has been prepared by the tour organizers. During the tour, participants will use walking as their mode of transportation, moving from one spot to the next. The tour lasts approximately 3 to 4 hours (covering 3 to 4 kilometres) during which participants will directly observe, listen to stories or engage in discussions, and partake in various activities at the established spots included in the Bali Harmony Green Tour walking tour program.

4.4 Identification of Accommodation

The Bali Harmony Green Tour walking tour does not include accommodation, as half-day tour. In other words, the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi is a half-day attraction and tour package that PT. Sebumi offers to tourists.

4.5 Procedure Flow of Tour Operation
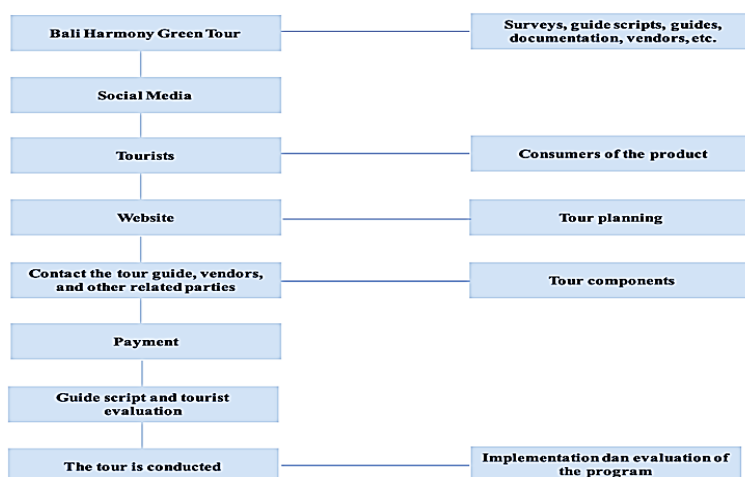
Figure 2. Flowchart of the Bali Harmony Green Tour Walking Tour Procedure
Source: Researchers (2024)

The flow of the operation can be explained as follows. The implementation of the Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi begins with:

a. Creating the Tour Package

The tour package is created based on the general interests of consumers. The analysis of consumer interest in tourist attractions, accommodations, types of transportation, food and beverages influences the travel agency in designing the Ready-Made Tour. The cost calculation is not based on the number of participants within a specific group range but rather provides a direct cost estimate, for example, the cost for one person up to more than 30 participants, allowing the cost to be easily determined for any group size. The travel agency designs tour packages for various destinations, especially those that are most frequently favoured by consumers.

b. Developing the Tour Program or Itinerary

The tour program or itinerary represents the activities undertaken by the participants or tourists. As the tour operator, the itinerary serves as a reference for calculating the tour package and also aids in providing services to the tour participants. PT. Sebumi Berbagi develops the tour program for the Bali Harmony Green Tour walking tour in the Kuta area as follows:

Table 1. Tour Itinerary

Time	Location	Activity
07.45 - 08.00	Hotel Neo+ Kuta Legian Lobby	Participant registration
08.00 - 08.15		Opening, introductions, telling story about Sebumi and Bali Harmony Green Tour, distribution of shawls
08:15 - 08:30		Sharing information about the Green Hotel Concept at Hotel Neo+ Kuta Legian
08:40 - 08.50	Panca Benua Monument	Mindfulness: A concise historical overview and an exploration of the Balinese perspective on the Bali Bombing tragedy (1st Bali Bomb)
08:50 - 09:20	Walk to Poppies Lane 2	Exploring the transformation of Kuta area from the past to the well-known Poppies Lane 2, a nightlife and backpacker district
09:20 - 09:30	Batu Bolong Temple and Pengungangan Temple	Mindfulness and shelter. The significance of temples for Hindus in Bali, temple rules, and the application of the Tri Hita Karana philosophy through a workshop on making *canang sari* (offerings)
09:40 - 10:00	Local SMEs at Kuta Beach	Refreshment point. Drink coconut water and discuss topics on the sea, its significance for Balinese people, and waste issues at Kuta Beach. Interaction with local people about tourism challenges during the pandemic and the current use of coconut shells for waste processing in the Kuta Beach area
10:00 - 10:20	Kuta Beach Sea Turtle Conservation Center	Biodiversity, sea turtle conservation. Learning about sea turtles and their role in marine ecosystem balance. Discussion on human activities that contribute to the extinction of sea turtles
10:40 - 11:00	Jl. Pantai Kuta dan Legian	Mindfulness and shelter topic at Banjar Pering. Studying the function and role of the *banjar* in modern society
11:00 - 10:20	Uluwatu Lace Shop	Sustainable Fashion. The implementation of slow fashion in modern appearances and the environmental impact of fast fashion
11:30 - 12:00	Hotel Neo+ Kuta Legian Lobby	Closing, return of shawls, closing remarks, and sharing impressions and feedback among tour participants.

Source: Researchers (2024)

c. Reservation of Product Components

   At this stage, before the Bali Harmony Green Tour walking tour takes place, the organizing team will prepare for the tour 2 to 3 days prior to the event, after the participants have made full payment. This preparation includes contacting all vendors, purchasing workshop materials for making *canang* (Balinese offerings), and preparing other necessary items for the tour such as the guide microphones, Sebumi flags, pins, scarves for participants, and refreshments such as coconut water for the participants, among others.

d. Cost Calculation

   The cost calculation in the table below is an example, and the figures presented do not reflect the company's actual costs. The cost calculation can be carried out once the entire program is finalized.

e. Tour Package Promotion

   Promotion is a way to inform or introduce travel products to potential consumers. Successful promotion ultimately leads to the sale of the travel product. Promotional media can include print media, electronic media, social media, and personal media. The Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi uses a variety of methods to promote its tour products to consumers. These include print media (brochures), electronic media (internet, television, and radio), social media (WhatsApp, Instagram, website, TikTok, and YouTube), and personal media (face-to-face interaction with potential consumers). Below is an example of the e-poster promoting the Bali Harmony Green Tour walking tour on Instagram @sebumi.id.

   Successful promotion concludes with sales. The activities carried out once a sale occurs include registering potential consumers, a process known as registration. The consumer data that needs to be recorded includes name, contact number, group size, personal identity information such as place and date of birth, gender, etc. The Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi handles sales transactions via bank transfer. Potential participants are required to fill out a Google Form containing personal information and other relevant details. Afterward, they make a payment via bank transfer to the PT. Sebumi Berbagi account. The person in charge of the Green Tour at PT. Sebumi Berbagi will then contact the participant via email. The participant will be directed to the WhatsApp group, where the participants will receive detailed information about the walking tour. This includes sending the participant's guidebook prior to the tour.

f. Completion of Travel Documents

   For the Bali Harmony Green Tour walking tour, the documents that need to be prepared before the tour begins include the guidebook, which contains information about the stops, necessary equipment to bring, and other relevant details. After the walking tour concludes, participants are required to fill out an evaluation form (interview sheet) via Google Form. The person in charge of the Bali Harmony Green Tour will then provide a follow-up report, which includes a payment receipt for the tour.

   The Bali Harmony Green Tour walking tour in the Kuta area at PT. Sebumi Berbagi provides significant benefits and impacts for participants, as well as for the tourism sector and surrounding environment, including health, environmental, social, and economic aspects. From a health perspective, walking tourism helps improve sleep quality and promotes fat burning. Environmentally, the tour contributes to

emission-free tourism by eliminating the need for transportation, and participants are encouraged to bring their own tumblers to reduce the use of single-use plastic water bottles. Socially, the walking tour fosters connections with and a deeper understanding of the local community by exploring hidden corners of the area. Economically, the tour supports the local economy by encouraging participants to purchase eco-friendly, locally made products during the tour.

5. CONCLUSION

The tourism potential in the Kuta area can be categorized into two types: natural and man-made attractions. However, tourists must be able to examine more deeply how the implementation of both types of attractions can become sustainable and provide benefits to both the environment and Bali's tourism sector. The planning of the Bali Harmony Green Tour walking tour package in the Kuta area by PT. Sebumi Berbagi represents an alternative and a new dimension of tourism in Bali. This tour product is accessible to both domestic and international tourists, regardless of gender, and is suitable for individuals of all ages, from children to adults and the elderly. The tour package is marketed and sold by PT. Sebumi through their social media platforms.

The presence of the Bali Harmony Green Tour walking tour undoubtedly brings impacts to the participants, both directly and indirectly. From a health perspective, it serves as a simple yet effective approach to tourism by walking, which provides numerous benefits such as weight loss and reduced risk of obesity, among others. Environmentally, it contributes to reducing vehicle emissions, encourages the use of tumblers to minimize plastic waste, and more. Additionally, the tour also impacts the social and economic aspects, as it facilitates direct interaction between participants and local communities, fostering dialogue and contributing to local economic development.

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INNOVATION OF ORANGE INTO CANDY IN BATU KAANG VILLAGE, KINTAMANI, BALI

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Abstract

Batukaang Village in Kintamani, Bali, is renowned for its high-quality Kintamani oranges (citrus reticulata), known for their unique aroma and flavor. However, marketing efforts largely focus on fresh fruit, resulting in underutilization of surplus or downgraded oranges rejected for size, shape, or color. This surplus, especially during peak harvests, leads to price drops and reduced farmer income. This study addresses the issue by developing a value-added product, Kintamani orange jelly candy as an innovative souvenir aligned with Bali's culinary tourism. Using a qualitative descriptive method and simple experimental design, three gelling agents (seaweed agar, cornstarch, and commercial jelly powder) were tested to find the best formulation for taste and texture. Sensory evaluation by 70 untrained panelists measured preferences across seven attributes: chewy and soft texture, taste, aroma, color, shape, and aftertaste, using a five-point hedonic scale. Product C, made with commercial jelly powder, was most preferred for its soft, chewy texture and pleasant flavor and aroma, though improvements in shape and color were needed. Product A received moderate acceptance, while Product B rated lowest in all categories, indicating a need for reformulation. The findings highlight the potential of Kintamani orange jelly candy as a strategy to reduce fruit waste and enhance the economic value of local produce. It also offers a promising new culinary souvenir to promote Batukaang Village within Bali's tourism sector. Further research is recommended to refine formulations, broaden market reach, and evaluate commercial feasibility on a larger scale.

Keywords: Kintamani Orange, Jelly Candy, Sensory Evaluation

1. INTRODUCTION

The Kintamani orange (Citrus reticulata), cultivated in Batukaang Village in the highlands of Kintamani, Bali, is widely recognized for its high quality, unique aroma, and rich flavor. According to Suardana et al. (2011) and Sugianto (2013), the microclimatic conditions of the region contribute to the exceptional characteristics of this local citrus variety. These qualities have helped establish the Kintamani orange as a premium agricultural commodity within Bali's horticultural sector.

However, despite its premium classification, the economic value of Kintamani oranges remains underleveraged. Astiari (2023) highlights a persistent issue: a substantial volume of the harvest fails to meet retail standards due to mechanical damage, pest attacks, irregular sizing, or imperfect coloration. These downgraded fruits are commonly

discarded or sold at much lower prices, contributing to waste and reduced income for local farmers. Santosa (2019) and Girinatha (2024) further elaborate that seasonal oversupply often leads to significant price drops, directly affecting farmer livelihood and market stability.

While the literature emphasizes the agricultural importance of Kintamani oranges, research on product development and diversification from this fruit is limited. Most academic and government reports focus on cultivation techniques, pest control, or postharvest handling (Suardana et al., 2011; Sugianto, 2013), with little attention given to innovative uses for substandard or surplus harvests. This is particularly concerning in the context of Bali's evolving economic landscape, where tourism, especially culinary tourism, is a dominant sector.

Yani (2018) notes that Bali's accommodation and food service sectors experienced impressive growth, reaching 62.53% in 2024. This growth reflects an increasing demand for unique, high-quality local food products that reflect cultural identity. In support of this trend, previous studies have demonstrated the potential of processed local foods such as Dodol Garut, Toraja coffee, and Balinese cocoa-based chocolate as powerful cultural symbols and profitable tourist souvenirs (Wirawan, 2016; Utami, 2015). These products not only offer economic opportunities to local communities but also function as edible ambassadors of regional identity (Dewi, 2017; Rahman, 2019).

Despite these findings, there is a clear research gap in the utilization of downgraded or non-marketable citrus fruits especially Kintamani oranges for product innovation. While cocoa, coffee, and sticky rice have received significant research and commercial attention, citrus fruits, particularly those rejected from the fresh fruit supply chain, remain largely unstudied in the context of value-added product development.

No existing studies to date have comprehensively explored the transformation of downgraded Kintamani oranges into processed goods such as candy, jam, marmalade, or other shelf-stable food items. This is even though such innovations could simultaneously reduce food waste, increase income, and enhance the visibility of Kintamani citrus in the culinary tourism sector. Moreover, consumer perception, processing techniques, and the market feasibility of products derived from downgraded oranges remain virtually unexplored areas in the current academic discourse.

Given this context, the present study proposes the development of Kintamani orange-based candy as a potential solution to these issues. This initiative aims to turn citrus surplus and waste into a marketable, culturally significant, and economically viable product that aligns with Bali's broader culinary tourism strategy.

The aim of this study is to develop an innovative citrus-based product Kintamani orange candy from surplus and downgraded oranges in Batukaang Village. This initiative is intended not only to optimize the use of rejected fruit but also to introduce a novel local product that can boost the visibility of Batukaang as a culinary destination in Bali.

Specifically, the objectives of this study are (1) to formulate and produce orange candy using substandard Kintamani oranges, and (2) to evaluate consumer acceptance and preference for the developed product. This research is expected to provide both theoretical contributions by expanding knowledge in the field of culinary product development and practical benefits by offering new economic opportunities for citrus farmers and small-scale entrepreneurs in Batukaang.

2. LITERATURE REVIEW

The utilization and diversification of local agricultural products into value-added culinary innovations have gained scholarly attention in recent years. Qisthian (2020) emphasized the significance of developing local economic potential through citrus-based products, particularly the Siam orange in Banyuwangi, Indonesia. His study identified critical factors such as raw material availability, product quality, technological capability, market demand, and human resources as determinants of successful product development. This framework provides a relevant foundation for the current study, which similarly seeks to transform surplus Kintamani oranges into innovative candy products aimed at boosting the local economy in Batukaang Village. Unlike Qisthian's research, which focused on beverages and traditional candied products, the present study proposes a novel application in the form of shelf-stable citrus candy, utilizing different gelling agents for added product differentiation.

Furthermore, Gion (2023) explored the quality attributes of jelly candies made from Kintamani oranges, highlighting consumer preferences related to taste, texture, and appearance. His findings support the potential of Kintamani citrus as an appealing base for confectionery innovation. However, while Gion's study employed agar and gelatin, the current research introduces the use of cornstarch combined with agar, aiming to simplify production processes and reduce reliance on imported gelling agents, which aligns with local resource availability and small-scale manufacturing feasibility. This variation represents an incremental yet important shift in the technological approach to citrus candy production.

Novitasari (2018) contributed further by demonstrating how simple, community-adoptable technologies can be employed to process citrus fruits into syrup in rural Pasaman, Indonesia. Her research underlined the role of straightforward processing methods in empowering local small enterprises (SMEs) and supporting rural economic resilience. Drawing from her insights, this study similarly adopts accessible processing techniques to ensure that Batukaang's orange candy innovation can be realistically implemented by local farmers and home industries.

Beyond national literature, recent international studies also reinforce the relevance of citrus waste valorization and confectionery innovation. Zhang et al. (2021) reviewed sustainable utilization methods for citrus by-products, identifying candy production as a practical and profitable valorization route, especially in tourism regions. Similarly, García-Castello et al. (2020) emphasized the role of functional candy formulations using citrus peels and pulps, contributing to waste reduction and providing added health benefits through natural bioactive compounds. These perspectives not only validate the sustainability angle of the current study but also suggest opportunities for future functional product development based on Kintamani oranges.

Additionally, Khan et al. (2022) highlighted consumer trends favoring natural, regionally sourced, and minimally processed confectionery products, particularly in tourism markets seeking authentic culinary experiences. This trend aligns with Bali's growing culinary tourism sector and supports the strategic positioning of Kintamani orange candy as a signature local souvenir product.

From the reviewed literature, several key issues and research gaps emerge: (1) a lack of diversified product forms beyond traditional beverages and jams for Kintamani oranges; (2) limited exploration of simple, community-adoptable candy production techniques; and (3) an opportunity to align local citrus product innovations with global sustainability and culinary tourism trends. The current study addresses these gaps by

developing an orange candy that not only adds value to surplus Kintamani oranges but also resonates with contemporary consumer preferences for authentic, eco-friendly, and portable food souvenirs.

3. RESEARCH METHODS

This study employed a qualitative descriptive approach to portray consumer liking of both physical and sensory characteristics of Batukaang orange-based candy, and it also incorporated a simple experimental design to develop a jelly candy innovation made from Batukaang oranges. A qualitative approach was selected to gain in-depth understanding of consumer preferences through descriptive data in the form of words rather than solely numbers (Sugiyono, 2019). The descriptive design documented panelists' responses to sensory attributes: taste, color, aroma, and texture, using a 1–5 hedonic scale, in line with standard food research methods (Lawless & Heymann, 2010).

For the experimental component, three gelling agents, seaweed agar powder, cornstarch, and commercial jelly powder, were tested to identify the formulation delivering the most desirable texture and flavor. The choice of gelling agent critically influences jelly products' physical and sensory properties, including firmness and clarity (Vaclavik & Christian, 2014). Fieldwork took place in Batukaang Village, Bangli Regency, Bali, the region's renowned source of Kintamani oranges, where fresh fruit was procured, and local conditions were observed. Laboratory trials and sensory evaluations were conducted at the Food Laboratory of the Bali International Polytechnic in Tabanan. Data collection spanned four months, from February through May 2025, covering preparation, field sampling, lab experimentation, sensory testing, and result analysis.

A total of seventy untrained panelists, ranging in age from 19 to 60 years old, participated in the sensory evaluation. These panelists were carefully selected to represent a diverse group of consumers, including students, office workers, candy enthusiasts, and tourists. Their participation aimed to reflect a broad spectrum of potential market segments for the Kintamani Orange Jelly Candy product.

To ensure relevance and objectivity in the evaluation, several criteria were applied in the panelist selection process. Panelists were required to be at least 18 years of age and to be familiar with the consumption of citrus-based food or confectionery products. Additionally, participants needed to demonstrate a willingness to assess and express their level of acceptance and preference for the product. They were also expected to provide evaluations of key sensory attributes, including taste, aroma, texture, and color as outlined in the hedonic questionnaire.

Sensory data were gathered through a structured five-point hedonic scale questionnaire. This was complemented by direct observation during the tasting process, photographic documentation of the products and procedures, and a review of relevant literature. The responses from panelists were then converted into percentage-based liking scores and analyzed qualitatively to identify dominant patterns in consumer preferences. This method allowed the research to generate insightful interpretations regarding the product's reception and areas for further improvement.

Procedurally, the research began with field observations and fruit selection in Batukaang Village, followed by laboratory formulation trials using the three gelling agents. Once the optimal recipe was identified, samples were packaged and subjected to hedonic testing. All participants provided informed, voluntary consent, and their data were treated confidentially in accordance with ethical guidelines (Resnik, 2018).

Despite its contributions to local agro-product innovation, this study has several limitations. First, the sample of 70 panelists, drawn solely from the Kintamani area, limits the generalizability of the findings to broader populations. Second, employing untrained panelists introduces greater subjective variability than a trained sensory panel. Third, only three gelling agents were evaluated, leaving other potential thickeners (e.g., pectin, gelatin, carrageenan) unexplored. Fourth, data analysis was purely descriptive; inferential statistical tests (e.g., ANOVA) would strengthen conclusions about differences among treatments. Fifth, conducting the research exclusively in Bali means local cultural and environmental factors may have influenced results; testing in other regions would provide a more comprehensive view. Sixth, the four-month timeframe precluded long-term product stability and shelf-life studies, as well as large-scale market response assessments. Finally, this study focused on sensory evaluation without conducting an economic feasibility analysis, which is essential for scaling the product commercially.

This study acknowledges several limitations that may affect the breadth and applicability of its findings. The use of seventy untrained panelists from the Kintamani region limits the generalizability of results, as preferences may not reflect broader consumer populations. The absence of trained sensory evaluators introduces subjective variability, potentially affecting data consistency. Additionally, only three gelling agents were tested, excluding other widely used thickeners such as pectin or gelatin. The research employed purely descriptive analysis without inferential statistics, limiting the strength of comparisons between treatments. Conducting the study solely in Bali also presents potential cultural and environmental biases. Moreover, the limited four-month timeframe did not allow for shelf-life evaluation or broader market testing, and the study did not include an economic feasibility analysis, which is crucial for future commercialization.

4. FINDINGS AND DISCUSSION

This innovation aims to create a high value-added processed product from the local sweet oranges of Batukaang Village. Three jelly candy variants were developed using different methods and combinations of gelling agents: agar-agar, a mixture of agar-agar with jelly powder, and cornstarch. Each variant is designed to achieve optimal texture, flavor, and shelf life according to the characteristics of the ingredients used.
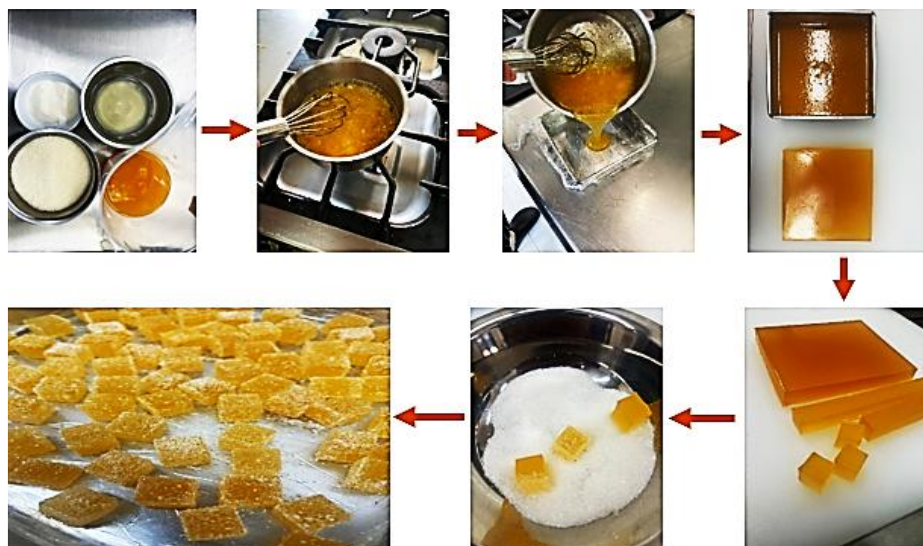
Figure 1. Jelly Candy Production Process Using Batukaang Village Oranges
Source: Researchers (2025)

The production of the orange jelly candy begins with preparing fresh orange juice, which is filtered to remove seeds and fibers, and then mixed with lemon juice to balance the sweet and sour flavors. This mixture is then cooked with gelling agents such as agar-agar, jelly powder, or cornstarch, along with sugar as the main sweetener. The heating process is carried out with continuous stirring until the mixture reaches approximately 107°C, or until it forms a thick, homogeneous batter.

Once cooked, the mixture is poured into trays or molds and chilled until it sets completely. The solidified jelly is then cut into the desired shapes and dried using a dehydrator for about 12 hours at 35°C to achieve a chewy yet dry texture. The final step is coating the candies with fine caster sugar to prevent stickiness and enhance visual appeal before they are packaged.

This process results in fresh, soft, and attractive orange jelly candies with flavor and texture combinations that are adjusted based on the type of gelling agent used. Jelly Candy A uses agar-agar as the primary gelling agent, emphasizing the freshness of the orange and delivering a naturally chewy texture. The process involves boiling orange juice, lemon juice, and sugar with agar-agar until 107°C, followed by molding, chilling, and drying to achieve a stable and long-lasting product.

Jelly Candy B combines agar-agar and jelly powder (Nutrijell), resulting in a more elastic and softer texture. This combination offers a chewier structure with enhanced visual appeal, making it ideal for consumers seeking a unique candy-eating experience. Jelly Candy C uses cornstarch as the thickening agent, combined with butter to deliver a smoother texture and richer flavor. The mixture is cooked until it forms a thick paste, then cooled, cut, and dried to achieve the ideal texture.

The entire process demonstrates meticulous attention to procedural details, including temperature control and drying time, which are crucial for the product's success. Each recipe highlights the potential for diversifying local fruit-based products and serves as an innovative solution to increase the economic value of regional agricultural commodities.

This study involved 70 panelists with a relatively balanced demographic distribution. In terms of gender, the majority were male (55.3%), while female panelists accounted for 44.7%, indicating proportional gender representation. Age-wise, the panel was dominated by individuals aged 20–30 years (40.9%), followed by those aged 30–40 years (23.7%), under 20 years (22.8%), and over 40 years (12.6%). This age diversity provided a broad perspective in the product evaluation.

Most panelists (84.7%) were non-smokers, reflecting a generally healthy lifestyle that supports sharper sensory perception during the assessment of taste, aroma, and texture. Additionally, 63.3% of panelists reported regular coffee consumption, which may influence their sensitivity to bitter or acidic flavors during product testing. Overall, the diverse panelist composition offered a strong and representative basis for evaluating consumer acceptance of the Batukaang orange jelly candy innovation.

a. Respondents' Preference Level towards Jelly Candy Product A

The Jelly A candy product received relatively low preference ratings from respondents, with average scores ranging from 2.0 to 2.4 on a 1–5 scale. The highest-rated attribute was chewy texture (2.4), followed by taste and orange aroma (both 2.3), though none exceeded the midpoint value of 3. The lowest rating was given to the candy's color (2.0), indicating that its visual appeal was a major shortcoming.
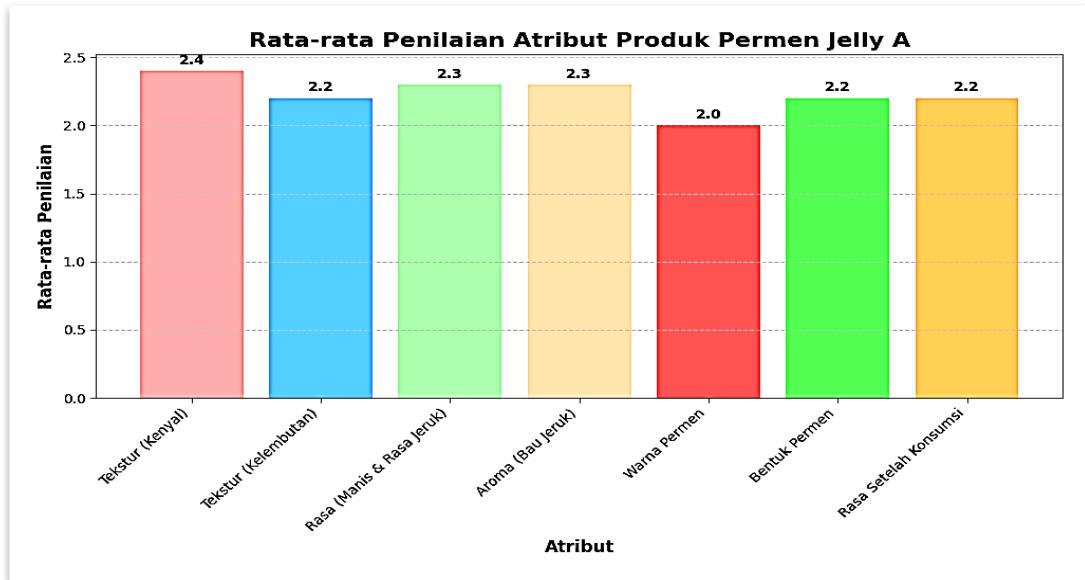
Figure 2. Results of the Liking Test for Jelly Candy A
Source: Researchers (2025)

Overall, Jelly A was found to fall short of consumer expectations in terms of sensory quality, specifically taste, aroma, texture, and appearance. Improvements are needed, particularly in enhancing color, refining texture, and adjusting flavor formulation to better align with target market preferences. A product redesign and formula reevaluation are recommended to boost consumer appeal and acceptance.

b. Respondents' Preference Level towards Jelly Candy Product B
The consumer preference survey for Jelly B candy, based on feedback from 70 respondents, indicates a moderate level of acceptance. Average scores across sensory attributes ranged between 2.0 and 2.4 on a 1–5 scale, suggesting that most respondents felt neutral or slightly favorable, though overall enthusiasm remained limited.
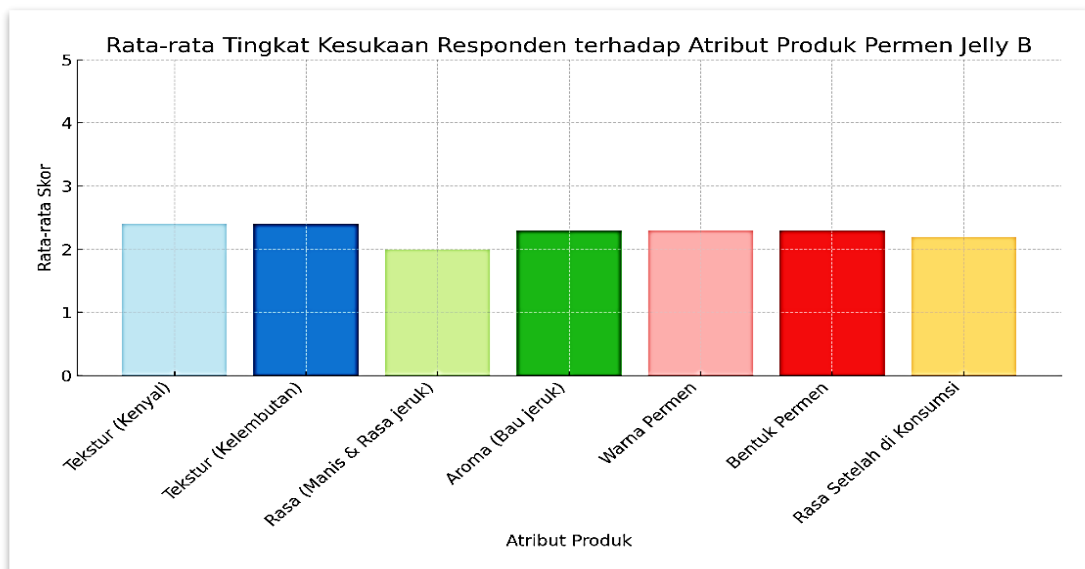
Figure 3. Results of the Liking Test for Jelly Candy B
Source: Researchers (2025)

The highest-rated attributes were chewy texture and softness, each scoring 2.4, highlighting texture as the most appealing aspect of the product. Visual elements such as color and shape also received relatively positive responses (2.3), suggesting acceptable presentation. Conversely, the lowest scores were given to aftertaste (2.2) and orange aroma (2.0), indicating that the flavor experience after consumption and the product's scent did not meet consumer expectations. These findings point to specific areas requiring improvement, particularly in enhancing the product's taste and aroma to create a more enjoyable and lasting impression.

In summary, while Jelly B candy demonstrates strengths in texture, it requires further development in flavor and aroma to boost consumer satisfaction. These insights offer valuable guidance for future product refinement aimed at increasing overall consumer preference.

c. Respondents' Preference Level towards Jelly Candy Product C

Based on the survey results from the consumer acceptance test of Jelly Candy Product C, involving 70 respondents, it can be concluded that, overall, the product received a positive response. The average liking scores for each attribute ranged from 2.6 to 3.6, indicating that the product falls within the categories of "somewhat liked" to "liked." These findings suggest that Jelly Candy C has promising market potential, although there are several aspects that require improvement in order to better satisfy consumer expectations.

The attributes that received the highest ratings in this evaluation were chewy texture, with an average score of 3.6, followed by softness of texture and aftertaste, both earning scores of 3.5. This indicates that respondents particularly appreciated the chewy and soft sensation offered by the product, as well as the pleasant lingering taste after consumption. These texture-related qualities represent the main strengths of Jelly Candy C, which can be maintained and even further emphasized in future product development and marketing strategies.
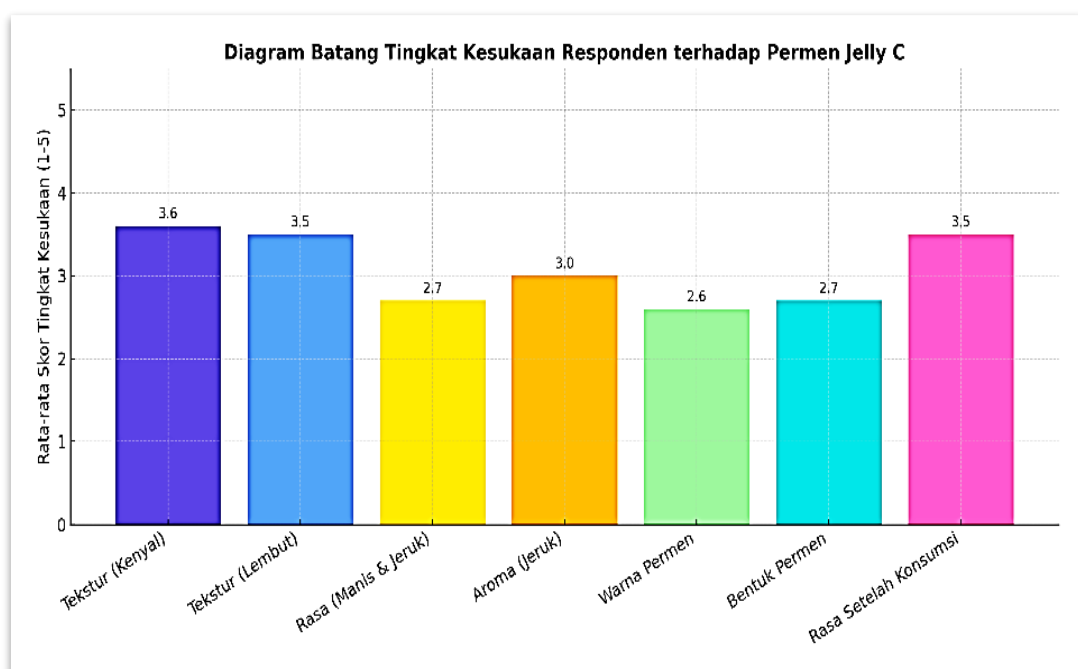
Figure 4. Results of the Liking Test for Jelly Candy C
Source: Researchers (2025)

Conversely, the attribute that received the lowest rating was candy color, with an average score of 2.6. Additionally, the attributes of taste—specifically sweetness and orange flavor—and candy shape also recorded relatively low scores of 2.7 each. This suggests that respondents found the product's visual appearance, in terms of both color and shape, less appealing. Similarly, the sweetness and orange flavor were perceived as weak or not fully aligned with consumer expectations. These aspects highlight critical areas that require attention in the product reformulation process, particularly in enhancing visual appeal and flavor intensity.

Overall, it can be concluded that Jelly Candy C was generally well accepted by consumers, particularly in terms of its texture and aftertaste. However, there is significant room for improvement in the visual aspects, namely color and shape, as well as in strengthening the sweetness and orange flavor, which serve as the product's primary taste identity. By optimizing and enhancing these lower-scoring attributes, Jelly Candy C has the potential to become a more competitive product and better meet consumer expectations.

These findings are further illustrated in the bar chart displaying the average liking scores of respondents across seven sensory attributes of Jelly Candy C. The graph clearly shows that chewy texture ranked the highest with a score of 3.6, followed by soft texture and aftertaste, both scoring 3.5. This reinforces the notion that the enjoyable bite and lingering taste are the product's key appeals.

On the other hand, the candy's color received the lowest score of 2.6, indicating that the product's visual presentation still needs enhancement to attract broader consumer interest. The taste attributes (sweetness and orange flavor) and candy shape, each scoring 2.7, also highlight the need for further flavor formulation and design innovation. Meanwhile, the orange aroma attribute achieved a neutral score of 3.0, suggesting an opportunity to be enhanced in order to deliver a more enticing sensory experience.

In summary, the chart emphasizes that the main strengths of Jelly Candy C lie in its textural characteristics, which are well appreciated by consumers. However, to become more competitive and fully meet market expectations, targeted improvements in the areas of color, shape, core flavors, and aroma are essential steps in the next phase of product development.

5. CONCLUSION

The study concludes that the transformation of substandard Kintamani oranges into jelly candy products presents a viable and innovative solution for reducing agricultural waste while supporting local economic empowerment through value-added culinary tourism products. Based on sensory evaluation of seven key attributes chewy texture, soft texture, taste, aroma, color, shape, and aftertaste, Jelly Candy Product C emerged as the most preferred variant, particularly praised for its soft, chewy texture and pleasant flavor and aroma. Despite minor shortcomings in visual appeal, Product C demonstrates strong potential to be developed into a flagship or premium souvenir product. Jelly Candy Product A showed moderate acceptance with consistent but unremarkable scores across all attributes, suggesting it could serve as a safe, neutral option if improvements are made in taste intensity and visual presentation. In contrast, Jelly Candy Product B scored the lowest in all categories, indicating the need for a comprehensive reformulation to improve texture, flavor clarity, aroma, and overall visual attractiveness. Based on these findings, the recommended strategy is to use Product C's formulation as a benchmark for future development, enhance the flavor profile and aesthetics of Product A, and redesign Product B entirely to meet consumer expectations. Tailored development strategies for each variant are essential to optimize consumer

satisfaction and market competitiveness. Further consumer testing after reformulation, broader demographic sampling, and commercialization feasibility studies are also recommended to expand market reach and maximize the economic potential of Kintamani orange-based products in Bali's culinary tourism industry.

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INCREASING EINVITE.ID'S BRAND AWARENESS TO BOOST SALES

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Abstract

This research focuses on PT. Einvite Karya Sejahtera, the owner of the Einvite.id brand, which provides digital invitation and digital guestbook services. Although the product was popular during the pandemic, intensified competition and a lack of brand awareness have led to a decline in sales. The purpose of this project is to explore strategies to increase brand awareness and strengthen Einvite.id's position in the market. This analysis uses qualitative methods, including interviews and observations, as well as SWOT analysis to identify internal and external factors that affect brand awareness. The findings of this research are three best alternative solutions to grow Einvite.id's brand awareness and increase sales: a. Increase marketing and development efforts by hiring the required staff, b. Sponsor events that are relevant to the target market, c. Maintain flexibility in the use of additional operational teams.

Keywords: Brand Awareness, Digital Invitation, Digital Guestbook, SWOT, Marketing

1. INTRODUCTION

PT. Einvite Karya Sejahtera, under the brand name Einvite.id, has been providing digital invitation and guestbook services since 2020 in Jimbaran, Bali. They sell this service because of the high market opportunity in 2020, in other words, it provides a practical solution during the pandemic. At that time, the digital invitation market was still a little competitive so Einvite.id became one of the market niches and managed to sell its products at a profitable price. However, over time, the popularity of digital invitations and guest books increased rapidly, giving rise to many competitors who offered cheaper prices with more sophisticated features. As a result, many customers switched to competitor services, causing Einvite.id sales to decline. In addition, the Einvite.id brand is still not well known, as seen from the low number of followers on social media such as Instagram and TikTok. This condition is a big challenge because the company has difficulty in the cash flow needed to grow. Therefore, in facing this condition, strategic steps are needed that can revive Einvite.id brand awareness in the minds of consumers. This project aims to explore strategies to increase brand awareness, which is expected to drive higher sales. By analyzing factors such as marketing strategy, user experience, and

brand image, project focuses on building a strong brand image and an effective marketing strategy to maintain Einvite.id's competitiveness in an increasingly crowded market.

2. LITERATURE REVIEW
2.1 Brand Awareness

The concept of brand awareness is highly relevant to addressing the decline in digital guestbook and digital invitation sales, especially in the face of increasing competition. According to Law No. 15 of 2001, Article 1, Paragraph 1, a brand is a sign that can take the form of a picture, name, word, letter, number, color arrangement, or a combination of various elements that have distinguishing power and are used in the trade of goods or services. Another definition from Nurdiyanto (2020) states that a brand is a unique idea that distinguishes a product from others in the same category. Meanwhile, Rachmawati & Andjarwati (2020) note that brand names that are easy to remember play an important role in consumer purchasing decisions. Durianto (2004) in Nurdiyanto (2020) defines brand awareness as the extent to which a brand can be recalled by consumers. Aaker (2011) through Wardhana (2022) illustrates brand awareness in the form of a pyramid, which includes four levels:

a. Unaware of Brand, which is the lowest level on the pyramid, which is not aware of the brand. In this brand awareness, customers do not know any brands.
b. Brand Recognition, where after someone is given help to remember a brand, they can only mention the brand. If there is no help, they cannot immediately remember.
c. Brand Recall, refers to people's ability to remember a particular brand without the help of external cues or stimuli (unaided recall). This tests how strong the relationship between consumers and the brand is intrinsically, without the help of logos, advertisements, or other contexts. For example, in a study, someone can be asked to name their favorite mineral water brand without being accompanied by a logo or brand name. The level of a person's ability to do this unaided recall is a strong indicator of the level of brand awareness that consumers have of a brand.
d. Top of Mind, refers to the most remembered brand that will definitely be immediately mentioned by customers because this brand comes to mind when asked to think of a particular type of goods or services. This is a brand that spontaneously and naturally crosses the minds of consumers without the help of external cues or stimuli. Brands that occupy the top-of-mind position can provide a major competitive advantage in a crowded market with brand competition.

2.2 Digital Marketing Management

The marketing concept approach is highly relevant in addressing the lack of brand awareness and the decline in sales of digital guestbooks and digital invitations, especially given the presence of many competitors. Rachmad et al. (2023) define marketing management as the process of planning, implementing, and controlling programs to develop mutually beneficial relationships with customers. In the context of digital marketing, Utami (2024) emphasizes the importance of rapidly adapting to market changes, which can be achieved through the use of technology for proactive and actions.

According to Djuniardi et al. (2023), digital marketing management involves marketing strategies implemented through interactive technologies, including SEO, PPC, digital advertising, and social media, to build relationships with customers. The main elements of digital marketing include:

a. Customer Data Mapping and Analysis, this element includes collecting and analyzing customer data to understand their behavior ands, which is used to create compelling and engaging marketing messages.
b. Goal Setting and Strategy, the key to successful marketing is setting specific goals and creating a strategy. This includes identifying market segments, choosing platforms, and setting a budget.
c. Content Development and Content Marketing, can be done by creating high-quality content to increase consumer interaction and customer trust and posting content on social media to increase brand visibility.
d. Search Engine Optimization, an effort to increase the ranking of a company's website in search engine search results with high-quality content and a good navigation structure. This is done to increase web traffic and brand awareness of the company.
e. Social Media Marketing, starts from determining the target audience, choosing a platform, and scheduling the publication of content that correlates with customer interaction to create a social media marketing strategy.
f. Email Marketing, in addition to social media, you can also use clear and compelling calls to action to send marketing messages directly to your customers' inboxes and ensure that they are relevant and well-timed.
g. Performance Analysis and Measurement, conduct regular performance analysis to track progress and measure the results of your digital marketing activities. This is done using metrics such as social media, website traffic, and conversion rates.

If these elements are implemented effectively, companies can develop solid relationships with their customers and optimize the results of their digital marketing.

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 and the SWOT (Strengths, Weaknesses, Opportunities, Threats) method for problem analysis. There are two types of data sources: primary and secondary. According to Suhartanto et al. (2023), stated that.
a. Primary Data, in this project is taken from the first subject source, namely the results of direct interviews with the owner of Einvite.id and Einvite.id users.
b. Secondary Data, is a collection of documents related to the company's product portfolio, the company's accountability report documents.
c. Determining the SWOT Matrix.

IFAS / EFAS	Strength (S) Determine Factors Internal Strength	Weakness (W) Determine Factors Internal Weakness
Opportunities (O) Determine Factors External Opportunities	SO Strategy Create strategies that where strengths are changed become opportunities	WO Strategy Create strategies that reduce weaknesses internally with utilize opportunities external.
Threats (T) Determine Factors external threats	ST Strategy Create strategies with the use of strengths internally to reduce impact of external threats.	TW Strategy Create strategies that focus on reduce weaknesses internally with utilize opportunities external.

Figure 1. SWOT Matrix
Source: Adapted from Rangkuti (2017) in Riyadi (2023)

4. FINDINGS AND DISCUSSION

Based on the SWOT analysis, therefore, the recommended strategy is a turnaround strategy with a WO (Weaknesses-Opportunities) approach, which involves adjusting the strategy to address weaknesses and capitalize on available external opportunities. The following are alternative solutions in the form of strategies derived from the SWOT evaluation, combining both internal and external factors, as presented in the table below:

Table 1. SWOT Analysis

IFAS / EFAS	Strengths (S)	Weakness (W)
	1. Einvite.id has a strong background in hospitality, making communication with clients very professional. 2. Has a good portfolio and often receives repeat orders. 3. Digital guestbook is one of the leading features favored by users. 4. The price offered is competitive. 5. Enliven application as passive income.	1. The current logo does not match the corporate target market and is in the process of repositioning. 2. No operational team and no iOS app due to difficulty in finding suitable developers. 3. All business operations, including marketing, promotion, and innovation, are only done by the owner himself without the help of employees. 4. Access to personal links is constrained. 5. Low number of followers on Instagram and tiktok. 6. Promotional messages are less informative.
Opportunity (O)	SO Strategy	WO Strategy
1. Potential collaboration with external parties such as campus event organizers, organizations, hotels, and wedding planners. 2. Request for an operational team during events. 3. The demand for creative and innovative designs is increasing. 4. The demand for digital guestbooks is high. 5. Social media has a wide global reach and can connect with diverse audiences.	1. Design a collaboration proposal that emphasizes Einvite.id's advantages in communication and hospitality-based services. 2. Conduct market research to understand the client's specific needs regarding event operations team services. 3. Keep the design portfolio updated by adding new designs regularly based on trends and user feedback. 4. Build partnerships with event organizers, hotels, and wedding organizers to offer cheaper and more profitable bundling packages. 5. Create engaging visual content such as tutorials, demos, and user testimonials that show how to easily create automated digital invitations with Enliven.	1. Consider sponsoring certain events relevant to the target market to introduce the new logo and expand the network. 2. Create a cooperation contract that allows flexibility in the use of additional operational teams based on event demand. 3. Determine staffing requirements for various functions such as marketing and design. 4. Perform regular updates and system maintenance to ensure that the Einvite.id platform runs smoothly and can be accessed easily by users. 5. Follow the trends and adapt them into promotional content to attract a wider audience. 6. Improve promotional messages by adding more informative and attention-grabbing information, such as featured features, product advantages and special offers.

Threat (T)	ST Strategy	WT Strategy
1. Price competition with competitors. 2. Changes in market trends and needs. 3. Brand restrictions from big clients in brand promotion. 4. Digital security.	1. Offer incentives or discounts for repeat orders. 2. Conduct a thorough audit of the current technology infrastructure to identify areas where performance can be improved. 3. Offer white label package solutions as an additional option, ensuring client satisfaction without disrupting the sustainability of the Einvite.id brand. 4. Enhance digital security systems to protect user data and invitation links from threats such as malware and phishing.	1. Accelerate the logo repositioning process to better suit the needs and expectations of the corporate market. 2. Find a development partner who is trustworthy and experienced in iOS app development. 3. Proactively communicate with clients to build a strong understanding of the importance of mutually beneficial collaboration. 4. Educate on how to recognize and avoid cyber attacks, such as not clicking on suspicious links or checking the authenticity of emails containing invitation links.

Source: Researchers (2024)

After conducting a SWOT analysis and identifying the root cause, which is the owner working alone without employees, here are the three best alternative solutions to grow Einvite.id's brand awareness and increase sales:
a. Increase marketing and development efforts by hiring the required staff.
b. Sponsor events that are relevant to the target market.
c. Maintain flexibility in the use of additional operational teams.

The best solution to choose is to determine the staffing needs for various functions, such as marketing and development. This solution involves analyzing the manpower requirements for critical functions like marketing and technology development. The process includes identifying the most pressing roles, creating clear job descriptions, and recruiting appropriate staff. The main focus is to build a team that can support the owner in managing the day-to-day operations of the business.

5. CONCLUSION

The author found that Einvite.id's sales declined due to a lack of focus on digital marketing and app development, which hindered the growth of brand awareness. The theory of brand awareness and digital marketing management highlights the importance of effective digital strategies to expand market reach and increase brand acceptance. Based on the SWOT analysis, Einvite.id has strengths such as experience in the hospitality industry, a strong portfolio, competitive pricing, and the Enliven app. However, it faces weaknesses such as a limited operational team, an outdated logo, and a lack of interaction on social media. Opportunities such as the demand for digital guestbooks, cooperation with event organizers, and a global social media audience can be leveraged, despite threats from price competition and market changes.

The recommended strategy is to use a WO (Weaknesses-Opportunities) approach, focusing on reducing internal weaknesses and capitalizing on external opportunities. Proposed solutions include recruiting staff for marketing and technology development, which will alleviate the owner's burden and improve operational efficiency. This is expected to increase sales, brand awareness, customer loyalty, and partnership networks.

To increase sales and brand awareness, Einvite.id needs to prioritize the formation of a digital marketing team and app development immediately. By hiring experts in these areas, the company can enhance its online visibility, optimize user experience, and expand market penetration. Additionally, two key strategies that can be implemented are sponsoring events relevant to the target market and establishing flexible operational team contracts. Sponsorship of events such as wedding exhibitions or expos can boost visibility and introduce the Einvite.id logo and services directly to event participants. On the other hand, by adding a flexible operational team through temporary staff or freelancers, Einvite.id can meet the increased demand during peak periods or major events without overburdening the internal team. This approach not only ensures the quality of service is maintained but also improves customer satisfaction and loyalty, potentially driving a significant increase in both sales and brand awareness.

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IMPLEMENTATION OF AI IN EVENT MARKETING STRATEGY: LITERATURE REVIEW AND IMPLICATIONS FOR THE EVENT INDUSTRY IN BALI

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Abstract

This literature review explores the implementation of Artificial Intelligence (AI) in event marketing strategies and its implications for the event industry in Bali. The study aims to understand how AI can enhance operational efficiency and attendee experience by analyzing its applications in personalization, data analysis, and predictive analytics. Despite the benefits of AI, such as improved attendee engagement and operational efficiency, challenges like data privacy and digital infrastructure limitations in Bali must be addressed. The research provides insights for event organizers and policymakers to leverage AI effectively, contributing to Bali's position as a premier event destination.

Keywords: Artificial Intelligence, Event Marketing, Literature Review

1. INTRODUCTION

The event industry in Bali has experienced significant growth over the past few years, with numerous international and national events being held on the island. Bali offers a unique and attractive location for event organizers, whether it be conferences, exhibitions, or cultural festivals. However, to remain competitive, the industry needs to continuously innovate and adopt the latest technologies to enhance efficiency and attendee experience. A study by Kotler and Armstrong (2010) highlights the importance of adopting digital technologies to improve event management.

Artificial Intelligence (AI) has become a crucial technology across various industries, including the event industry. AI enables the collection and analysis of data more deeply, helping event organizers understand trends and attendee preferences better. Consequently, AI can help improve operational efficiency and attendee experience through personalized content and services. For example, the use of AI chatbots can provide real-time information to attendees and facilitate more interactive interactions, as discussed in Bharadwaj (2000). This integration of AI can significantly enhance the overall event experience.

One of the major advantages of AI in the event industry is its ability to personalize the attendee experience. By analyzing personal data and attendee preferences, AI can

recommend relevant sessions, exhibitions, and networking opportunities, thereby increasing attendee satisfaction and engagement. For instance, a booth curation system can help attendees find booths most aligned with their interests, optimizing their time and experience during the event, as noted in Chen and Tsai (2017). This personalized approach can lead to higher attendee retention and positive word-of-mouth.

Despite the benefits of AI, its implementation also poses several challenges. One of the primary challenges is the availability of adequate digital infrastructure and data security. In Bali, digital infrastructure still needs to be enhanced to support widespread AI adoption. Additionally, concerns about data privacy are a significant issue that must be addressed in AI implementation. Therefore, collaboration between government, private sectors, and local communities is necessary to optimize AI adoption, as emphasized in García and Gómez (2013).

This research aims to review the current literature on the implementation of AI in event marketing strategies and its implications for the event industry in Bali. By understanding the potential and challenges of AI, this study hopes to provide valuable insights for event organizers and the event industry in Bali to enhance efficiency and attendee experience through AI technology. The research will also discuss how AI can help increase the competitiveness of the event industry in Bali in an increasingly competitive digital era.

The importance of this research topic lies in its potential to transform the event industry in Bali by leveraging AI to enhance operational efficiency and attendee experience. By exploring how AI can be effectively integrated into event marketing strategies, this study can provide actionable recommendations for event organizers to stay competitive in the global market. Moreover, understanding the challenges and opportunities associated with AI adoption can help stakeholders in Bali develop targeted initiatives to support the growth of the event industry, contributing to the local economy and tourism sector (Kim & Ko, 2012).

The future implications of this research are profound, as it can be leveraging the way for Bali to become a hub for technologically advanced events in Southeast Asia. By embracing AI, event organizers in Bali can offer unique and personalized experiences that attract a wider audience and increase repeat business. Furthermore, the successful integration of AI can lead to the development of new job opportunities and skills training programs, enhancing the local workforce's capabilities in digital event management. This study aims to explain how strategic steps to integrate AI technology to advance the event industry in Bali based on literature studies. This, in turn, can contribute to sustainable economic growth and reinforce Bali's position as a premier destination for events and tourism.

2. LITERATURE REVIEW
2.1 AI in Event Management

Artificial Intelligence (AI) has significantly impacted the event management industry by personalizing attendee experiences, optimizing logistics, and enhancing safety measures. AI technologies, such as machine learning algorithms and predictive analytics, enable event organizers to analyze vast amounts of data, providing actionable insights that improve event planning and execution (Sailesh, 2024). AI's ability to analyze attendee data allows for tailored content recommendations, such as sessions and networking opportunities, thereby increasing attendee engagement and satisfaction. Additionally, AI-driven facial recognition and smart badges can streamline check-in

processes and track attendee movements, offering valuable insights into attendee behavior (Khallouf & Markarian, 2022). This personalized approach not only enhances the attendee experience but also fosters more relevant and productive interactions during events.

While there is limited specific research on AI in Bali's event industry, studies on AI in tourism suggest that AI can enhance visitor experiences and operational efficiency in the tourism sector (Dewi et al, 2025). The research is using a mixed-methods approach combining surveys, interviews, and analysis of digital marketing performance metrics, data were collected from local tourism operators, marketers and stakeholder. Research findings provides valuable implications for policymakers and practitioners aiming to leverage AI for sustainable tourism development in Bali.

AI-based applications can provide personalized recommendations and guidance, helping tourists navigate local norms and customs, which could be adapted for event management in Bali (Arimbawa et al., 2024).

Despite the benefits of AI, its implementation in event management also poses challenges, such as ethical concerns related to data privacy and algorithmic bias. Future research should focus on addressing these challenges while exploring innovative applications of AI to enhance event experiences and operational efficiency.

2.2 AI in Event Marketing

Artificial Intelligence (AI) is revolutionizing the event marketing landscape by enhancing efficiency, personalizing attendee experiences, and enabling data-driven decision-making. AI technologies automate repetitive tasks, such as scheduling and coordination, allowing event planners to focus on strategic and creative aspects (Ergen, 2021). For instance, Ergen in the research explain that AI-powered chatbots provide real-time support to attendees, improving satisfaction and engagement. This integration of AI not only streamlines operations but also fosters deeper attendee engagement and satisfaction.

AI's ability to analyze vast amounts of data allows for unparalleled personalization, significantly enhancing the attendee experience. AI algorithms can provide tailored content recommendations, such as sessions and networking opportunities, based on individual interests and preferences. Additionally, AI-driven technologies like smart badges and facial recognition can streamline check-in processes and track attendee movements, offering valuable insights into attendee behavior (Halim et al, 2023). This personalized approach not only enhances the attendee experience but also fosters more relevant and productive interactions during events.

AI-driven predictive analytics play a crucial role in event marketing by forecasting attendee behavior and preferences, enabling event managers to make data-informed decisions on session topics, marketing strategies, and resource allocation. Real-time feedback and sentiment analysis also allow event managers to address issues promptly, enhancing the overall event experience. This integration of AI in predictive analytics significantly improves operational efficiency and attendee satisfaction. For example, AI can analyze past event data to predict trends and optimize future events, ensuring better ROI and attendee engagement.

Despite the benefits of AI, Halim in the research explaining its implementation in event marketing also poses challenges, such as ethical concerns related to data privacy and algorithmic bias. Ensuring transparency, privacy, and fairness in AI applications is crucial to maintaining trust and achieving successful outcomes. Future research should

focus on addressing these challenges while exploring innovative applications of AI to enhance event experiences and operational efficiency. By balancing AI efficiency with human creativity and empathy, event marketers can create more impactful and memorable events that drive business results and attendee satisfaction.

2.3 Marketing Mix Theory

The marketing mix theory is a foundational concept in marketing that significantly pertains to event marketing. It encompasses various strategic elements that event organizers must manage to effectively influence demand and create value for their participants. The traditional marketing mix model, known as the 4Ps (Product, Price, Place, Promotion), has been expanded in recent discussions to include additional elements, such as People, Packaging, Programming, and Partnership, thus evolving into the 8Ps model used in contemporary event marketing strategies (Nuñez-Maldonado et al., 2023; Putra et al., 2023).

Product refers to the actual event experience designed to meet the participants' needs. This includes considering aspects like content, atmosphere, and engagement opportunities that differentiate the event from others. A well-curated product enhances perceived value and encourages attendance. Price covers the ticketing strategy adopted by event organizers, which needs to align with perceived value while remaining competitive within the marketplace. Proper pricing strategies can significantly boost participant engagement and satisfaction (Napontun et al., 2023).

Place emphasizes accessibility and location relevance. For example, the choice of venue can impact participation. It is crucial for organizers to select locations that maximize convenience for their target audience (Saini, 2022). Promotion entails all communication strategies to inform potential attendees about the event, which can include advertising, public relations, and social media campaigns (Frimpong et al., 2023; Jin & Cheng, 2020). Events must adopt robust promotional strategies that leverage digital channels to reach broader audiences and enhance engagement (Rohmansyah et al., 2023).

One perspective on marketing mix theory is how it adapts to contemporary needs, particularly in the realm of sustainability and ethical marketing. For instance, Pomering emphasizes the significance of extending the marketing mix to incorporate sustainability, proposing that traditional frameworks must evolve to address complex societal challenges and ultimately drive value for individuals and society (Pomering, 2017).

Furthermore, the necessity for adaptation of the marketing mix is evident in the increasing incorporation of technology such as AI. The synergy between marketing mix theory and technological innovations has been highlighted in analyses of competitive strategies. For instance, Jarek and Mazurek discuss how AI can enhance the effectiveness of the marketing mix by facilitating more personalized marketing tactics, thus creating value in highly competitive environments (Jarek & Mazurek, 2019). The insights gathered from these adaptations underscore the importance of integrating AI with classical marketing strategies to enhance customer engagement and operational efficiency in the event industry.

2.4 Implementing AI in Marketing Mix

The integration of Artificial Intelligence (AI) into the marketing mix, specifically within the framework of the 4Ps (Product, Price, Place, Promotion), shows significant promise in enhancing strategic marketing approaches. The digital transformation facilitated by AI technologies has shifted the paradigms of product development, pricing

strategies, distribution channels, and promotional activities across various industries, including the event industry in Bali.

AI role in product strategy can be analyzed through its capabilities in data analytics and consumer insights. AI tools enables event organizer to leverage their event services and products AI also could have implemented to provide and analyze various data for related event-tourism stakeholder in Bali. For example, AI-driven analytics tools can sift through vast amounts of data to extract meaningful insights, which directly influence product development decisions and customization, leading to offerings that are more aligned with consumer desires (Ljepava, 2022; Sajili et al., 2024).

Pricing stategies also could be improved by adopting analysis from AI. Event organizer can leverage AI to learn unit pricing provided by the event organizer, analyze the event needs and drafting a pricing quotation for clients. AI algorithms can facilitate sophisticated pricing models that reflect real-time market data, enabling a more responsive pricing strategy (Elhajjar, 2024; Hicham et al., 2023). Research indicates that companies that implement AI tools for pricing strategy report enhanced agility and a better understanding of consumer pricing sensitivity, which directly impacts their revenue management (Wu & Monfort, 2022).

AI also provides help to develop a communication strategy in terms of the distribution channel (placement). Event industry is a business which focuses in services, where communication become one of the important success indicator. These insights can be instrumental in optimizing the reach of event marketing, ensuring that promotional efforts target the most receptive audience segments in Bali's event industry ecosystem. Finally, the promotional strategies involving AI have matured, as evidenced by the integration of AI in automated marketing communications and personalized advertising. AI-powered tools can analyze engagement metrics and optimize ad placements in real-time, improving the overall effectiveness of promotional efforts (Grandinetti, 2020; Elkhatibi & Benabdelouhed, 2024). Studies confirm that organizations employing AI-enhanced promotional strategies witness improved engagement rates and enhanced returns on marketing investments significantly (Eriksson et al., 2020). This means event organizer could adapt AI in promoting their business and promoting the event their organized.

3. RESEARCH METHODS

This research will be using a systematic literature review as its core research method. This methodology is particularly relevant for addressing the research questions (RQs), which examine the integration of AI in event marketing strategies, the associated challenges and opportunities, and its role in enhancing the competitiveness of Bali's event industry. Based on the literature review conducted above, following research questions emerge:

a. RQ1: How can AI be effectively integrated into event marketing strategies to enhance operational efficiency and attendee experience in Bali?

b. RQ2: What are the key challenges and opportunities associated with AI adoption in the event industry in Bali?

A systematic literature review serves to summarize existing knowledge, identify gaps, and offer pathways for future research, especially in rapidly evolving fields such as AI and marketing. The process begins with the precise formulation of research questions that guide the literature search. The systematic review method is characterized by its

structured approach, which minimizes bias through clearly defined inclusion and exclusion criteria (Chintalapati & Pandey, 2021).

For this study, the literature search will involve databases like Google Scholar & JSTOR, and ScieceDirect ensuring a comprehensive collection of relevant academic articles. Key terms such as "AI in event marketing" and "AI in event management", will be utilized to gather a focused literature. Following the search, the articles will be screened based on relevance to this research RQs, focusing on the strategic applications of AI within event marketing contexts and its implications for operational efficiency and attendee experience. Relevant studies indicate that AI enables improved customer targeting through predictive analytics and personalized marketing strategies, which can enhance attendee engagement and satisfaction at events (Ziakis & Vlachopoulou, 2023; Peltier et al., 2023).

To conduct a systematic literature review (SLR) aimed at understanding the implementation of AI in event marketing strategies, particularly in the context of the event industry in Bali, a structured step-by-step approach is essential. The SLR will focus on answering three RQs. The following is a detailed guide on how this research will conducted effectively, based on best practices highlighted in the literature (Moher et al., 2015; Holm-Larsen et al., 2024).
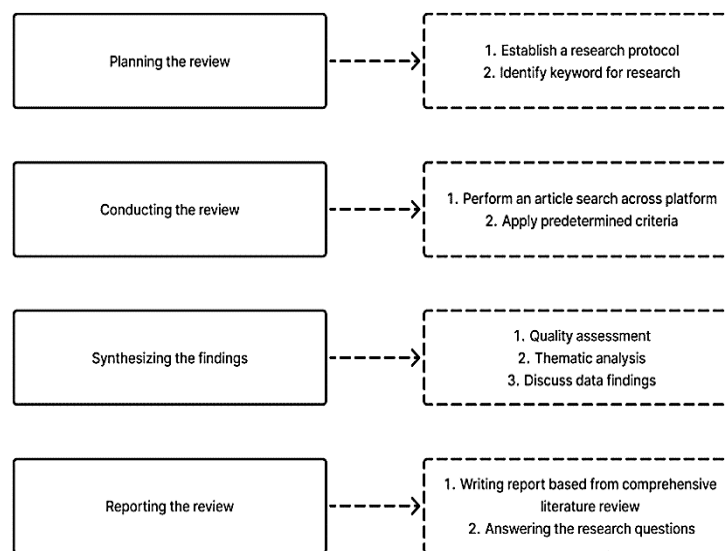
Figure 1. Research Methods
Source: Adopted from Moher et al., (2015) & Holm-Larsen et al., (2024)

3.1 Planning the Review

This phase consists of defining the research questions (RQs), develop a review protocol and identify keywords for search strategy. Clearly articulate the main research questions to guide the review process, as outlined above. This will help focus the search and synthesis efforts (Moher et al., 2015; Holm-Larsen et al., 2024).

Establish a protocol that outlines the objectives, inclusion and exclusion criteria, as well as the databases and keywords that will be used in the search. Utilize the PRISMA-P 2015 guidelines to ensure that the protocol is comprehensive and reproducible (Moher et al., 2015). After the protocol determined, create a list of relevant keywords and phrases related to AI, event marketing, operational efficiency, attendee experience, and challenges specific to Bali. This step ensures that the literature search is thorough and covers all pertinent aspects of the field (Tranfield et al., 2003; Holm-Larsen et al., 2024).

3.2 Conducting the Review

In conducting the review, the literature search will be conducted before screening and selection of the articles. Perform a systematic search across multiple databases, including Google Scholar and Science Direct. Focus on articles published within the last ten years to capture the latest developments in AI applications in event marketing (Moher et al., 2015). Apply the pre-determined inclusion and exclusion criteria to filter articles based on relevance and quality. This involves an initial screening of titles and abstracts, followed by a full-text review for eligibility (Moher et al., 2015).

3.3 Synthesizing the Findings

Quality assessment, data synthesis and discussion of the findings conducted in this step. Consist of conducting a quality assessment of the included studies to minimize bias. Use standardized tools to evaluate the methodological quality of the studies (Myers et al., 2015; Willis et al., 2019). Synthesize the extracted data qualitatively or quantitatively, as appropriate. This may involve thematic analysis to identify common themes and patterns across studies or meta-analysis if sufficient data allows for statistical analysis. Discuss how the findings from the literature collectively address the research questions, highlighting key insights into AI's role in enhancing operational efficiency and attendee experience in Bali's event industry, along with the challenges and opportunities present (Hansen et al., 2017; Xiao & Watson, 2017).

3.4 Reporting the Review

Report will have produced that includes a comprehensive overview of the methodology, findings, discussion, and implications for practice and future research. Adhere to the PRISMA guidelines to maintain transparency and accuracy in reporting (Moher et al., 2015). The report will be written based on the structure and stages in conducting a systematic literature review so that it can answer the RQs clearly and meaningfully.

4. FINDINGS AND DISCUSSION

The event industry in Bali has experienced significant growth, driven by its unique cultural and natural attractions. However, to remain competitive, the industry must continuously innovate and adopt the latest technologies to enhance operational efficiency and attendee experience. Artificial Intelligence (AI) has emerged as a crucial technology in this context, enabling the collection and analysis of data to better understand trends and attendee preferences (Kotler & Armstrong, 2010). By integrating AI into event marketing strategies, event organizers can personalize attendee experiences and optimize logistics, leading to higher satisfaction and engagement. This research conducting a systematic literature review based from 29 related publications.
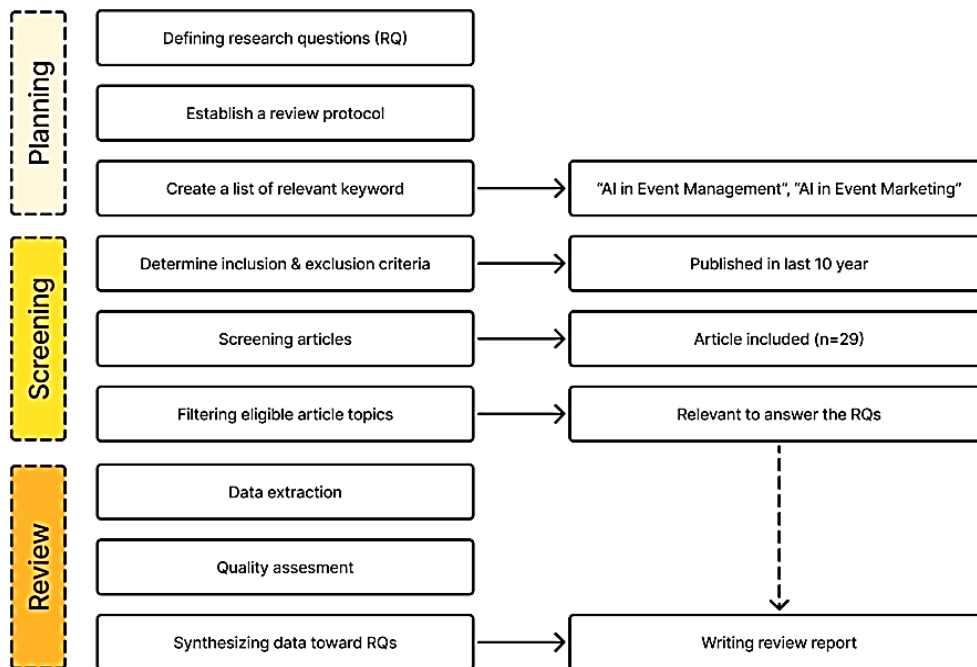
Figure 2. Literature Review Process Guide
Source: Adopted from Moher et al., (2015) & Holm-Larsen et al., (2024).

There are not many publications related to event marketing and AI published in Indonesia founded in Google Scholar and Science Direct. After conductiong a discovery for relevant publications to answering the research questions, 29 article selected from 100 article available in Google Scholar or Science Direct. The article chosen because fullfill the criteria inclusion which published in last 10 years and related to event management and event marketing topics. The article selected consist of several research methods; survey, literature review, experimental research and mix-method research.
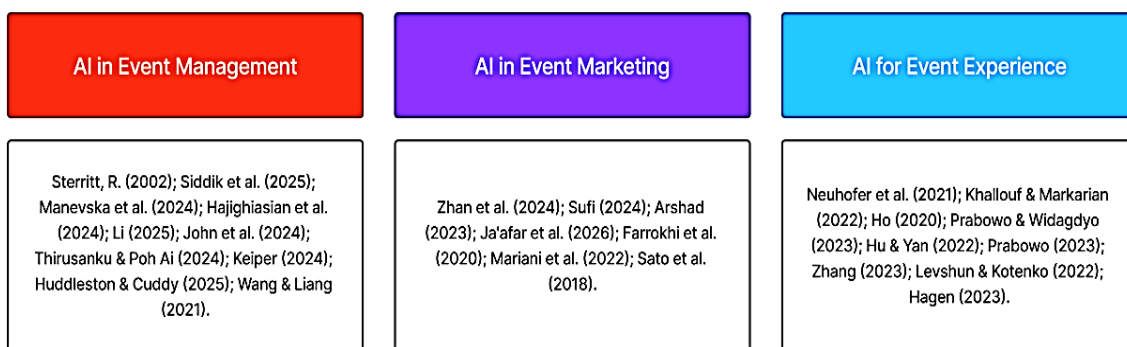
Figure 3. Main Topic Grouping
Source: Researchers (2025)

The grouping of articles into three main topics—AI in Event Management, AI for Marketing, and AI for Event Experience—is crucial in addressing the research question. This categorization allows for a structured analysis of how AI is applied across different facets of the event industry. By focusing on these specific areas, it becomes clearer how AI technologies are being utilized to enhance operational efficiency, improve marketing strategies, and elevate the overall experience for attendees. This systematic approach helps in identifying patterns, gaps, and trends in the current literature, which is essential for formulating a comprehensive understanding of AI's role in the event industry.

4.1 Integrating AI in Event Marketing Strategies

The integration of Artificial Intelligence (AI) into event marketing strategies in Bali signifies a transformative approach with the potential to greatly enhance both operational efficiency and attendee experience. AI's capability to automate the gathering, analysis, and segmentation of data empowers event marketers to gain significant insights into attendee behavior, which, drawing upon predictive analytics, is essential for anticipating attendee preferences and purchasing patterns within Bali's diverse tourism sector (Mariani et al., 2022). By utilizing Machine Learning (ML) in AI, event planners can implement dynamic pricing, customize content delivery, and refine recommendations for products in real time based on attendee interactions, ensuring marketing efforts are both timely and highly relevant to individual needs (Lee et al., 2024). This extends to optimizing marketing campaigns by strategically allocating resources to the most effective activities and maximizing the return on investment, a critical factor in Bali's competitive event landscape.

AI-powered technologies, such as intelligent chatbots and virtual assistants, can considerably improve the attendee experience by offering real-time information, immediate responses to queries, and personalized suggestions for event schedules and activities (Neuhofer et al., 2021). This level of tailored engagement meets the increasing expectations of digitally inclined attendees in Bali, leading to higher satisfaction levels and a more customized event journey (Zhang, 2023). AI-driven personalization can extend beyond the event itself by facilitating customized pre-event communications and post-event follow-ups, including personalized media and recommendations derived from attendee behavior and preferences. This continuous engagement fosters stronger connections with attendees and cultivates long-term loyalty, which is vital for sustaining Bali's standing as a leading event destination.

Moreover, AI can streamline various operational facets of event marketing, resulting in enhanced efficiency (Siddik et al., 2025). Automating tasks such as registration and ticketing through AI-powered systems can diminish manual labor and minimize errors, allowing event staff to concentrate on more intricate and attendee-focused responsibilities. AI can also aid in content generation by more efficiently creating compelling marketing materials, speaker biographies, and social media promotions compared to traditional methods (Arshad, 2023). This acceleration in content creation enables event organizers in Bali to maintain a consistent and engaging online presence, reaching wider audiences and driving attendance.

The application of AI also extends to optimizing event logistics and crowd management, which is particularly important for large-scale events in popular locations across Bali (Wang, 2021). Predictive analytics driven by AI can forecast attendance rates for various event segments and areas, enabling organizers to optimize resource allocation, manage crowd flow effectively, and ensure attendee safety and comfort (Manevska et al., 2024). AI-powered security systems, including facial recognition technology, can further enhance event security and streamline access control, contributing to a safer and more seamless experience for attendees. By integrating AI across these operational and experiential touchpoints, event marketers in Bali can create more efficient, engaging, and ultimately more successful events (Ja'afar et al., 2024).

In essence, the strategic integration of AI into event marketing strategies in Bali provides a comprehensive approach to enhancing both operational efficiency and attendee experience. From personalized marketing and real-time engagement to streamlined logistics and enhanced security, AI serves as a powerful tool for creating more impactful

and successful events. By embracing AI technologies, the event industry in Bali can cater to the evolving needs and expectations of attendees, optimize marketing efforts, and solidify its position as a leading destination for diverse and innovative events.

4.2 AI Adoption Challenges and Opportunities Toward Event Industry in Bali

The adoption of AI in the event industry in Bali, while holding considerable promise for advancements, presents a distinctive set of challenges and opportunities that warrant careful consideration (Prabowo & Widagdyo, 2023). A primary challenge involves the initial investment and potential costs linked to implementing AI technologies and the necessary infrastructure (Siddik et al., 2025). For numerous event organizers in Bali, especially smaller and independent entities, the financial resources required for AI software, hardware, and the skilled personnel to manage these systems can represent a substantial barrier to entry. This financial constraint may impede the widespread adoption of AI across the diverse range of event organizers within the region.

Another significant challenge centers on concerns regarding data privacy and security, particularly in light of increasing regulations surrounding the protection of personal data (Levshun & Kotenko, 2022). AI systems heavily depend on data analysis to personalize experiences and optimize operations, necessitating the collection and storage of attendee information. Ensuring the security and privacy of this data is crucial for maintaining attendee trust and adhering to legal frameworks, posing a considerable challenge for event organizers in Bali who must navigate these intricate requirements. Furthermore, ethical considerations related to AI usage in event management, such as algorithmic bias and the potential for dehumanization, require careful attention to preserve the integrity and inclusivity of events (Mariani et al., 2022).

However, the adoption of AI also unlocks numerous opportunities for the event industry in Bali. A notable opportunity lies in elevating the overall attendee experience through personalization, tailored recommendations, and seamless event interactions. AI-powered tools can furnish attendees with customized schedules, relevant content suggestions, and efficient navigation within event venues, leading to greater satisfaction and engagement. This capacity to cater to individual preferences can significantly enhance Bali's attractiveness as a destination offering uniquely tailored event experiences.

Another critical opportunity resides in improving operational efficiency across various stages of event management. AI can automate repetitive tasks, optimize resource allocation, and provide predictive insights for enhanced planning and decision-making, enabling event organizers in Bali to streamline their processes and reduce costs. For instance, AI can assist with venue selection, vendor management, and even risk assessment, leading to more efficient and effective event execution (Hagen, 2023). This increased efficiency can bolster the competitiveness of Bali's event industry on a global scale.

In conclusion, while the adoption of AI in Bali's event industry encounters challenges concerning cost, data privacy, and ethical considerations, the opportunities for enhancing attendee experience and improving operational efficiency are substantial. By strategically tackling these challenges and harnessing the transformative potential of AI, Bali can further solidify its standing as a premier global destination for innovative and successful events, providing unique and personalized experiences while optimizing event management practices.

5. CONCLUSION

The integration of Artificial Intelligence (AI) in event marketing strategies offers significant opportunities for enhancing operational efficiency and attendee experience in Bali. AI technologies, such as machine learning and predictive analytics, enable event organizers to personalize attendee experiences, optimize logistics, and make data-driven decisions. For instance, AI-powered chatbots can provide real-time support, while AI-driven facial recognition can streamline check-in processes. By leveraging these technologies, event organizers in Bali can create more impactful and memorable events that drive business results and attendee satisfaction.

Despite the potential benefits of AI, its adoption in Bali's event industry also poses challenges. Key issues include the need for enhanced digital infrastructure (cost) and addressing ethical concerns related to data privacy. To overcome these challenges, collaboration between government, private sectors, and local communities is crucial. By understanding the challenges and opportunities associated with AI adoption, stakeholders can develop targeted initiatives to support the growth of the event industry in Bali, contributing to sustainable economic growth and reinforcing Bali's position as a premier destination for events and tourism. Future research should focus on addressing these challenges while exploring innovative applications of AI to enhance event experiences and operational efficiency. This study also has discussion limitations because it only uses literature studies for research, in the future research with quantitative methods to ethnography is needed to gain broader insights.

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MAPPING CONFLICTS INVOLVING LOCAL COMMUNITIES IN TOURISM DESTINATIONS: A SYSTEMATIC LITERATURE REVIEW

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Abstract

Tourism as a strategic sector often brings paradoxical consequences for local communities: on the one hand it promises economic growth, but on the other hand it triggers various social, cultural, spatial and environmental conflicts. This study aims to map conflicts involving local communities in tourism destination development through a systematic literature review approach of international academic publications. The results of the thematic analysis identified five main conflict categories: (1) conflict and resistance analysis, (2) perceptions, attitudes, and responses, (3) conflicts due to tourism development, (4) conflict resolution, (5) identity issues, and (6) online resistance. This study fills the gap in the literature by developing a classification of conflicts based on actors and issues, and highlighting forms of community resistance, both overt and symbolic. The findings reinforce the urgency of tourism planning based on social justice and inclusive participation for long-term sustainability.

Keywords: Social Conflict, Community Resistance, Sustainable Tourism, Tourism Management, Local Communities

1. INTRODUCTION

Tourism is a vital sector that plays a crucial role in national revenue generation. The synergy between various industries is fundamental to its success, as collaboration among tourism service providers enhances the overall experience for visitors. According to Camilleri (2018), tourism generally comprises four main sectors: 1) Transportation, 2) Accommodation, 3) Ancillary Services, and 4) Sales. Over the past few years, the tourism sector has made a significant contribution to Indonesia's national income. In the year-end press conference of 2024, current Indonesia's Minister of Tourism Widiyanti presented the tourism achievements for 2023-2024 as follows:

Tabel 1. Tourism Performance in Indonesia (2023-2024)

Indicator	2023	2024*
Contribution to GDP	3.9%	4.01%
International Tourist Arrivals	11.7 million visits	11.6 million visits
Domestic Tourist Trips	839.7 million trips	839.4 million trips
Ranking (Travel & Tourism Development Index - TTDI)	32	22

Indicator	2023	2024*
Foreign Exchange Earnings	USD 14.00 billion	USD 12.63 billion
Employment	24.41 million people	24.50 million people

Source: Ringkasan Rancangan Awal RPJMN (2025-2029)
(*Data for 2024 is not yet complete for the full year)

During the forum, Minister of Tourism Widiyanti outlined key targets for the sector, including a projected tourissm GDP contribution of 4,6%, foreign exchange revenues ranging from USD 19 billion to USD 22.1 billion, and international tourist arrivals estimated betwee 14,6 million and 16,0 million visits. Additionally, domestik tourism movement is expected to reach 1.08 billion trips, with employment in the sector projected to increase to 25,8 million workers. These targets indicate significant anticipated growth within the tourism industry, underscoring the necessity for effective cross-sector collaboration and strategic synergy to ensure sustainable and succeessful achievement of these objectives.

Despite the rapid growth and ambitious targets set for the tourism industry, there exist complex dynamics that often lead to controversy, particularly when local communities are involved. Tourism destinations known for their natural beauty, cultural heritage, and authentic experiences frequently become sites of conflict between developers, government authorities, and local residents. Mapping these conflicts is essential to understanding tourism's societal impacts and serves as a tool for formulating more inclusive and sustainable policies. One of the primary sources of conflict is: (1) Tensions between local communities and external developers. Large-scale tourism development projects are often initiated without thorough consultation with long-standing local residents. This lack of engagement can result in feelings of alienation and dispossession, as communities may perceive their land and resources being repurposed for economic gain without tangible benefits for their well-being (Kodir, 2019). (2) Exploitation of natural resources is another major issue, as tourism places significant pressure on local ecosystems, leading to environmental degradation, biodiversity loss, and depletion of crucial resources for local livelihoods. For instance, excessive tourism development can contribute to water shortages, pollution, and habitat destruction, ultimately threatening environmental sustainability and the well-being of affected communities. (3) Cultural erosion occurs when traditions and cultural activities are commercialized to meet tourists' expectations of authenticity. This phenomenon gradually undermines cultural integrity and disrupts social structures, potentially leading to the loss of identity and cultural heritage. (4) Overtourism, driven by a surge in visitor numbers, negatively impacts both the environment and local communities. This issue creates tensions between development goals and the need for cultural and environmental preservation, necessitating sustainable approaches in tourism management. One notable example is overtourism in Barcelona, which has seen dramatic growth in urban tourism (Gonzalez-Reverte, 2002). Identifying diverse responses to overtourism is crucial in understanding local resistance to tourism expansion in such cities.

The role of local communities in inclusive tourism is crucial for promoting sustainable development. Local communities should not merely be passive recipients of tourism benefits; rather, they must actively participate in the decision-making processes that affect their lives and environment. This involvement allows stakeholders to observe varied responses from local communities and understand that local persepectives are time-sensitive, as complaints and decisions may evolve (Suharyanto et al., 2023).

Based on the existing literature, researcher has identified a predominant focus on conflicts arising from economic benefits, with insufficient attention given to social inequalities, such as power imbalances, spatial conflicts, and socio-cultural marginalization that may emerge in tourism destination development. There is a notable lack of studies that thematically map types of conflict, most existing research tends to be descriptive and case-based. The intended systematic mapping involves classifying the forms of conflict experienced by local communities, including spatial conflict, identity issues, and political resistance. Addressing the identified research gap, this study aims to establish a classification of conflicts involving local communities at tourist destinations through a systematic literature review, while also revealing the issues of local resistance that have not been comprehensively addressed in academic literature.

2. RESEARCH METHODS
2.1 Literature Search and Selection Process

This study follows a structured four-phase process to examine existing academic works: defining objectives, setting selection parameters, sourcing materials, and evaluating relevant publications. Initially, the study's goals were clarified. Following this, inclusion and exclusion parameters were developed, with some being predefined and others adjusted during the investigation. The primary inclusion parameter focused on disputes involving residents in tourism areas, deliberately omitting conflicts unrelated to locals, such as tourist-to-tourist disagreements.

For sourcing materials, specific search terms were utilized: '(communit* OR local$ OR resident$ OR people OR citizen$) AND (reject* OR resist* OR refus* OR oppos* conflict$ OR friction$ OR hostil*) AND (tourism OR hospitality)'. The search targeted scholarly articles, books, and book sections from the earliest records until October 2022. Only English-language publications were considered to prevent inaccuracies due to language constraints. The investigation relied on two major academic databases: Web of Science and Scopus. After an initial keyword search in Web of Science, further refinements were applied, incorporating specialized collections such as Web of Science Core Collection, SciELO Citation Index, and KCI-Korean Journal Database due to their relevance to tourism studies. Conversely, certain Databases-Current Contents Connect, Medline, BIOSIS Citation Index, Inspec®, and Zoological Record™, were excluded for their lack of alignment with tourism research. Additional exclusions comprised non-English texts, unpublished drafts, and non-research materials like conference summaries, editorials, and reports. In Scopus, similar filters were applied, excluding non-English entries and non-journal document types.

Initial database searches yielded 440 publications. After deduplication, 417 remained. Further screening eliminated non-English texts and a book critique, leaving 414 works. These underwent title, abstract, and keyword assessment, retaining only those discussing tourism-related conflicts. Additional exclusions removed studies on non-tourism disputes (e.g., mining) and irrelevant applications of terms like resistance or conflict in unrelated fields. The final selection included 67 articles, 2 book sections, and 1 edited volume. One additional relevant article was later sourced from a reference list, bringing the total to 84 analyzed works (68 articles, 16 book sections).

2.2 Data Analysis

The data analysis process was informed by established thematic analysis protocols, particularly the framework developed by Walters (2016). The initial and second phase, immersing in the data and developing preliminary codes, were conducted simultaneously. The researcher carefully read each document in full while concurrently identifying and coding elements relevant to the study's focus. The third phase centered on identifying overarching themes. At this point, codes with similar meanings were merged to avoid redundancy. Codes that shared conceptual similarities were grouped, indicating the emergence of potential themes. The following stage involved critically reviewing and refining these themes. During this process, all themes, sub-themes, and associated codes were reexamined and reorganized to enhance coherence and clarity. Each theme was then given a name or renamed in a way that inductively captured the sub-themes it encompassed. The final stage, referred to as "report production", consisted of composing the manuscript based on the refined thematic framework.

3. FINDINGS AND DISCUSSION

3.1 Results of the Analysis of Conflicts Involving Local Communities in Tourism Destinations

Conflicts involving local communities in tourism destinations arise from various sources and impact social, economic and environmental relations. Based on the data analysis from this systematic literature review, the key themes discussed in studies related to conflicts involving local communities include:

3.1.1 Conflict and Resistance Analysis Due to Tourism Development

The analysis of conflict and resistance in tourism destinations involves understanding the cause of tensions between local communities and external actors that are often driven by issues of power, resource allocation, and cultural representation. Conflict analysis in tourism destinations involves identifying, understanding, and categorizing disputes between local communities and external actors (i.e. government, developers, and/or tourists) over tourism development. Whilst resistance analysis examines how local communities respond or oppose these external pressures.

a. Root Causes of Conflict

Conflicts often arise from competition over land and natural resources (de Freitas & de Araujo, 2020), revenue sharing, vending rights and management control (Wang & Yotsumoto, 2019). Local communities may feel marginalized or unfairly treated when benefits from tourism are unequally distributed or when their access to resources is restricted (Almeida et al., 2017). External actors may promote narratives that overlook local histories and identities, leading to community pushback (Willis, 2022). Local governance structures, such as village committees may lack the power or capacity to protect community interests (Almeida et al., 2017).

Austerity measures and economic disparities exacerbate tensions, as marginalized communities struggle for equitable access to tourism benefits (Borén et al., 2023). Rapid tourism growth can threaten local lifestyles, cultural identity, and environmental integrity, leading to dissatisfaction and opposition (Navarro-Jurado et al., 2019).

b. Dynamics of Resistance

Communities may engage in protracted, strategic actions over time to contest unjust developments (Fung & Lamb, 2023). Some communities opt for dialogue with

external actors, seeking to influence decision making processes regarding tourism development (de Freitas & de Araujo, 2020). Acts of civil disobedience and public demonstrations serve as platforms for communities to assert their rights and challenge dominant narratives (Willis, 2022). Conflicts are dynamic, with issues such as land rights, economic benefits, and governance often overlapping and evolving over time (Almeida et al., 2017). Multiple stakeholders often create a conflict that involve a range of actors-local residents, government, private developers, NGOs, and tourist, each with distinct interests and power (Navarro-Jurado et al., 2019).

c. Forms of Resistance

Resistance can take subtle forms, such as community-led initiatives that promote sustainable practices and challenge exploitative tourism models (Cui & Brombal, 2023). Communities may use public spaces to commemorate historical events, thereby contesting the dominant tourism narratives and asserting their identity (Willis, 2022). Public and overt resistance includes protests, demonstrations, petitions, and the formation of social movements or citizen initiatives to oppose unwanted tourism projects or policies (Wegerer & Nadegger, 2020)(Chamizo-Nieto, De Salazar, et al., 2023).

Discursive and online resistance such as activists may use online platforms, petitions, and discourse to challenge dominant narratives, criticize growth-oriented tourism, and advocate for alternative development models (e.g., degrowth, sustainability) (Navarro-Jurado et al., 2019). Social movements may not reject tourism outright but advocate for more community-centered, sustainable, or degrowth oriented approaches, seeking greater control over tourism impacts (Marques et al., 2021).

Conflicts due to tourism development often arise from the tension between economic benefits and the preservation of cultural, environmental, and social integrity. These issues are deeply interconnected and manifest in various ways across different destinations.

a. Land Dispossesion

Tourism expansion frequently involves converting rural or communal land for tourism infrastructure, often through state-led expropriation or market-driven processes. This can result in the loss of land rights, forced resettlement, and increased intra-community inequalities as some residents benefit while others are marginalized (Kan & Sun, 2024). Tourism development can lead to the displacement of local communities as land is repurposed for tourist facilities (Zuo et al., 2022).

Dispossession leads to displacement, loss of livelihoods, and social fragmentation. In some cases, it blurs rural-urban boundaries and accelerates rural gentrification, fundamentally altering local governance, infrastructure, and socio-cultural practices (Yang & Loopmans, 2023). In China, state-led land reform for tourism has dispossessed rural villagers, while in Latin America, tourism-driven real estate investment has displaced and segregated local populations through gentrification and heritage policies (Trivi et al., 2023).

b. Cultural Commodification

Tourism often commodifies local cultures, turning traditions, festivals, and heritage into marketable attractions. This process can occur at multiple cultural layers, from artifacts to behaviors, and may not follow a linear progression (Bai & Weng, 2023). Commodification can erode cultural authenticity, create social tensions, and provoke debates over the benefits and drawbacks of tourism for cultural sustainability.

It may also drive further commodification of deeper cultural elements, leading to new social problems (Trivi et al., 2023). The commodification of culture for tourism can dilute and misrepresent local traditions. In Spanish Mediterranean cities, the influx of tourists has led to the commercialization of cultural spaces, sparking resistance movements among residents who feel their cultural identity is being undermined (Chamizo-Nieto, Nebot-Gómez de Salazar, et al., 2023).

c. Environmental Degradation

Unplanned or poorly managed tourism leads to ecosystem degradation, overuse of natural resources, and land use conflicts. The expansion of artificial land uses and urbanization for tourism infrastructure intensifies these pressures, especially on islands and ecologically sensitive areas (Armas-Díaz et al., 2023) (Meza-Osorio et al., 2024). Tourism often results in environmental pollution and resource depletion, as seen in the ecotourism sector where sustainable development conflicts with environmental protection goals (Tian & Li, 2022).

Environmental struggles often mobilize local communities to resist unsustainable tourism practices and advocate for the right to influence how nature and society interact. Negative impacts include loss of biodiversity, pollution, and threats to the long-term sustainability of both tourism and local livelihoods (Fernandez-Abila et al., 2024). Venice exemplifies the environmental strain of overtourism, where the carrying capacity of the city is exceeded, leading to negative impacts on both the environment and local quality of life (Bertocchi et al., 2020).

Conflicts from tourism development are driven by land dispossession, cultural commodification, and environmental degradation. These tensions disrupt local communities, threaten cultural and ecological sustainability, and often provoke resistance and calls for more equitable and sustainable tourism practices. While tourism development can lead to significant conflicts, it also presents opportunities for sustainable practices and social justice.

3.1.2 Perceptions, Attitudes and Responses

Local communities' perceptions of conflict and resistance in tourism are shaped by multiple factors, including media representations, prior attitudes toward tourists, political or cultural affinities, and subjective norms. These perceptions can evolve over time and are not uniform across all residents (Farmaki, 2023). Residents' awareness of problems caused by tourism (e.g. health risks, overuse of resources) increases their sense of responsibility and shapes their attitudes toward opposing or supporting tourism development (Woosnam et al., 2023). Feeling of animosity or affinity toward certain tourist groups can strongly influence residents' attitudes and behaviors, with animosity often rooted in broader political or cultural conflicts (Moghavvemi et al., 2023). Understanding the perceptions, attitudes, and responses of local communities towards conflict and resistance in tourism destinations reveals a complex interplay of emotional, behavioural, and cultural dimensions.

a. Emotional Responses

In conflict affected destinations, local communities often develop psychological resilience, using support systems and adaptive strategies to manage the presence of tourists and the risks associated with conflict (Zielinski et al., 2025). Residents may experience animosity towards tourists from conflicting nations, as seen in Cyprus, where local sentiments against Russian tourists intensified post Russia-Ukraine conflict. This animosity is influenced by media portrayals and historical

attitudes (Farmaki, 2023). In Lima, public protests reflect local discontent with tourism narratives that overlook historical injustices, showcasing how communities actively contest dominant tourism representations (Willis, 2022). Animosity, fear, and frustration may arise when residents feel threatened by external actors or perceive tourism as exploitative or disruptive (Farmaki, 2023)(Woosnam et al., 2023).

b. Behavioural Responses

Active and passive opposition can be seen as residents may engage in both active (e.g., protests and vocal opposition) and passive (e.g., non-cooperation and subtle resistance) forms of opposition to tourism, depending on their personal norms, perceived behavioural control and subjective norms (Woosnam et al., 2023). Mapuche communities in Chile demonstrate resilience through community-based tourism, which helps them navigate external pressures and maintain cultural identity amidst socio-political challenges (Pilquimán-Vera et al., 2020). Communities often advocate for tools and policies that balance tourism development with local needs, such as improved communication, community involvement, and shared benefits (Walas et al., 2023).

c. Cultural Responses

Tourism can serve as a platform for cultural expression and revitalization, as seen in some places, where tourism initiatives reinforce community identity and social cohesion (Pilquimán-Vera et al., 2020). Despite many benefits, tourism has also perpetuated significant social-cultural injustices, including through misrepresentation of Indigenous history and heritage, this highlighting the struggle for recognition and representation among Indigenous communities (Wahl et al., 2020). Cultural norms and values influence how communities interpret and respond to tourism-related conflicts. For example, collective responsibility and social cohesion can drive community-led resilience and resistance efforts (Fazili et al., 2023)(Woosnam et al., 2023). Identity and boundary maintenance in destinations with diverse ethnic groups, cultural identity and the maintenance of group boundaries play a key role in shaping responses to tourism and inter-group conflict (Fan, 2024).

Some argue that tourism can exacerbate tensions by commodifying cultural identities and reinforcing stereotypes, potentially leading to further conflict rather than resolution. This perspective underscores the importance of inclusive dialogue and ethical practices in tourism development.

3.1.3 Conflicts Due to Tourism Development

Conflicts due to tourism development often arise from the tension between economic benefits and the preservation of cultural, environmental, and social integrity. These issues are deeply interconnected and manifest in various ways across different destinations.

a. Land Dispossession

Tourism expansion frequently involves converting rural or communal land for tourism infrastructure, often through state-led expropriation or market-driven processes. This can result in the loss of land rights, forced resettlement, and increased intra-community inequalities as some residents benefit while others are marginalized (Kan & Sun, 2024). Tourism development can lead to the displacement of local communities as land is repurposed for tourist facilities (Zuo et al., 2022).

Dispossession leads to displacement, loss of livelihoods, and social fragmentation. In some cases, it blurs rural-urban boundaries and accelerates rural

gentrification, fundamentally altering local governance, infrastructure, and socio-cultural practices (Yang & Loopmans, 2023). In China, state-led land reform for tourism has dispossessed rural villagers, while in Latin America, tourism-driven real estate investment has displaced and segregated local populations through gentrification and heritage policies (Trivi et al., 2023).

b. Cultural Commodification

Tourism often commodifies local cultures, turning traditions, festivals, and heritage into marketable attractions. This process can occur at multiple cultural layers, from artifacts to behaviors, and may not follow a linear progression (Bai & Weng, 2023). Commodification can erode cultural authenticity, create social tensions, and provoke debates over the benefits and drawbacks of tourism for cultural sustainability. It may also drive further commodification of deeper cultural elements, leading to new social problems (Trivi et al., 2023). The commodification of culture for tourism can dilute and misrepresent local traditions. In Spanish Mediterranean cities, the influx of tourists has led to the commercialization of cultural spaces, sparking resistance movements among residents who feel their cultural identity is being undermined (Chamizo-Nieto, Nebot-Gómez de Salazar, et al., 2023).

c. Environmental Degradation

Unplanned or poorly managed tourism leads to ecosystem degradation, overuse of natural resources, and land use conflicts. The expansion of artificial land uses and urbanization for tourism infrastructure intensifies these pressures, especially on islands and ecologically sensitive areas (Armas-Díaz et al., 2023) (Meza-Osorio et al., 2024). Tourism often results in environmental pollution and resource depletion, as seen in the ecotourism sector where sustainable development conflicts with environmental protection goals (Tian & Li, 2022).

Environmental struggles often mobilize local communities to resist unsustainable tourism practices and advocate for the right to influence how nature and society interact. Negative impacts include loss of biodiversity, pollution, and threats to the long-term sustainability of both tourism and local livelihoods (Fernandez-Abila et al., 2024). Venice exemplifies the environmental strain of overtourism, where the carrying capacity of the city is exceeded, leading to negative impacts on both the environment and local quality of life (Bertocchi et al., 2020).

Conflicts from tourism development are driven by land dispossession, cultural commodification, and environmental degradation. These tensions disrupt local communities, threaten cultural and ecological sustainability, and often provoke resistance and calls for more equitable and sustainable tourism practices. While tourism development can lead to significant conflicts, it also presents opportunities for sustainable practices and social justice.

3.1.4 Conflict Resolution

Conflict resolution refers to the processes and strategies used to address, manage, and resolve disagreements or disputes between individuals, groups, or communities. The goal is to transform conflict into cooperation, reduce tensions, and achieve mutually acceptable outcomes through structured interventions, communication, and negotiation (Arévalo, 2023).

a. Negotiation Strategies

Structured negotiation can be effective negotiation due to its process design can transform adversarial relationships into cooperative ones, especially when the

complexity and uncertainties of the negotiation are well managed. This includes setting clear agendas, managing dialogue, and ensuring all parties are heard (Liu et al., 2024). Training individuals in negotiation skills—such as identifying interests, compromising, and problem-solving—improves their ability to resolve conflicts constructively. AI-based negotiation training has been shown to enhance conflict resolution skills and help participants focus on common interests (Murawski et al., 2024). Consensus approaches define by multi objective consensus models help groups reach agreements by maximizing satisfaction and minimizing coordination costs, often using compromise and tolerance thresholds to balance diverse interests (Liu et al., 2024).

b. Policy Interventions

By conducting formal policies and procedures such as implementing organizational-level policies, structured remediation processes, and follow-up mechanisms ensures that conflict resolution is systematic and consistent. Regular audits and updates to policies can improve compliance and outcomes (Sinclair & Palokas, 2023).

Collaborative planning defines policy interventions that involve all stakeholders in planning and decision-making foster shared ownership of solutions and reduce resistance. Regulatory frameworks can also provide guidelines for fair and transparent conflict management (Stover et al., 2024). In large-scale or post-conflict settings, formal interventions such as peace treaties, truth commissions, and transitional justice initiatives can help reshape collective memories and identities, supporting long-term peacebuilding (Piccolino, 2023).

c. Community-Based Solutions

High levels of community engagement, including both needs-based and strengths-based approaches, empower communities to participate actively in conflict resolution. Combining consensus and conflict strategies can increase the effectiveness of interventions (Stover et al., 2024). Grassroots intervention such as community-led initiatives, such as those using transitional justice toolkits, can transform social ties and collective memories, reducing polarization and fostering cultural transformation (Soto & Savelsberg, 2023).

Providing education, resources, and support to community members enhances their ability to mediate disputes and advocate for their interests, leading to more sustainable and accepted outcomes (Stover et al., 2024). Effective conflict resolution combines negotiation, policy interventions, and community-based solutions. Integrating these strategies fosters cooperation, empowers stakeholders, and leads to more sustainable and equitable outcomes.

Community conflict mapping in tourism destinations involves the identification and analysis of various conflicts arising from tourism development. This process is critical for sustainable tourism planning and management, as it helps in understanding the underlying issues and addressing them effectively. Key indicators to map community conflicts include power dynamics, resource utilization, socio-economic impacts, and community participation. These indicators can help in identifying the causes of conflicts and devising strategies to reduce them.

a. Power Dynamics

Different community groups hold different positions of power in tourism development, which can lead to conflict if not managed inclusively. Including diverse voices, especially those from communities with limited power, can be important for

sustainable tourism planning (Partanen et al., 2023). Co-management and collaborative efforts can help reduce conflict by ensuring transparent negotiations among stakeholders (Soliku & Schraml, 2020).

b. Resource Utilization

Conflicts often arise from disputes over natural resources, such as land. This can be exacerbated when a country is also led by poor governance. Understanding the dynamics of land use and promoting sustainable interventions can help address these conflicts (Del Río Duque et al., 2022). In rural tourism for example, resource typologies and management are critical. A conflict-based perspective can help in effectively planning and managing tourism resources (Rosalina et al., 2023).

c. Socio-Economic Impact

Intensification of tourism can lead to socio-demographic changes and resistance movements, as seen in tourism towns. Monitoring indicators such as tourism services and citizen initiatives can help in understanding and managing these conflicts (Chamizo-Nieto, Nebot-Gómez de Salazar, et al., 2023). Community-based tourism should focus on fair and responsible benefit distribution to prevent conflict and ensure sustainable development (Sarabia-Molina et al., 2022).

d. Community Participation

Involving local communities in tourism planning and governance is essential. Participatory approaches can empower residents and encourage socio-cultural exchange, thereby reducing the potential for conflict happens (Erdmenger, 2023). Strengthening community institutions and enhancing local capacity are critical to successful community-based tourism development (Putu et al., 2020).

While mapping community conflicts is essential for sustainable development, it is also important to consider the broader impacts on communities of tourism development and destinations. Conflicts may not only arise from tourism, but can also arise from external factors such as environmental change and economic pressures. Therefore, an inclusive approach is needed that considers all these factors for more effective conflict management in sustainable tourism planning.

3.2 Discussions
3.2.1 Interconnectedness of Conflict Triggers

The research findings suggest that conflicts arising in the tourism sector are far from isolated incidents; they are strongly linked to a complex web of structural inequalities that have persisted over time. These inequalities manifest in various forms, including imbalances in the distribution of power, spatial injustice, and the historical marginalization of certain communities. One important aspect of this interconnectedness is land grabbing, which often acts as a catalyst for broader conflict dynamics.

This phenomenon does not occur in a vacuum; rather, it often intersects with the commodification of cultural identity and the economic exclusion of marginalized groups. When tourism development encroaches on traditional lands, it not only displaces communities but also turns their cultural heritage into a commodity, reducing rich traditions to mere attractions for economic gain. Moreover, the economic benefits of tourism are often distributed unfairly, leading to the further exclusion of local populations from the opportunities presented by tourism.

This creates a multidimensional conflict landscape where various factors-social, economic, and cultural-intersect, exacerbating tensions and fostering resentment. The result is a complex interplay of interests and grievances that must be addressed holistically

to reduce conflict and promote sustainable tourism practices that respect people and places.

3.2.2 Resistance as a Form of Institutions

Resistance should not be considered simply as an antagonistic force; instead, it can be understood as a powerful expression of institution and negotiation for many communities. By engaging in acts of resistance, these communities actively challenge and oppose imposed narratives that often marginalize their identities and experiences. This process is not just about opposition; it is a deliberate attempt to assert and reclaim local identity, often through cultural revitalization and ongoing initiatives that reflect their unique heritage and values.

Cultural revitalization plays an important role in this context, as it involves reviving and strengthening traditional practices, languages and customs that may have been suppressed or neglected. Through festivals, arts and education, communities can not only preserve their cultural heritage but also promote a sense of belonging and pride among its members. Sustainable initiatives further complement these efforts by fostering environmentally conscious and economically viable practices, ensuring that local resources are managed in a way that respects community identity and ecological balance. These acts of resistance and institution can be critically examined through the lens of post-development and decolonial tourism discourses. Post-development perspectives criticize traditional development paradigms that often impose external values and practices on local communities, instead advocating for approaches rooted in local knowledge and priorities. Similarly, decolonial tourism challenges the ways in which tourism has historically exploited indigenous cultures and landscapes, instead proposing models that honor and elevate local voices and narratives.

In essence, the acts of resistance undertaken by these communities are not just reactions to external pressures; they are powerful statements of identity, resilience and commitment to shaping their own futures. Through these efforts, they carve out spaces for dialogue, negotiation and assertion of their rights, ultimately transforming resistance into a meaningful form of institutions.

3.2.3 Toward Conflict Typology

To aid understanding of the complexity of tourism conflicts, we propose a conflict typology matrix that categorizes conflicts by dimensions, examples, and implications:

Tabel 2. Conflict Typology Matrix

Dimension	Examples	Implications
Actors involved	Residents, government, developers, and tourists.	Calls for inclusiveness, multi-stakeholder models
Conflict type	Spatial (land), Cultural (identity), and Economic (benefit)	Reflects layered and system inequalities
Resistance form	Protest, negotiation, cultural assertion, and digital activism	Indicates rising hybrid strategies
Resolution strategy	Co-management, policy reform, grassroots interventions	Emphasizes dialogical and participatory models

Source: Researchers (2024)

This matrix illustrates that effective resolution requires addressing not only surface level disputes, but also the structural rootss of exclusion.

3.2.4 Integration with Theoretical Perspective

The discourse around conflict transformation underscores the need to address the underlying and structural causes of conflict to achieve lasting peace, rather than merely addressing its superficial symptoms (Piccolino, 2023)This perspective highlights that sustainable peace is not just the absence of violence but involves a comprehensive approach that seeks to understand and fix the underlying issues that gave rise to the conflict in the first place.

In parallel, critical tourism studies illuminate the complex dynamics of power and discourse within the tourism realm, suggesting that conflicts arising in the sector should be interpreted as important moments of negotiation. These conflicts often represent struggles over whose narrative of development prevails, suggesting that tourism is not just an economic activity but a battleground for competing interests, values, and visions for the future. Through this lens, conflicts in tourism can be seen as opportunities for dialogue and re-evaluation of development priorities, urging stakeholders to engage in a more inclusive and equitable approach to tourism development that recognizes and addresses the diverse perspectives and needs of all affected communities.

3.2.5 Limitations

This review is limited by several factors. (1) It includes only English language academic sources, excluding potentially rich local narratives in non-English documents. (2) Grey literature such as local policy papers were excluded, potentially omitting ground level insights. (3) Although the analysis covered diverse global contexts, it may not capture nuances of micro-level conflict dynamics. Future research should incorporate multilingual, interdisciplinary, and participatory approaches.

4. CONCLUSION

The tourism sector in Indonesia plays a very important role in strengthening the national economy. The sector's contribution is not only seen in the increase in national income, but also in the job creation and infrastructure development that often follows tourism growth. However, behind these significant economic benefits, there are a myriad of complex conflicts that arise among various stakeholders, including local communities, developers, and government authorities. These conflicts often stem from several interrelated issues and require serious attention to be addressed. One of the main issues that is a source of tension is the relationship between local residents and external developers. In many cases, developers coming from outside the local community may prioritize financial gain over the well-being of local people. This can lead to encroachment on local land and resources, which in turn results in disputes that can break down community cohesion. When land that has been used by local people for farming or daily activities is taken over for the construction of tourism facilities, there will be a deep sense of loss and dissatisfaction among the community.

In addition, the exploitation of natural resources is a significant concern in the context of tourism development. As the tourism sector expands rapidly, the demand for natural attractions often leads to unsustainable practices that deplete these vital resources. For example, deforestation to build resorts or tourist attractions can threaten ecosystems, reduce biodiversity, and damage the overall environment. This not only threatens the environment but also jeopardizes the livelihoods of local communities who rely on these natural resources for their sustenance and cultural practices. Communities that have been living in harmony with nature are often forced to adapt to changes they don't want to,

which can result in the loss of local traditions and knowledge. Furthermore, the rapid commercialization of tourism can lead to the erosion of cultural identity. When traditional practices and local customs are overshadowed by commodified experiences aimed at attracting tourists, cultural values that have existed for centuries may be threatened. Local communities may feel pressured to change their way of life to match the expectations of tourists, which may ultimately reduce the authenticity and richness of the existing culture. This poses a dilemma for local communities, on the one hand they want to benefit from tourism, but on the other hand they also want to maintain their identity and cultural heritage.

Our findings highlight the indispensable role of local community engagement in decision-making processes around tourism development. Involving local residents is not only beneficial but also essential for encouraging sustainable tourism practices that respect the environment and cultural heritage. The active participation of communities in this process ensures that their voices are heard, their needs are addressed, and their rights are protected. By providing space for communities to engage in tourism planning and management, we can create more equitable and sustainable solutions. In addition, this research uncovers an urgent need to confront the social inequalities that often permeate tourism planning. It advocates for a more inclusive approach that considers the diverse perspectives and experiences of all stakeholders involved. By doing so, we can create a fairer framework that distributes the benefits of tourism more equitably, thereby reducing tensions and fostering a sense of shared ownership and responsibility among all parties. This approach will not only strengthen the relationship between developers and local communities, but also encourage better collaboration between the government and all stakeholders.

In conclusion, by recognizing and understanding the complex dynamics at play in Indonesia's tourism sector, we can formulate more effective policies that not only reduce conflict but also promote equitable benefits for every stakeholder involved. This holistic perspective is critical to fostering a tourism landscape that nurtures economic growth while improving the well-being of local communities.

5. RECOMENDATIONS

Future research should focus on several keys areas to deepen the understanding of conflicts in tourism development. First, a longitudinal study examining the evolving dynamics of local community responses to tourism over time would provide valuable insights into changing perceptions and resistance strategies. Second, comparative studies across different cultural and geographical contexts could reveal how varying socio-political landscapes influence conflict emergence and resolution.

Additionally, exploring the intersection of environmental sustainability and tourism conflicts is crucial, particularly as climate change poses new challenges. Research should also investigate the effectiveness of participatory governance model in mitigating conflicts, assessing their impact on community empowerment and resource management. Finally, qualitative studies that highlight the voices and experiences of marginalized groups within communities can enrich the discourse on social inequalities in tourism. By addressing these areas, future research can contribute to more inclusive and sustainable tourism practices.

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JAMU PRESERVATION AND PURCHASE INTENTION: INNOVATION STRATEGIES IN ACARAKI JAMU

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Abstract

This study explores innovation as a strategy to preserve traditional jamu and increase consumer interest in the modern era, focusing on Acaraki Jamu as a case study. Using a qualitative descriptive method, data were collected through observation, in-depth interviews with five informants (a marketing manager, a barista, and three young consumers), and documentation. The findings show that Acaraki Jamu implements innovation through product presentation, modern café concepts, and the use of coffee-style preparation methods. These strategies have successfully transformed the image of jamu from a traditional herbal drink to a contemporary lifestyle choice, especially among younger consumers. Acaraki also utilizes digital marketing and minimalist interior design to support consumer engagement. The study concludes that innovation plays a vital role in reviving traditional cultural products by making them more accessible and appealing to modern audiences. This research contributes to the understanding of how cultural heritage can adapt to current market demands through creative transformation, offering insights for businesses aiming to preserve tradition while attracting new market segments.

Keywords: Innovation, Preservation, Purchase Intention, Jamu

1. INTRODUCTION

Jamu is a traditional Indonesian drink that is believed to have various health benefits. In Old Javanese, the term jamu comes from the word "djampi," which means prayer, and "oesodo," which means health. Since the era of the Mataram Kingdom, jamu has become an important part of the community's health culture. At that time, the process of making jamu was largely carried out by women, while men played a role in sourcing herbal ingredients from nature. This is reinforced by the discovery of artifacts such as mortars and pestles at the Liyangan archaeological site in Central Java, as well as the reliefs and inscriptions of Madhawapura that mention the term "acaraki," which refers to traditional herbal medicine makers.

The Traditional Medicine and Herbal Research Data (RISTOJA) conducted by the Indonesian Ministry of Health states that there are 32,013 traditional medicine formulations and 2,848 species of plants used as raw materials for traditional herbal medicine. This finding confirms that traditional herbal medicine has great potential in supporting public health. The benefits of traditional herbal medicine have also been widely recognized, such as turmeric for addressing inflammation, temulawak for

increasing appetite, and beras kencur and ginger for relieving muscle soreness. The government has also provided support by declaring May 27 as National Jamu Day, and in 2023, UNESCO officially recognized jamu as an Intangible Cultural Heritage of Humanity.

However, the existence of jamu faces significant challenges due to the changing lifestyles of modern society. Some members of society, especially the younger generation, are starting to abandon the tradition of drinking jamu because it is considered outdated, has an unpleasant taste, and lacks assurances of product safety. Although herbal medicines like jamu are often seen as natural alternatives, recent safety reviews have highlighted concerns. For example, medicines containing Andrographis paniculata, commonly known as sambiloto in Indonesia, the Therapeutic Goods Administration (2024) issued a safety advisory regarding Andrographis paniculata, warning that it may cause rare but potentially life-threatening allergic reactions, including anaphylaxis, even in individuals with no prior history of allergies.

In addition to product-related concerns such as taste and safety, the broader shift in societal consumption trends has also contributed to the declining popularity of traditional beverages like jamu. This presents a significant challenge for traditional beverages. As lifestyles become more practical and fast-paced, people tend to prefer modern convenience products. Nadimin et al., (2023) state that fast food products are more popular among the younger generation because they can cater to their preferences, including favored flavors, even though they tend to contain chemicals that potentially endanger consumer health. With society's increasingly modern consumption trends, traditional beverages are at risk of losing their popularity and relevance among the Indonesian population, especially among the younger generation.

Although jamu has received international recognition as an Intangible Cultural Heritage by UNESCO and has been approved for circulation by the Indonesian National Agency of Drug and Food Control (BPOM), its presence in society, especially among the younger generation, still does not hold a dominant place in beverage consumption preferences. This is supported by a survey conducted by Populix involving 3,138 millennials and Gen Z in 2023, which stated that the most frequently purchased beverage is coffee (39%). Then, followed by bubble drinks (24%) and tea (20%), which are other options besides coffee.

Therefore, the development of coffee shops in Indonesia is increasing, as well as other modern beverages, because the majority prefer coffee, bubble drinks, and tea as their favorite drinks. Meanwhile, the number of places selling jamu is still very far behind the modern coffee shops and cafes that exist. This indicates a gap between the symbolic status of jamu as a cultural heritage and its actual acceptance in society, especially among the younger generation. In other words, jamu is culturally recognized, but it has not yet been fully revitalized commercially and culturally to be relevant to the lifestyle of the current generation.

From the existing challenges, the concept of innovation in traditional beverages can be one of the potential solutions as an effort to preserve traditional cuisine and increase customer purchasing interest in the modern era. Kotler & Keller (2015) state that innovation is a product, service, or perception that has undergone a renewal process, thus becoming a new product, service, or perception in the eyes of consumers. The concept of innovation aims to develop existing products by making modifications to make them more adaptive without losing the identity of the product itself. The innovation presented is expected to increase purchase interest. According to Schiffman & Kanuk (2015),

consumer buying interest is an individual behavior pattern towards a product that effectively assesses perceptions of a specific category of product, service, or brand.

Amid the numerous coffee shops and trendy cafes being established in Indonesia, especially in the capital, Acaraki Jamu has emerged as one of the popular jamu cafes. Seeing the numerous coffee shops being built, the founder of Acaraki Jamu was inspired to revive jamu, a traditional drink known for its bitterness, to emerge amidst the trend of changing beverage consumption in the modern era. Changes in consumption trends align with modernization, according to Koentjaraningrat (2015), who explains that modernization cannot be separated from cultural aspects. He mentioned that the success of modernization in Indonesia greatly depends on the extent to which society can change the old cultural value system and adopt new values that support development. Cultural attitudes that modern society should possess include being future-oriented, believing in self-efficacy, being open to innovation, and being disciplined and efficient.

Compared to previous studies, such as Roh Pujiati & Marni (2024), which focused on community empowerment through batik-making training for women in Gunungkidul, and Khotimah et al., (2022), which emphasized product innovation training for jamu entrepreneurs using rosella tea, this research offers a distinct contribution by specifically focusing on innovation as a dual strategy, both for cultural preservation and for increasing market appeal among younger consumers. Neither previous studies examined how modern innovation strategies in presentation, branding, and customer experience directly influence the revitalization of jamu consumption. This study fills that gap by analyzing how Acaraki Jamu integrates traditional values with contemporary cafe culture to transform jamu into a product that resonates with modern consumer preferences. Through this approach, the study aims to provide insights into how innovation can serve as a bridge between heritage and modern market demands.

Therefore, this background aims to analyze how the innovations implemented by Acaraki Jamu contribute to the preservation of jamu and its increased appeal among the changing lifestyles of modern society. This study aims to analyze the innovation strategies implemented by Acaraki Jamu in preserving traditional herbal drinks and increasing purchase intention among younger consumers in the modern era. Specifically, this research seeks to identify the types of innovations applied by Acaraki Jamu in terms of product, process, and marketing, understand the perceptions of young consumers toward modernized jamu, explore how Acaraki Jamu's innovation strategies contribute to the cultural preservation of jamu, and evaluate the influence of these innovations on customers' purchase intention.

2. LITERATURE REVIEW
2.1 Innovation

According to Kotler & Keller (2015), innovation refers to the development of new or significantly improved products, services, or processes that offer added value to consumers and help differentiate a brand in the marketplace. Innovation plays a central role in shaping consumer perception, attracting attention, and building brand identity, especially in saturated or traditional industries. Innovation is a critical aspect of business strategy that allows companies to remain relevant and competitive in changing markets.

Tjiptono (2015) further explains that innovation can be categorized into three main types: product innovation, process innovation, and marketing innovation. Product innovation involves changes to the product's features, materials, or formulations to meet consumer expectations. Process innovation refers to improvements in how a product is

produced or delivered, often increasing efficiency and consistency. Marketing innovation includes the introduction of new strategies in branding, promotion, or customer engagement. These three dimensions form a holistic innovation framework, particularly relevant for businesses operating in cultural or heritage-based sectors.

Acaraki Jamu embodies these perspectives of innovation. From a product, it combines traditional herbs like turmeric and tamarind with modern ingredients such as milk, yogurt, or sparkling water to create new taste profiles that appeal to younger generations. In terms of process, Acaraki uses coffee brewing techniques) to prepare jamu, enhancing both flavor extraction and customer experience. Through marketing innovation, Acaraki presents jamu in cafe-style environments with minimalist design, engaging storytelling, and active social media branding, effectively repositioning jamu as a modern, healthy lifestyle beverage.

Thus, in this study, innovation is viewed as a multidimensional strategy that enables cultural products like jamu to remain relevant in contemporary markets. It also provides a bridge between cultural preservation and consumer appeal by transforming tradition into a modern experience.

2.2 Modernization

According to Koentjaraningrat (2015), modernization refers to the transformation of traditional societies through the adoption of new values, technologies, and behaviors, while still preserving essential aspects of cultural identity. This concept becomes particularly relevant when analyzing how traditional practices, such as the production and consumption of jamu, are evolving in response to changing consumer preferences and modern lifestyles.

Modernization is not necessarily a rejection of tradition, but rather a process of reinterpretation. Traditional products that undergo modernization are often reintroduced to society in ways that are more aligned with modern aesthetics, efficiency, and rational consumer expectations. In this context, jamu is not only retained as a health-oriented beverage but is also presented as a contemporary product that fits into today's lifestyle trends, especially among younger generations.

Inkeles (2017) describes a modern individual as someone open to new experiences, future-oriented, and rational in their decision-making. These characteristics are reflected in Acaraki Jamu's target market, young consumers who are health-conscious, curious about tradition, but also driven by visual appeal and modern branding. Acaraki's cafe-style interior, barista service, and interactive workshops (such as Acaraki Journey) represent deliberate efforts to modernize the jamu experience while retaining its traditional core.

Lerner (2016) emphasizes that modernization in developing societies often requires finding a balance between innovation and cultural continuity. Acaraki exemplifies this balance by using traditional ingredients and historical narratives while adapting product presentation and customer experience to modern sensibilities. The modernization of jamu in this context becomes not just a commercial strategy but also a cultural effort to sustain relevance in an era where younger generations often overlook heritage products.

Therefore, modernization theory in this study provides a framework for interpreting how Acaraki Jamu addresses tradition in a modern business format. It allows the researcher to analyze how elements of heritage and modernity interact, merge, and coexist in the consumer marketplace.

2.3 Purchase Intention

Purchase intention is a central concept in consumer behavior studies, referring to the likelihood that a consumer will plan to or decide to buy a product or service based on their perceptions, motivations, and external influences. Schiffman & Kanuk (2015) argue that purchase intention is shaped by a combination of psychological factors, such as needs, attitudes, and perception, and sociocultural influences like peer recommendations, media, and lifestyle trends. These factors are particularly relevant in understanding how younger consumers perceive and engage with traditional products that have been modernized, such as jamu.

Perception plays a crucial role in forming purchase intention. When a product is perceived as relevant, trustworthy, and beneficial, consumers are more likely to develop a desire to try or repurchase it. In the case of Acaraki Jamu, the rebranding of jamu as a healthy and stylish beverage helps transform negative or outdated perceptions into curiosity and willingness to explore. Modern presentation and social value have led young consumers to reconsider their previous perception of jamu as merely bitter or medicinal.

The AIDA model, which is Attention, Interest, Desire, and Action, also provides a useful framework for interpreting consumer behavior in this context (Kotler & Keller 2015). Acaraki captures attention through its visual design and storytelling, generates interest through ingredients and preparation methods, builds desire through social engagement and health narratives, and encourages action by providing an accessible and memorable customer experience. The emotional and sensory engagement created by Acaraki's innovations aligns with contemporary consumption behavior, where aesthetic value and experiential quality are as important as functional benefits.

Furthermore, peer influence and digital exposure significantly affect the purchase intention of younger generations. With social media playing a large role in shaping lifestyle choices, consumer testimonials and visual content can drive curiosity and behavioral change. Acaraki's efforts in building its online presence and community-oriented activities contribute to creating a social environment in which trying jamu becomes a trendy and meaningful act.

In this study, the concept of purchase intention serves as a lens to analyze how Acaraki's innovations influence the psychological and social drivers that lead young consumers to not only accept jamu but also adopt it as part of their lifestyle. This approach helps explain the relationship between innovation and consumer engagement in traditional product markets.

2.4 Preservation

Cultural preservation involves maintaining and revitalizing heritage to ensure it remains meaningful and accessible for future generations. Alwasilah (2021) emphasizes that cultural preservation is not about freezing traditions in time, but rather ensuring that cultural expressions continue to live and evolve within society. Preservation is both protective and adaptive, allowing tradition to be practiced and appreciated in changing contexts.

Indonesia's cultural heritage, including jamu, is recognized not only as a historical asset but also as a dynamic part of the nation's identity. The Indonesian Law No. 5 of 2017 on the Advancement of Culture acknowledges traditional knowledge, practices, and expressions, including culinary heritage, as areas that require active protection and development. Jamu, as a form of traditional knowledge and practice, holds cultural,

medicinal, and social significance and is now also listed by UNESCO as part of Indonesia's intangible cultural heritage.

However, cultural preservation in today's globalized and urban society cannot rely solely on historical or governmental protection. It requires innovation and participation, especially from younger generations who are often distanced from traditional practices. Modern businesses like Acaraki Jamu play a crucial role in this regard by integrating traditional elements into formats that resonate with contemporary lifestyles.

By reintroducing jamu through modern packaging, storytelling, aesthetic presentation, and interactive experiences, Acaraki helps bridge generational gaps and make traditional culture more relatable. This supports the idea that preservation is not about resisting change, but about ensuring continuity by adapting culture to modern life. In this study, preservation theory provides a conceptual foundation for analyzing how innovation can serve not as a threat to tradition but as a tool for sustaining it. The case of Acaraki Jamu illustrates how cultural continuity can be maintained through adaptation and how preserving tradition can coexist with commercial and creative reinvention.

3. RESEARCH METHODS

This study employs a qualitative descriptive approach using a case study method. The case study design was chosen to gain an in-depth understanding of how Acaraki Jamu implements innovation as a strategy to preserve traditional jamu and to increase purchase intention among the younger generation. Data were collected using three techniques, in-depth interviews, direct observation, and documentation. Five informants participated in this research which including one marketing manager, one barista, and three young consumers who have experienced Acaraki Jamu products. These informants were selected purposively to obtain rich and relevant insights related to innovation and consumer perception.

The observation was conducted at Acaraki Jamu's cafe located in Kota Tua, Jakarta. The researcher observed the product presentation, customer interaction, interior atmosphere, and menu items. Documentation included taking photographs of the cafe, products, promotional materials, and social media content. Data analysis followed a thematic analysis framework involving three stages: data reduction, data display, and conclusion drawing. To ensure data validity, the researcher used source triangulation (comparing data from different informants) and technique triangulation (cross-checking between interviews, observation, and documentation). Member checking was also conducted to verify the accuracy of interpretations with the original informants.

This study is limited by the small number of informants and a single-location case study, which may not fully represent the broader market context of traditional beverage innovation in Indonesia. Nevertheless, the findings offer meaningful insights into how innovation can support cultural preservation and appeal to modern consumers.

4. FINDINGS AND DISCUSSION
4.1 Product Innovation

Acaraki Jamu presents a distinctive product innovation strategy by modifying traditional jamu recipes with modern ingredients and techniques. Variants such as Golden Yogurt, Golden Sparkling, and The New Wave of Jamu incorporate elements like turmeric, soda, yogurt, creamer, milk, and coconut sugar to create new taste profiles that are more appealing to the younger generation. One customer stated, "Although I usually don't like ginger, Acaraki's combination with coconut sugar made it enjoyable" (N3).

This reflects how flavor innovation can shift consumer attitudes toward traditional products.

From a product development perspective, these innovations align with Kotler & Keller (2015) concept of innovation as the process of renewal that transforms an existing product into a new one in the eyes of consumers. Rather than altering jamu's core health function, Acaraki enhances its sensory appeal, taste, aroma, and presentation, making it competitive with popular modern beverages such as coffee and bubble tea. Moreover, the visual appeal of the drinks, served in glassware with vibrant colors and contemporary plating, adds to their attractiveness. According to another informant, "I was drawn in by how the drinks looked. It felt like ordering something from a coffee shop, not a herbal medicine stall" (N4).

Figure 1. Golden Yogurt
Source: Researchers (2025)

By reimagining traditional jamu through product innovation, Acaraki successfully balances cultural preservation with modern consumer demands. These efforts show that traditional products can be revitalized through adaptation and creativity without losing their original identity. These innovations are not merely aesthetic but serve as a strategic repositioning of jamu in a saturated beverage market. By offering taste profiles that align with modern flavor preferences while retaining herbal benefits, Acaraki differentiates itself from both traditional jamu sellers and mainstream cafes. This strategic positioning helps Acaraki target a niche yet growing segment of health-conscious young consumers who seek novelty and tradition simultaneously.

4.2 Process Innovation

Acaraki Jamu not only innovates in product design but also in the processes involved in preparing, standardizing, and presenting jamu. One of the most notable process innovations is the use of coffee brewing techniques, such as V60, syphon, french press, etc, to serve jamu. This method modernizes the jamu preparation ritual and creates a unique customer experience while maintaining the authenticity of herbal ingredients. As stated by a barista, "We use coffee methods to explore different flavor profiles. Each variant has its own SOP, and we are trained to ensure consistency in taste and quality" (N2). This standardization is reinforced by barista training programs that last up to three months, which also emphasize presentation and storytelling. These training efforts reflect modern hospitality practices and ensure that jamu is presented not just as a drink, but as an experience.

From a theoretical perspective, such process innovations align with Koentjaraningrat (2015), the idea of modernization is the transformation of traditional practices through cultural adaptation and efficiency. By professionalizing the preparation of jamu, Acaraki shifts the perception of jamu from informal street-sold drinks to a curated, high-quality beverage served in a cafe environment.

Figure 2. Soap Made from Jamu Pulp Waste
Source: Researchers (2025)

In addition, Acaraki integrates sustainability into its process innovation. For example, jamu pulp waste is repurposed into natural soap, adding value to the production chain and supporting an environmentally conscious brand image. This initiative not only enhances brand identity but also appeals to eco-aware consumers, a trait increasingly common among younger urban audiences. The combination of modern equipment, consistent preparation standards, and storytelling during service reflects a holistic approach to innovation, in which process design is integral to both cultural preservation and market relevance.

4.3 Marketing and Branding Strategy

In addition to product and process innovation, Acaraki Jamu employs strategic marketing and branding approaches that modernize the traditional image of jamu and make it appealing to contemporary consumers, particularly millennials and Gen Z. One of the key elements is the visual branding and café ambiance that mimics the atmosphere of third-wave coffee shops. The minimalist interior creates a comfortable space where jamu consumption becomes part of a lifestyle rather than just a health practice. According to one customer, "It doesn't feel like a traditional herbal stall, the café looks like a coffee shop, so I'm more comfortable trying jamu here" (N4).

Figure 3. Acaraki Jamu Situation
Source: Researcher (2025)

Acaraki's open bar concept also serves as a branding tool. Customers can watch the preparation process and engage with baristas, who act not only as servers but as storytellers. This immersive experience contributes to brand authenticity and helps reshape consumer perceptions about jamu. One barista stated, "We often have to explain to first-time visitors that jamu isn't medicine, it's part of a healthy lifestyle. The story behind it matters" (N2).

Figure 4. Acaraki Journey Workshop Poster
Source: Researcher (2025)

Educational experiences such as "Acaraki Journey" workshops, where customers can learn about jamu brewing, batik making, or shadow puppet culture, further reinforce Acaraki's brand identity as a guardian of cultural heritage. These activities align with Kotler & Keller (2015) the idea of experience-based marketing, where brand engagement extends beyond the product to emotional and educational touchpoints.

Furthermore, digital marketing, especially via Instagram, plays a major role in reaching young consumers. The use of aesthetic product photography, customer testimonials, and wellness-themed storytelling allows Acaraki to resonate with health-conscious, trend-aware audiences who seek both meaning and identity in the brands they support. Acaraki's branding is thus more than packaging, it is a strategy to position jamu within modern cultural consumption patterns, where health, identity, and lifestyle intersect.

4.4 Consumer Perception and Purchase Intention

Consumer perception toward jamu has traditionally been shaped by associations with bitterness, medicine, and outdated traditions. However, Acaraki Jamu's innovation strategies have successfully reshaped this perception, particularly among younger consumers. The visual transformation of jamu, the cafe atmosphere, and the addition of modern ingredients have made jamu more accessible and appealing. As stated by one informant, "I don't usually drink jamu, but Acaraki's version looks and tastes modern. It doesn't feel like herbal medicine anymore" (N4). Another added, "I was invited by a friend, and I was surprised jamu could be this creative and enjoyable" (N5).

According to Schiffman & Kanuk (2015), purchase intention is influenced by individual perception, internal motivation, and social encouragement. The decision to try jamu at Acaraki is often initiated by curiosity or peer influence, but the motivation is strengthened by perceived benefits, aesthetic appeal, and novelty. This aligns with the AIDA model (Attention, Interest, Desire, Action), in which consumer interest is triggered visually, enhanced through storytelling and flavor, and finally leads to the action of purchasing.

Observational data confirm this pattern. Many first-time visitors, especially domestic and foreign tourists, were observed engaging with the baristas, asking about ingredients, and photographing their drinks before consumption, demonstrating both emotional engagement and perceived social value. The weekly workshops also contribute to creating deeper meaning and emotional ties, as one informant stated, "After attending the jamu making workshop, I saw jamu as something more cultural and valuable, not just a drink" (N3).

Despite the generally positive perception, some customers still express hesitation to consume jamu regularly due to lingering taste preferences. However, the willingness to try and the curiosity to explore new variants suggest that Acaraki's innovations have lowered psychological barriers and opened new pathways for customer adoption. In summary, Acaraki Jamu's modern branding and product design successfully influence consumer perception and stimulate purchase intention, not only through the product itself but also through the broader experience, storytelling, and community interaction it provides.

4.5 Challenges in Promoting Modernized Jamu

While Acaraki Jamu has made significant progress in transforming the image of jamu, several challenges persist, primarily related to consumer mindset and market competition. One major obstacle is the strong public perception that jamu is medicinal, bitter, and only consumed when ill. Despite modern innovations, many customers still equate jamu with traditional remedies. As noted by a barista, "We often meet first-time customers who expect coffee, then hesitate when they find out we only sell jamu. We have to explain that jamu is more about prevention and lifestyle" (N2).

This perception gap was also evident during observations. Some groups of visitors chose not to order drinks after realizing that Acaraki does not serve coffee. They stayed for the food but avoided jamu, showing that consumer expectations shaped by cafe culture remain heavily tied to coffee-based beverages. Another challenge is related to taste preference and habit formation. One informant explained, "The taste of jamu is still difficult to accept for me, even if the presentation looks good" (N4). This illustrates that while Acaraki has lowered aesthetic and psychological barriers, taste remains a hurdle for frequent consumption, especially for those unfamiliar with herbal flavors.

Moreover, market competition from popular beverages like coffee, bubble tea, and soft drinks presents structural challenges. These drinks dominate youth preference and are often perceived as more "trendy" despite offering fewer health benefits. This makes jamu a niche product that requires persistent education and positioning to grow its appeal. The effort to reposition jamu as both culturally meaningful and modern requires not only innovation but also sustained storytelling, market education, and cultural reframing. As Koentjaraningrat (2015) notes, modernization in Indonesia succeeds only when society can adapt and internalize new values without losing traditional roots. Acaraki Jamu is working within this delicate balance.

5. CONCLUSION

Based on the analysis of Acaraki Jamu's innovation strategies, several key conclusions can be drawn regarding the role of innovation in preserving traditional jamu and increasing consumer engagement in the modern era: (a) acaraki Jamu has successfully utilized innovation as a strategy to preserve jamu while making it appealing to younger, modern consumers. Product, process, and branding innovations have changed the perception of jamu from a bitter traditional medicine into a trendy lifestyle drink. (b) product innovations include the use of modern ingredients such as yogurt and soda, while process innovations involve coffee-style brewing methods, SOPs, and barista training. Branding efforts, like storytelling and the Acaraki Journey workshops, enhance consumer engagement and cultural appreciation. (c) the research contributes academically to the discourse on culture-based innovation and modern cultural entrepreneurship. Practically, it offers a replicable model for other traditional products seeking to remain relevant in today's market. (d) the findings suggest the need to strengthen visual brand identity at Acaraki outlets, expand collaborations with health and culture-focused influencers, and develop new non-carbonated product variants combining herbs with traditional teas. (e) for consumers, especially the younger generation, there is a clear role to play in supporting cultural preservation by engaging with jamu in modern forms, such as trying new variants, attending workshops, and sharing experiences online. (f) future research could apply quantitative or mixed-methods approaches to measure the impact of innovation on purchase intention, explore the effectiveness of digital marketing, and conduct comparative studies with other modern jamu brands.

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ANALYSIS OF THE INFLUENCE OF MOTIVATION ON TOURISTS' VISITING DECISIONS TO THE MANGROVE KETAPANG URBAN AQUACULTURE MAUK, TANGERANG REGENCY

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Abstract

This research was prompted by a decline in tourist visits to the Ketapang Mauk mangrove ecotourism area between May and September 2024, suggesting potential issues related to tourists' motivation in making visitation decisions. The aim of this study is to determine whether motivation has an influence on tourists' decisions to visit the area. A quantitative descriptive approach was employed, and data were collected through questionnaires distributed to 100 respondents. The data were analyzed using a simple linear regression method to examine the relationship between motivation and visiting decisions. The analysis also included supporting tests to measure the strength and direction of the influence. The results of the study indicate that motivation has a significant and positive influence on tourists' decisions to visit Ketapang Mauk mangrove ecotourism. This finding highlights that motivational factors play a vital role in shaping tourists' behavior. Based on this, it is recommended that tourism managers improve strategies that enhance visitor motivation. These may include improving tourism infrastructure and services, enhancing promotional activities, and offering unique, environmentally based educational experiences that align with tourists' interests and values. Motivation should remain a key consideration in sustainable tourism planning for this destination.

Keywords: Motivation, Visit Decision, Ecotourism, Mangrove

1. INTRODUCTION

Indonesia has made significant progress in the tourism sector, as evidenced by the 24.85% increase in the number of foreign tourists from January to April 2024, compared to the same period last year according to BPS. This increase indicates a growing attraction to tourist destinations in Indonesia, driven by various factors such as infrastructure improvements, more aggressive tourism promotion, and government policies supporting this sector. This certainly has a positive impact on Indonesia's economy, particularly in terms of job creation and sectors related to tourism. However, this surge certainly has negative implications, especially related to the exploitation of natural resources and environmental damage. If not managed properly, these implications will actually be more detrimental than beneficial to the tourism sector. In an effort to address these issues, the

concept of sustainable tourism was introduced and began to be implemented in various tourist destinations in Indonesia.

Based on The International Ecotourism Society, ecotourism as one form of tourism can serve as a foundation for the implementation of sustainable tourism in Indonesia. Ethically, the concept of sustainable tourism is not only applied to ecotourism but also to almost all types of tourism. However, ecotourism specifically is always based on the principles of sustainable tourism. Ecotourism is travel undertaken responsibly to natural environments with the aim of preserving nature and enhancing the well-being of local communities. This definition highlights three main aspects of ecotourism, namely environmental preservation, community involvement, and sustainable tourism practices(Kia, 2021).

The natural state of Indonesia is dominated by islands, which makes Indonesia very distinctive in terms of maritime characteristics, especially in the field of tourism. Marine ecotourism resources are natural potentials related to the ocean or marine environment that can be explored and managed for the development of marine tourism products. The marine ecotourism zone consists of three areas: coastal or beach areas, sea (waters around and offshore), and seabed (Sasongko et al., 2020). One of the areas with such potential is Tangerang Regency because it has many coastal areas, some of which have become tourist destinations, one of which is Mauk District. Mangrove Ketapang Urban Aquaculture is one of the newly popular tourist destinations in Tangerang Regency. This 14.5-hectare Mangrove Ketapang Urban Aquaculture is located in Mauk District, specifically in Ketapang Village.
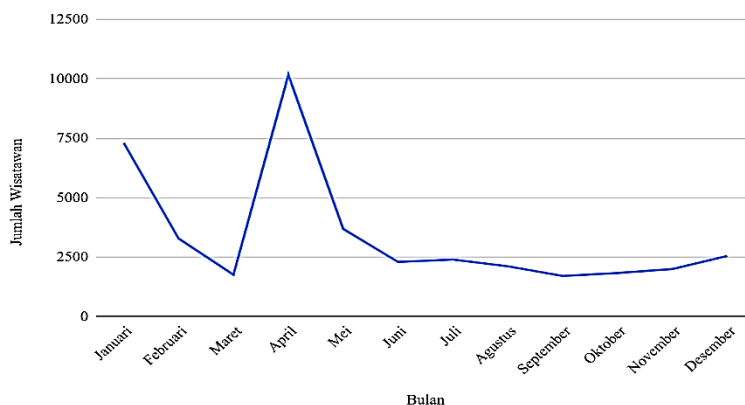
Figure 1. Visitor Statistics for Mangrove Ketapang Urban Aquaculture Mauk in 2024
Source: Mangrove Ketapang Urban Aquaculture Visit Data (2024)

The decline in the number of tourist visits to Mangrove Ketapang Urban Aquaculture is influenced by various factors such as the relatively difficult accessibility to reach Mangrove Ketapang Urban Aquaculture and inadequate facilities. Additionally, the lack of understanding of visitor behaviour by the destination can be a factor that influences the psychological aspects of tourist decision-making, both before, during, and after the visit. Tourist motivation is a factor that drives someone to travel to a tourist destination. This motivation can stem from internal drives, such as the desire to relax, seek new experiences, or satisfy curiosity about a place. Additionally, motivation can also come from external factors, such as invitations from friends or family, recommendations from social media, or work and educational demands (Suhartapa & Sulistyo, 2021). Meanwhile, the decision to visit is the process in which someone evaluates and makes choices based on various considerations before deciding to visit a place.

Previous research by Sabiote-Ortiz et al. (2024) published in the Journal of Destination Marketing & Management has proven that tourist motivation has a significant influence on the intention to visit, especially during various stages of a public health crisis. Although the dependent variable used is the intention to visit, this research remains relevant because, in consumer behavior theory, intention is a direct precursor to the decision to visit. This study emphasizes that, in both normal and crisis conditions, motivation remains an important variable in determining tourists' decisions.

Research on the influence of motivation on visiting decisions was also conducted by Wulandani (2023) at Kebun Raya Bedugul, Bali, during the pandemic. The research confirmed that push and pull motivations have a significant influence on tourists' decisions, especially in the face of rising entrance fees during the crisis. However, this research is still limited to the pandemic period and does not specifically address the context of mangrove ecosystem-based tourism. Meanwhile, the Ketapang Mauk Mangrove Ecotourism Area experienced a decline in visits in May 2024 without any major crisis or price changes. This indicates that there is still a lack of research examining how tourist motivations influence visit decisions at coastal ecotourism destinations in the post-pandemic normal situation.

With the decrease in the quantity of visitors Mangrove Ketapang Urban Aquaculture (KUA), it is important to understand whether motivational factors have an influence on tourists' decisions to visit that destination. Therefore, research on the influence of motivation on the decision to choose the ecotourism destination at Mangrove Ketapang Urban Aquaculture will play a crucial part in understanding and developing sustainable tourism in this area. This research is urgent because most of the community is already aware of the destination's existence, but has not yet shown high visitation behaviour. By understanding tourists' motivations, destination managers can design more targeted promotion strategies, environmental education, and conservation-based program development, particularly to attract first-time visitors and enhance tourist involvement in the preservation of mangrove ecosystems. In addition, the outcome of this study are also expected to provide practical contributions to the development of environmentally conscious ecotourism and theoretical contributions to the study of tourist behaviour.

2. LITERATURE REVIEW

Ecotourism brings benefits to local communities and their surroundings in various ways, encompassing the development of new jobs, extra revenue, and prospects for regional goods, infrastructural upgrades, equipment, and community services, the introduction of new technologies and skills, the promotion of culture and environmental awareness, as well as the protection, conservation, and enhancement of land use (Kia, 2021).

In the context of tourism, motivation refers to an internal psychological force that guides a person's behavior and decision-making related to travel activities. Although it is not directly observable, motivation is reflected through tourists' actions and choices when selecting and engaging with destinations (Weerasekera & Assella, 2023). Another perspective suggests that push motivation originates from within the individual, driven by psychological or emotional needs that inspire a person to engage in travel. In contrast, pull motivation is associated with external factors inherent to the destination (such as natural scenery, cultural experiences, or available amenities) that can influence a tourist's interest in selecting a specific location as a travel destination (Hoang et al., 2022). According to Alghamdi, tourism motivation does not originate from a single source, but

rather is the result of a combination of internal factors (push factors) and external factors (pull factors). There are two dimensions in Motivation (Alghamdi, 2007), namely:

a. Push Factors (escape motives, relaxation, time with family and friends, education, sports motivation, adventure, and enjoying natural resources).
b. Pull Factors (history, natural environment and weather, low costs and expenses).

This theoretical framework has been widely applied in various tourism studies. For instance, Wulandani (2023) applied the push–pull motivation model to examine tourists' visit decisions to Kebun Raya Bedugul during the COVID-19 pandemic. Her study confirmed that both push and pull motivations influenced tourists' decision-making, with relaxation and natural environment being the dominant motivators in a crisis context. These findings support the applicability of Alghamdi's model in tourism research and highlight the relevance of motivational dimensions under different situational conditions.

The visit decision includes the decision when an individual travels to a certain area or tourist destination. According to Kotler and Keller (2016), the visit decision is the process of making a decision by individuals or groups who choose, evaluate, and decide to visit a place or destination, considering needs, preferences, and external factors. As explained by Kotler and Armstrong (Kotler & Armstrong, 2020), the visit decision represents the final stage of the decision-making process, where consumers commit to their choice and proceed with visiting the selected destination. The integration of cognitive and affective responses plays a critical role in shaping consumer behavior. As noted by Kimiagari & Malafe (2021), consumers synthesize rational evaluations and emotional impressions when exposed to internal and external cues, these responses interact and are integrated within the consumer's internal processing stage before a behavioral decision is made. Santos & Gonçalves (2021), identify five essential stages in the consumer decision-making process: need recognition, information search, evaluation of alternatives, the act of purchasing, and post-purchase behavior. This sequential model constitutes a foundational paradigm frequently referenced in consumer behavior literature. The decision to visit has 6 dimensions (Kotler & Keller, 2016), including:

a. Product Choice: The users have the freedom to decide whether to purchase a product or use their money for other needs.
b. Brand Choice: After determining the product, the next step is to choose the brand.
c. Distributor Choice: The user's decision in selecting a seller when making a purchase is influenced by various aspects that can be taken into consideration.
d. Purchase Quantity: In the purchasing process, the quantity of products to be bought becomes one of the factors considered.
e. Purchase Timing: The users will review the right timing before making a product purchase. Each individual has different time considerations.
f. Payment Method: The users will choose the payment method to be used during the transaction. The main considerations in this selection include convenience, efficiency, and effectiveness.

3. RESEARCH METHODS

In this study, descriptive analysis is combined with a quantitative methodology. The purposive sampling method was used in this study to take samples by selecting respondents based on specific criteria that align with the research objectives (Sugiyono, 2020). With the criteria of being over 17 years old and having previously visited Mangrove Ketapang Urban Aquaculture. This criterion is applied because tourists aged 17 years are considered adults and have a good understanding of the motivations that

influence their travel experiences. One hundred respondents were given questionnaires as part of the data collection method. The sample calculation results in this study using the Slovin formula are:

$$n = \frac{N}{1 + Ne^2}$$

Note:

n : Sample Proportion

N : Population Proportion

e : The tolerable sample error rate (10%)

$$n = \frac{41.143}{1 + 41.143.(0,10)^2}$$
$$n = \frac{41.143}{1 + 411.43}$$
$$n = \frac{41.143}{412.43}$$
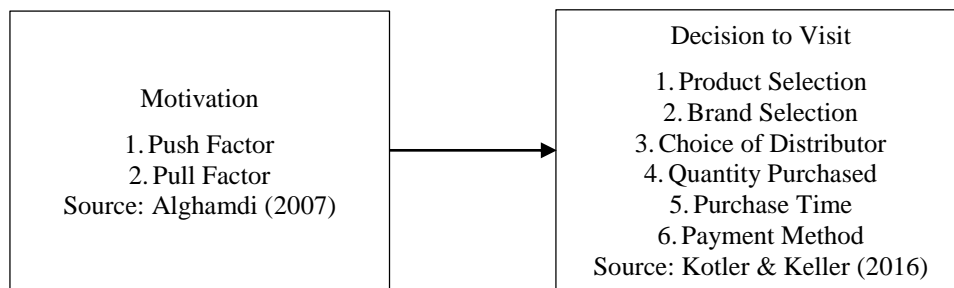$$n = 99,75 \; or \; 100 \; respondents$$

The method of gathering data is a questionnaire with a 4-point Likert scale (Sugiyono, 2020), which includes: 1) SD (Strongly Disagree), 2) D (Disagree), 3) A (Agree), 4) SA (Strongly Agree). Descriptive Statistical Test in this study is used to determine the average (mean) value of the collected data. The interpretation of the Likert scale in this study is presented as follows:

Table 1. Mean Interpretation Range

Scale Range	Answer Category
$1.00 \leq X < 1.75$	Very Low
$1.75 \leq X < 2.50$	Low
$2.50 \leq X < 3.25$	High
$3.25 \leq X < 4.00$	Very High

Source: Widoyoko in Purnomo (2018)

The motivation variable is the independent variable in this study, and the visit decision variable is the dependent variable. The research paradigm is as follows:

Motivation	Decision to Visit
1. Push Factor 2. Pull Factor Source: Alghamdi (2007)	1. Product Selection 2. Brand Selection 3. Choice of Distributor 4. Quantity Purchased 5. Purchase Time 6. Payment Method Source: Kotler & Keller (2016)

Figure 2. Research Paradigm
Source: Researcher (2025)

The research hypothesis is a temporary assumption regarding the defined problem statement that needs to be proven through statistical analysis (Kurniawan & Puspaningtyas, 2016). Based on the above paradigm, the hypothesis in this research is as follows:

a. H0: Motivation does not have a significant effect on the decision to visit.
b. Ha: Motivation has a significant effect on the decision to visit.

The collected data were subsequently analysed using SPSS version 23 software. The statistical tests used include simple linear regression to determine the direct effect of the motivation variable on the decision to visit. In addition, a t-test was conducted to examine the significance of the relationship between variables, as well as the coefficient of determination (R^2) to measure the extent of the contribution of the motivation variable in explaining the decision to visit. All analysis procedures were conducted to ensure the validity of the results and support an accurate interpretation of the phenomenon being studied.

4. FINDINGS AND DISCUSSION
4.1 Characteristics of Respondents

The characteristics of the respondents in this study consist of age, domicile, motivation for tourism purposes, and the source of information about Mangrove Ketapang Urban Aquaculture. Here are the results of the respondents' characteristics in this study:

Table 2. Characteristics of Respondents

Characteristic	Categories	Total	Percentage
Age	18 - 22 years	55	55%
	23 - 27 years	15	15%
	28 - 32 years	5	5%
	33 - 37 years	7	7%
	38 - 42 years	3	3%
	43-47 years	8	8%
	>48 years	7	7%
Domicile	Kab. Tangerang	31	31%
	Jakarta	11	11%
	Bogor	6	6%
	Depok	4	4%
	Tangerang	46	46%
	Bekasi	1	1%
	Others	1	1%
Tourist Motivation	Recreation and relaxation	69	69%
	Education and learning	16	16%
	Adventure and physical activities	3	3%
	Participating in special programs	2	2%
	Photography and socmed content	9	9%
	Others	1	1%
Source of Information	Social media	42	42%
	Friends or family	43	43%
	Tourism blog or website	1	1%
	Passed by or seen from the main road	12	12%
	Print media	0	0%
	School or Community Events	1	1%
	Others	1	1%

Source: Researcher (2025)

The majority of visitors to Mangrove Ketapang Urban Aquaculture Mauk fall within the age group of 18–22 years (55%), indicating that younger individuals dominate the tourist demographic. Most respondents reside in Tangerang City (46%) and Kab. Tangerang (31%), suggesting the area attracts primarily local or nearby visitors. The primary motivation for visiting is recreation and relaxation (69%), followed by education

and learning (16%), which reflects a dual interest in leisure and environmental awareness. In terms of information sources, social media plays the most influential role (42%), while recommendations from friends or family follow at 33%.

4.2 Results of Validity and Reliability Test

In this study, the instruments used are the Validity Test and the Reliability Test. Reliability using SPSS version 23 with a total of 2 variables and a total of statements from both variables, with 23 statements for variable X and 31 statements for variable Y.

Table 3. Results of the Motivation Validity Test (X)

Motivation Dimension	Total of Statement	Range of R-Count	R-Table	Status
Push Factor	16	0,516-0,693	0,194	Valid
Pull Factor	7	0,575-0,737	0,194	Valid

Source: Output SPSS Ver.23 Researcher Processed (2025)

Table 4. Results of the Visit Decision Validity Test (X)

Motivation Dimension	Total of Statement	Range of R-Count	R-Table	Status
Product Selection	6	0,460-0,673	0,194	Valid
Brand Selection	6	0,528-0,705	0,194	Valid
Choice of Distributor	6	0,581-0,708	0,194	Valid
Quantity Purchased	2	0,485-0,617	0,194	Valid
Purchase Time	6	0,523-0,769	0,194	Valid
Payment Method	5	0,568-0652	0,194	Valid

Source: Output SPSS Ver.23 Researcher Processed (2025)

Based on Table 3 and Table 4, the calculated R values from 23 statements on variable X (motivation) and 31 statements on variable Y (visit decision) are all greater than the table R value. Therefore, it may be said that the research tool is reliable and can subsequently undergo reliability testing.

Table 5. Reliability Test

Variable	Total of Statements	Cronbach's Alpha	Standard	Status
Motivation (X)	23	0,922	0,70	Reliable
Visit Decision (Y)	31	0,940	0,70	Reliable

Source: Output SPSS Ver.23 Researcher Processed (2025)

Based on the reliability test results, the Motivation variable (X) has a Cronbach's Alpha value of 0.922 and the Visit Decision variable (Y) has a value of 0.940. Both exceed the standard threshold of 0.70, indicating that all statement items for both variables are reliable.

4.3 Hasil Analisis Statistik Deskriptif

Table 6. Descriptive Analysis of the Motivation Variable

Indicators	Total of Statement	Mean	Status
Escape motive	3	3.58	Very High
Relaxation	2	3.58	Very High
Togetherness with family & friends	2	3.56	Very High
Education	2	3.66	Very High
Sport motivation	3	3.43	Very High
Adventure	2	3.56	Very High
Enjoying natural resources	2	3.62	Very High
History	2	3.59	Very High
Natural environment & weather	2	3.58	Very High
Low cost & expenditure	3	3.51	Very High

Source: Output SPSS Ver.23 Researcher Processed (2025)

Considering the descriptive statistical analysis of the motivation variable, all indicators fall into the "Very High" category, indicating that each motivational aspect strongly contributes to tourist interest. The indicator with the highest mean score is Education, with a mean of 3.66, suggesting that educational value is the main attraction for tourists visiting the Mangrove Ketapang tourism area.

**Table 7.** Descriptive Analysis of the Visit Decision Variable

Indicators	Total of Statement	Mean	Status
Product superiority	2	3.42	Very High
Product benefits	2	3.51	Very High
Product selection	2	3.45	Very High
Brand appeal	2	3.46	Very High
Brand familiarity	2	3.49	Very High
Price suitability	2	3.61	Very High
Accessibility	2	3.64	Very High
Service quality	2	3.67	Very High
Product availability	2	3.61	Very High
Determining product quantity based on needs	2	3.59	Very High
Suitability to needs	2	3.63	Very High
Benefits received	2	3.50	Very High
Personal factors	2	3.64	Very High
Efficiency	3	3.67	Very High
Effectiveness	2	3.74	Very High

Source: Output SPSS Ver.23 Researcher Processed (2025)

The descriptive statistical analysis of the visit decision variable shows that all indicators fall into the "Very High" category. This indicates that a variety of factors strongly influence tourists' decision to visit. Among all the indicators, Effectiveness has the highest mean score of 3.74, suggesting that effectiveness is the main attraction driving tourists to make the decision to visit the destination. The term *effectiveness* here refers to an aspect of the payment method dimension, which includes the ease, speed, and convenience of systems such as digital or cashless payments. This indicates that the ease of making transactions at the tourism site plays a significant role in attracting tourists.

4.4 Results of the Classical Assumption Test
4.4.1 Results of the Normality Test
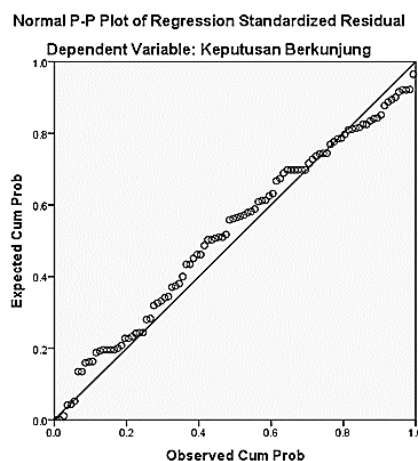
Figure 3. Normal P-Plot
Source: Output SPSS Ver.23 Researcher Processed (2025)

Based on the results of the normality test using the Normal P-P Plot graph, the residual points are observed to follow the diagonal line consistently from the bottom left to the top right. This pattern suggests that the residuals are approximately normally distributed. Therefore, it can be concluded that the assumption of normality in the regression model is satisfied. This indicates that the regression model is appropriate for further analysis, as it fulfills one of the key assumptions in linear regression-normal distribution of residuals.
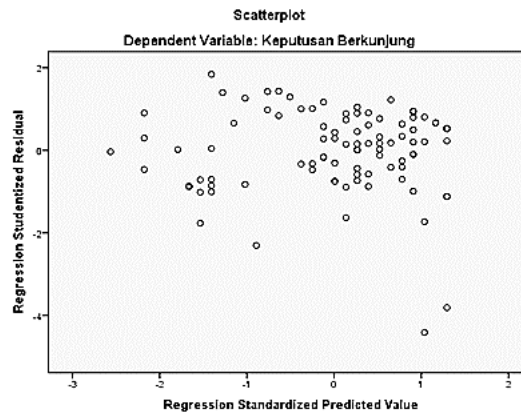
4.4.2 Results of the Heteroscedasticity Test

Figure 4. Scatterplot Graphic
Source: Output SPSS Ver.23 Researcher Processed (2025)

Based on the scatterplot graph, it can be seen that the residual points are randomly scattered around the horizontal zero line, without forming any specific patterns such as curves, slants, or other systematic shapes. This indicates that there is no occurrence of heteroscedasticity symptoms.

4.5 Results of Simple Linear Regression Test

Table 8. Results of Simple Linear Regression Test

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	33.825	7.210		4.691	.000
Motivasi	.942	.088	.736	10.753	.000

Source: Output SPSS Ver.23 Researcher Processed (2025)

Based on the results of the simple linear regression test displayed in the table above, it is stated that the constant value is 33.825 and the motivation value is 0.942, so the regression equation can be written as follows:

Y = a + bX
Y = 33.825 + 0,942
Note:
Y = Visiting Decision
X = Motivation
a = Constant
b = Regression Coefficient

a. 33.825 is a constant, which means that if the motivation variable (X) is absent (value 0), the visit decision value (Y) will be 33.825.
b. 0.942 is the regression coefficient of the motivation variable, which indicates that every 1-unit increase in motivation will increase the visit decision by 0.942 units.

The regression coefficient of 0.942 indicates a strong positive effect of motivation on visit decisions. This supports Alghamdi's (2007) theory, which posits that both intrinsic and extrinsic motivations shape tourist behavior. In this study, intrinsic factors such as learning appear particularly influential, highlighting the internal psychological drivers emphasized in Alghamdi's framework. The strength of the coefficient further suggests that motivation is not only present but plays a dominant role in determining tourist choices, especially in nature-based tourism settings.

4.6 Result of Hypothesis Test

Table 9. Results of T-Test

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	33.825	7.210		4.691	.000
Motivasi	.942	.088	.736	10.753	.000

Source: Output SPSS Ver.23 Researcher Processed (2025)

000 < 0.05, indicating that motivation significantly affects the decision to visit. In other words, there is sufficient evidence to state that statistically, motivation significantly contributes to the increase in a person's decision to visit. Therefore, it can be concluded that from the above t-test results, H0 is rejected and Ha is accepted. This finding aligns with Wulandani (2023), who also reported that push and pull motivations significantly influenced visit decisions during the COVID-19 pandemic. While her study highlighted relaxation and natural environment as key motives in a crisis context, this research (in a post-pandemic ecotourism setting) finds that escape, adventure, education, and family time remain influential. This suggests that although core motivations persist, their relative influence may shift depending on situational factors. The result affirms the continued role of intrinsic and extrinsic motivation in shaping tourist behavior beyond crisis conditions. Furthermore, the results support the motivational framework proposed by Alghamdi (2007), which categorizes tourist motivation into intrinsic and extrinsic dimensions. Push factors such as escape, education, and togetherness with family and friends (intrinsic), along with pull factors such as natural environment and low cost and expenditure (extrinsic), were found to influence the decision to visit Mangrove Ketapang. These findings confirm Alghamdi's assumption that both internal and external factors jointly shape tourist behavior, and validate the application of this framework in a local ecotourism context.

4.7 Results of the Determination Coefficient Test

Table 10. Results of the Determination Coefficient Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736[a]	.541	.537	6.77958

Source: Output SPSS Ver.23 Researcher Processed (2025)

$DC = R^2 \times 100\%$
Note:
DC : Determination Coefficient
R^2 : R Square
$DC = 0{,}541 \times 100\% = 54{,}1\%$

Based on the analysis results in the Table Model Summary, an R Square value of 0.541 or 54.1% was obtained. This indicates that motivation contributes 54.1% to the variable decision to visit Mangrove Ketapang Urban Aquaculture. Meanwhile, the remaining 45.9% is explained by other factors outside the motivation variable that are not discussed in this study.

5. CONCLUSION

This study aims to analyse the influence of motivation on tourists' decisions to visit the Urban Mangrove Ketapang Aquaculture, Mauk. Based on the characteristics of the respondents, the majority of visitors are in the age group of 20–29 years, dominated by students and individuals with a high school education level, indicating that the location attracts a relatively young and educated demographic. From the descriptive statistical analysis, the highest average score in the motivation variable is 3.66, represented by the education indicator. This indicates that educational factors, such as learning opportunities and environmental awareness, serve as the main motivators for tourists. Meanwhile, in the visit decision variable, the highest average score of 3.74 was given to the effectiveness of payment methods, highlighting the importance of a convenient and accessible transaction system in shaping visitor decisions. The results of the simple linear regression analysis revealed a regression coefficient of 0.942, indicating a strong positive influence of motivation on the decision to visit. The significance value (p-value) of 0.000 confirms that this relationship is statistically significant. Furthermore, the R Square value of 54.1% indicates that motivation explains more than half of the variation in the decision to visit, while the remaining 45.9% is influenced by other factors not examined in this study. The high mean score for *education* indicates that visitors to Mangrove Ketapang are motivated by learning-oriented experiences, suggesting the need for educational programs such as guided tours or conservation workshops. Similarly, the prominence of *payment effectiveness* highlights the importance of a seamless transaction process, where efficient and transparent digital payment systems can improve visitor satisfaction. Theoretically, these findings suggest that tourism motivation includes not only recreation but also education, supporting value and experience-based approaches. Visit decisions are also shaped by both psychological and service-related factors, highlighting the role of motivation and operational ease. Future research is encouraged to explore how different demographic segments respond to intrinsic and extrinsic motivations, or to examine changes in tourist motivation patterns over time and across various types of destinations.

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ANALYSIS OF THE INFLUENCE OF PRICE AND LOCATION ON TOURISTS' REVISIT INTENTION AT FAUNALAND ANCOL JAKARTA

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Abstract

The research conducted by the author aims to examine the influence of two variables, namely X1 (Price) and X2 (Location) on Y (Revisit Intention) of tourists at Faunaland Ancol using a quantitative method. Faunaland Ancol is one of the family tourist destinations located in the Taman Impian Jaya Ancol area, North Jakarta, DKI Jakarta. In the study conducted using a quantitative descriptive method, the research data collected using a questionnaire distributed directly to 100 respondents of Faunaland Ancol visitors. The analysis method used is multiple linear regression test which aims to test the relationship between independent variables (Price and location) on the dependent variable (Return Interest). The results of the analysis obtained show that the independent variables (Price and Location) have a significant influence on the dependent variable (Revisit Intention) of tourists at Faunaland Ancol. The test used is the R Square Determination Coefficient or R^2 of 0.563 or 56.3%. Based on this, it can be interpreted that the influence of variables X1 (Price) and X2 (Location) on variable Y (Revisit Intention) is 0.563 or 56.3% and there is a remainder of 43.7% which is influenced by other factors that are not examined in this study.

Keywords: Price, Location, Revisit Intention, Faunaland Ancol

1. INTRODUCTION

The tourism industry plays a vital role in driving economic growth and community development. Tourism activities not only create employment opportunities but also stimulate related sectors such as hospitality, transportation, and food and beverage services, while contributing to the preservation of local culture and environment. Indonesia, as a maritime nation with diverse natural wealth and culture, has enormous potential in developing the tourism sector. Ulya et al. (2023) define tourism as a type of mobility activity carried out by an individual or group of people to specific destinations for various purposes within a limited time period, aimed at recreation, relaxation, education, or cultural enrichment.

Amidst Jakarta's tourism dynamics, Taman Impian Jaya Ancol has become an undeniable family tourism icon. One of the attractive attractions within the Ancol complex is Faunaland, a mini zoo that has been open since 2017. This tourist destination,

located in the Ecovention Building – Ecopark, offers an educational concept inspired by Papua and African ecosystems. However, Faunaland's journey has not always been smooth. Visitor data shows a concerning trend: after experiencing an increase from 90,614 visitors in 2022 to 93,986 visitors in 2023, Faunaland experienced a significant decline in 2024 with only 70,116 visitors, a drop of approximately 20,000 tourists.

The tourism industry experienced a notable decline in visitor numbers during 2024, raising concerns about factors influencing tourist behavior. This research investigates whether price and location significantly impact tourists' intention to revisit destinations. The study addresses an urgent need to provide data-driven solutions that can help reverse the current negative trend in tourism visitation. By understanding how these key factors affect revisit intentions, stakeholders can develop targeted strategies to restore visitor numbers and improve destination appeal.

These research objectives are designed to provide comprehensive insights into the factors that drive tourists' decisions to return to this particular tourist destination, enabling a better understanding of visitor behavior and preferences in the context of recreational tourism.

2. LITERATURE REVIEW
2.1 Tourism

Tourism is defined as travel activities undertaken by individuals or groups to destinations different from their place of residence for various purposes. The World Tourism Organization (UNWTO) describes tourism as social, cultural, and economic phenomena involving human movement that impacts intercultural relations and local economic development. The Indonesian Dictionary (KBBI) defines tourism as recreational travel activities, while Law No. 10 of 2009 on Tourism emphasizes that tourism requires infrastructure, facilities, and services through collaboration between communities, businesses, and government. Academically, Hossana & Paludi (2024) states that tourism involves service provision and destination development, while Sutono & Meitasari (2021) emphasize the need for institutional support from various stakeholders. These perspectives show that tourism operates as an integrated system supported by multiple stakeholders. Tourism represents human mobility and serves as an important indicator of economic dynamics, cultural interaction, and regional development, requiring integrated and sustainable management as a strategic sector.

2.2 Price

Price is defined as an important component in sales planning that establishes the exchange value of products or services while influencing consumer perceptions of quality and attractiveness. Budiono (2021) explains price as the exchange value set for a product or service, reflecting total monetary payment to obtain its benefits. In tourism, price serves as a crucial determinant of tourist interest in visiting destinations. Entrance fees can significantly influence visitor decisions regarding initial visits or potential returns. Hossana and Paludi (2024) emphasize that pricing is not only a transactional tool but also represents perceived value that customers associate with received benefits. Nurbaeti et al. (2021), confirm that price has a direct impact on customer loyalty. Consumers tend to repurchase when they feel the price is proportional to the benefits received, indicating that price encompasses not only numerical value but also considerations of equity and customer satisfaction. Based on research conducted by Lorenza & Berutu (2024) entitled "Analysis of the Influence of Tourist Attractions and Price on Tourist Revisit Intention at

Jakarta Aquarium Safari West Jakarta," price has a positive influence on tourist revisit intention.

2.3 Location

According to Safitri et al. (2023), location refers to the area where a company conducts its activities or produces goods and services considering economic factors KH Wahdah (2022) define location as the place where business activities occur, ensuring produced goods are easily accessible to target consumers. Kelvinia et al. (2021) in Hossana & Paludi (2024) describe location as a place for marketing efforts aimed at facilitating and accelerating product and service delivery from sellers to buyers. Hossana & Paludi (2024) identify key indicators for determining tourism destination locations: strategic positioning, proximity to transportation, market accessibility, and availability of local workforce. These expert perspectives collectively define location as the place where companies conduct operational and production activities, serving as a strategic area that facilitates and accelerates product and service delivery from sellers to buyers. Effective pricing strategies require balancing production costs, company revenue, and consumer purchasing power while considering market segmentation, product positioning, and external factors such as inflation and market competition. Understanding price comprehensively is essential for business decisions in the increasingly competitive tourism industry. Research related to location studied or examined by Lestari et al., (2023) states that location has a very significant influence on tourists' decision to revisit.

2.4 Revisit Intention

Revisit intention refers to individuals' desire to return to a location they have previously visited. According to Safitri et al. (2023), intention refers to the desire to act in a focused manner toward a specific object, activity, or experience. Sudiarta et al. (2022) defines revisit intention as visitors' intent to return to destinations they have visited after obtaining good impressions and satisfaction from previous experiences Kusuma (2022) describe visiting intention as visitors' actions in determining or choosing to visit a location based on previous experiences. Kusuma (2022) explain that intention is a strong drive that influences and attracts consumers' conscious attention, being personal and closely related to individual attitudes. Based on these expert opinions, revisit intention can be summarized as motivation that drives individuals to act in a focused manner toward a specific place, activity, or experience, and the desire to repeat visits, which tourists develop after obtaining good impressions and experiences during their first visit to a tourism destination.

3. RESEARCH METHODS

According to Mauldy, Indria (2020), quantitative research method can be defined as a research method or approach based on positivism used to study or examine a population or sample using measurement instruments for data collection and numerical/statistical data processing with the purpose of testing predetermined hypotheses. Based on this expert theory, quantitative method is an approach used to examine samples and employs numbers or statistics to test hypotheses established by researchers.

According to Anisah (2024) cited from Ahyar et al. (2020), primary data involves the use of research subjects to obtain data directly. Primary data is data that the author has collected from the first or main source, such as the research object, where the

researcher directly observes by visiting Faunaland Ancol. The author also uses questionnaires through Google Forms distributed directly at Faunaland Ancol using a Likert scale with values 1-5 as the information collection technique applied by the author or researcher in this study regarding primary data discussion.

Based on the problem mapping found in this study, it is considered necessary to establish boundaries for the scope of problems in this research. The establishment of these boundaries aims to ensure that the implementation of the study remains focused on the main issues to be analyzed and resolved. The main focus of this research is the price variable (X1) and location (X2) of the Faunaland Ancol tourist attraction, as well as their influence on tourists' revisit intention (Y).

According to Sugiyono (2017:215) in Husen (2023), sample is a segment of the entire population that has similar characteristics to that population. Meanwhile, according to Sugiyono (2017:81) in Amin (2021), sample is part of the population used as a data source for research purposes, where the population is part of the number of characteristics possessed by the population.

$$n = \frac{70.116}{1+70.116(0,01)} = 99,85$$

The researcher uses 100 respondents or samples in the conducted research. The method used for collecting samples is non-probability sampling with purposive sampling technique, according to Sugiyono (2018:138), purposive sampling is sample selection using certain specific considerations in accordance with desired criteria to determine the number of samples to be studied. The criteria established in this purposive sampling method are visitors who are over 17 years old and have visited Faunaland Ancol.

This research employs several data analysis techniques to ensure comprehensive and reliable results. The analysis process includes validity and reliability tests to verify instrument quality, followed by descriptive mean analysis to examine data characteristics. Classical assumption testing is conducted to meet parametric analysis requirements, after which multiple linear regression analysis is performed to examine variable relationships. The study concludes with hypothesis testing using t-test (partial) and f-test (simultaneous), along with coefficient of determination (R^2) analysis to measure the model's explanatory power. These analytical methods and techniques are used to determine how much influence price and location have on tourists' revisit intention to Faunaland Ancol destination, as well as to determine whether the collected data is normal and evenly or well distributed.

4. FINDINGS AND DISCUSSION
4.1 Result

Based on the results of data collection obtained by 100 respondents from visitor Faunaland Ancol Jakarta:

a. Validity Test

All statements in X1, X2, and Y can be considered valid, as they have r-calculated values greater than r-table, which is above 0.196.

Table 1. Reliability Test

Varibel	Cronbach's Alpha	Alpha Value
Prioce (X1)	0,856	0,60
Location (X2)	0,935	0,60
Revisit Intention (Y)	0,723	0,60

Source: Researcher (2025)

Based on the table above, it can be seen that the reliability test results for variables X1 (Price), X2 (Location), and Y (Revisit Intention) are declared reliable, as the Cronbach's Alpha values for these variables are above 0.60. Therefore, it can be stated that the statements for variables X1, X2, and Y are reliable.

b. Descriptive Mean Analysis

The overall mean for variable X1 (Price) is 3.63, indicating a high average. This reflects that respondents agree with the questionnaire statements, particularly regarding Faunaland's reasonable entrance ticket prices with an average score of 3.75. The ticket prices are considered cheaper and more attractive compared to similar tourism destinations, resulting in positive respondent agreement with the price-related statements.

Variable X2 (Location) has an overall mean of 3.62, indicating a high average. This reflects Faunaland's strategic location within Taman Impian Jaya Ancol, a famous Jakarta tourist destination that is easily accessible by various transportation modes. However, some respondents disagreed with statements about signage visibility, as Faunaland is located inside Allianz Ecopark with small signage that makes it difficult to find without asking for directions. Despite this issue, the overall high mean score shows that visitors generally agree with other location-related statements in the questionnaire.

Revisit Intention has an overall mean of 3.63, indicating a high average. This is driven by respondents who visited Faunaland expressing intent to visit again in the future, which scored the highest at 3.84 within the Y variable (Revisit Intention). The overall mean of 3.63 reflects a high interval average, as respondents agree with the statements contained in the questionnaire.

c. Classical Assumption Testing

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.63767742
Most Extreme Differences	Absolute	.069
	Positive	.044
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Figure 1. Normally Test

Source: Researcher (2025)

Based on the results shown in Figure 4.6, the Asymp.Sig value obtained is 0.200, which indicates normality, as this value is above 0.05 (> 0.05).

d. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	5.405	1.481		3.649	.000		
	HARGA	.365	.055	.543	6.653	.000	.662	1.510
	LOKASI	.100	.027	.298	3.651	.000	.662	1.510

a. Dependent Variable: MINAT KUNJUNG KEMBALI

Figure 2. Multicollinearity Test
Source: Researcher (2025)

Based on the figure above, it can be seen that the Tolerance value is 0.662 and the VIF value is 1.510. Therefore, it can be stated that there is no multicollinearity correlation between the independent variables (X) (Price and Location) because the Tolerance value > 0.1 and the VIF value < 10.

e. Heteroscedasticity Test
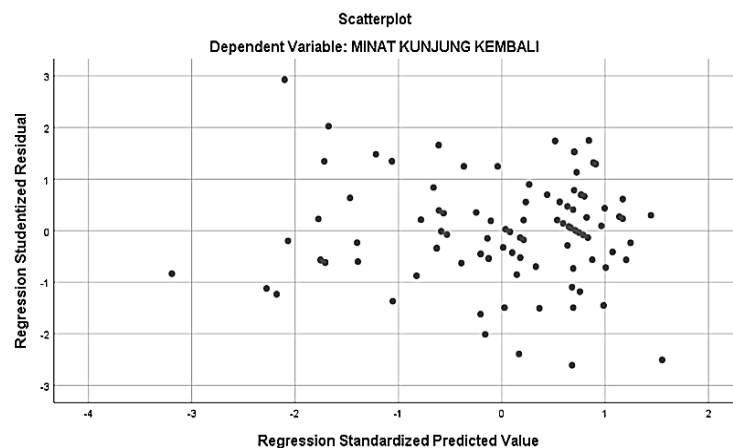
Figure 3. Heteroscedasticity Test
Source: Researcher (2025)

The heteroscedasticity test uses a scatterplot graph to examine significant variable differences. Based on the scatterplot above, the points are scattered without forming a specific pattern around the y-axis zero line, indicating that heteroscedasticity does not occur.

f. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	5.405	1.481		3.649	.000		
	HARGA	.365	.055	.543	6.653	.000	.662	1.510
	LOKASI	.100	.027	.298	3.651	.000	.662	1.510

a. Dependent Variable: MINAT KUNJUNG KEMBALI

Figure 4. Multiple Linear Regression Analysis
Source: Researcher (2025)

The constant value (a) of 5.405 represents the Revisit Intention variable when uninfluenced by other variables, namely X1 (Price) and X2 (Location). When X1 influences Y, it increases by 0.365, and when X2 influences Y, it increases by 0.100, indicating a positive influence. This means every 1-unit increase in X1 (Price) affects Revisit Intention by 0.365, while X2 (Location) affects Revisit Intention by 0.100.

g. T-Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.405	1.481		3.649	.000		
	HARGA	.365	.055	.543	6.653	.000	.662	1.510
	LOKASI	.100	.027	.298	3.651	.000	.662	1.510

a. Dependent Variable: MINAT KUNJUNG KEMBALI

Figure 5. T-Test (Partial)
Source: Researcher (2025)

Variable X1 (Price) on Y (Revisit Intention)**:** Based on the partial test (t-test) results, the significance value between X1 (Price) and Y (Revisit Intention) is 0.000 < 0.05 with t-calculated = 6.653, indicating that H1 is accepted and H0 is rejected. This shows that X1 (Price) significantly influences Y (Revisit Intention) of Faunaland tourists.

Variable X2 (Location) on Y (Revisit Intention): The partial test results show a significance value between X2 (Location) and Y (Revisit Intention) of 0.000 < 0.05 with t-calculated = 3.651, indicating that H2 is accepted and H02 is rejected. This demonstrates that X2 (Location) significantly influences Y (Revisit Intention) of Faunaland tourists.

h. F-Test (Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	919.983	2	459.992	64.780	.000[b]
	Residual	688.777	97	7.101		
	Total	1608.760	99			

a. Dependent Variable: MINAT KUNJUNG KEMBALI

b. Predictors: (Constant), LOKASI, HARGA

Figure 6. F-Test (Simultaneous)
Source: Researcher (2025)

Based on the figure above, the significance value for X1 (Price) and X2 (Location) on Y (Revisit Intention) is 0.00 or <0.05 with F-calculated = 64.780. Therefore, H3 is accepted and H0 is rejected, concluding that X1 (Price) and X2 (Location) simultaneously influence Y (Revisit Intention).

i. Coefficient of Determination (R²)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.756[a]	.572	.563	2.66473	2.021

a. Predictors: (Constant), LOKASI, HARGA

b. Dependent Variable: MINAT KUNJUNG KEMBALI

Figure 7. Coefficient of Determination (R²)
Source: Researcher (2025)

Based on the coefficient of determination (R²) test results, the R² value achieved is 0.563 or 56.3%. This indicates that the influence of variables X1 (Price) and X2 (Location) on Y (Revisit Intention) is 56.3%, while the remaining 43.7% is influenced by other variables not examined in this research.

4.2 Discussions

From the research results conducted, it can be concluded that the price and location variables have an influence on tourists' revisit intention to Faunaland Ancol destination and have a simultaneous effect, and the price and location variables also have a significant and positive influence on tourists' revisit intention.

5. CONCLUSION

Both variables significantly influence tourists' revisit intention to Faunaland Ancol. The coefficient of determination (R²) test reveals that X1 (Price) and X2 (Location) have significant positive influence on Y (Revisit Intention). The Adjusted R Square value of 0.563 indicates that these variables influence 56.3% of revisit intention, while the remaining 43.7% is influenced by other variables not examined in this research. Faunaland Ancol management should consider three key improvements. First, enlarge signage and nameplates to increase visibility and awareness among visitors. Second, develop promotional programs through partnerships to create attractive discounts and offers for tourists. Third, expand the animal collection if possible, as new species would attract both new and returning visitors while strengthening competitiveness against similar destinations in Jakarta. These strategic enhancements would significantly improve visitor experience and encourage repeat visits. Based on the research results presented, there are several areas for improvement that future researchers should consider to enhance the quality of their studies. First, researchers should prioritize collecting more comprehensive information and references during their research process, as this will significantly improve the overall quality of their findings. Additionally, future researchers need to develop a deeper understanding of how to thoroughly investigate every detail of their research subject, ensuring that no important aspects are overlooked. Finally, it is crucial for researchers to have a better grasp and understanding of the research methods they employ, as proper methodological comprehension is fundamental to producing reliable and valid research outcomes. These improvements will contribute to more robust and meaningful research contributions in the field.

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COMMUNITY-BASED CULTURAL TOURISM POTENTIAL IN KARANGTURI TOURISM VILLAGE, LASEM DISTRICT, REMBANG REGENCY

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Abstract

Karangturi Tourism, Lasem District, Rembang Regency, which is famous for its acculturation of Javanese and Chinese cultures, as well as the heritage of Lasem batik which is a symbol of local cultural identity. Lasem, known as "Little China" in Central Java, has rich historical and cultural values, where Lasem batik, with its distinctive motifs and colors, is the main tourist attraction. Although Karangturi Village has basic infrastructure such as hotels, hostels, and food stalls, the management of community-based tourism (CBT) is still not optimal. Limitations in local tourism management, promotion, and cultural preservation are challenges in developing this village as a culture-based tourism destination. This study aims to explore the potential of community-based cultural tourism in Karangturi Village and strategies that can increase active community participation in tourism management, with a focus on the integration of Lasem batik in the development of community-based tourism. This research will be conducted in Karangturi Village by involving various stakeholders, such as local communities, batik craftsmen, tourism business managers, and local government. Data were collected through Focus Group Discussions (FGD), semi-structured interviews, and field observations. The data obtained will be analyzed using thematic analysis, SWOT matrix. The results of the study show that Karangturi Lasem Tourism Village has a very strong cultural identity, especially in history, typical Chinese architecture, and unique Lasem batik. The existence of supporting facilities also provides added value for tourist comfort. However, challenges such as less than optimal transportation access and less than optimal promotion are obstacles that need to be overcome. Opportunities from the growing trend of cultural tourism and government support can be utilized with more aggressive and innovative marketing strategies. The contribution of this research is to make improvements in several sectors that are still less than optimal.

Keywords: Lasem Batik, Community Based Tourism, Sustainable Development Goals, Cultural Tourism

1. INTRODUCTION

Karangturi Tourism Village in Lasem District, Rembang Regency, is an area rich in cultural and historical values that reflect the acculturation between Javanese and Chinese cultures. Lasem, known as "Little China" in Central Java, has a long history marked by the blending of these two great cultures (Hadi S, 2020). One of the most

prominent cultural heritages is Lasem batik, which features distinctive motifs with bright colors, symbolizing local cultural pride and identity (Pramana, 2024). This uniqueness not only attracts domestic and international tourists but also holds great potential to be developed as a key strength in culture-based tourism.

However, despite Karangturi Village having infrastructure such as one hotel, three hostels, and 31 food stalls (BPS, 2024), community-based tourism management has not yet been fully optimized. Karangturi Village itself is part of the Chinatown area in Lasem District. Limitations in tourism management involving local communities, promotional strategies, and cultural preservation remain major challenges in enhancing the cultural tourism potential of this village.

Community-Based Tourism (CBT) offers a more inclusive approach, where local communities actively participate in planning, managing, and benefiting from tourism activities (Sudarwani, 2019). This approach is crucial as it not only focuses on increasing tourist visits but also prioritizes environmental, social, and cultural sustainability, in line with the principles of sustainable tourism (Yanes et al., 2019). Tourism development in Indonesia has great potential due to its diverse natural landscapes, cultural heritage, historical sites, and artificial attractions (Imam Ardiansyah, 2022).

Five key aspects of tourism development have been observed: transportation, accommodation, food and beverage facilities, tourist attractions, and souvenirs, all of which contribute to the growth of the tourism sector (L. Dewi & Ika Suryono, 2019). The influence of tourist attractions on visitors' interest is undeniable (Rendy, 2023). It is essential to ensure that local communities are not merely objects of tourism but active subjects in its management (Sutresna IBm, 2019). Through active participation, communities can gain direct economic benefits, enhance managerial skills, and preserve and strengthen their cultural identity (Li J, 2020).

This concept aligns with the Sustainable Development Goals (SDGs), particularly Goal 8 on decent work and economic growth, Goal 11 on sustainable cities and communities, and Goal 12 on responsible consumption and production. By integrating community-based tourism, Karangturi can develop a tourism model that not only boosts economic well-being but also ensures environmental sustainability and engages the community in preserving local culture (Hutnaleontina, 2022).

The tourism destination's attractions, amenities, accessibility, and ancillary services can be further developed by leveraging its potential, uniqueness, and cultural heritage (Feronika B, 2023). Cultural heritage represents what people experience today and what is passed down to future generations, making it valuable and worthy of protection and preservation (Roozana, 2019).

This study aims to identify the potential of community-based cultural tourism in Karangturi and the strategies that can be implemented to enhance active community participation in tourism management. Improving human resources and optimizing village promotion as a tourist destination are crucial aspects that need to be strengthened (Supina, 2020). This study is relevant as it involves a sustainable tourism approach that integrates economic, social, and cultural benefits. The research will explore how Lasem batik, as a valuable symbol of cultural acculturation, can be integrated into community-based tourism management, as well as the role of other cultural elements in attracting tourists and supporting tourism sustainability.

The feasibility study in this research covers three main aspects: economic, social, and cultural. From an economic perspective, community-based tourism is expected to create new job opportunities, increase local community income, and strengthen the

village's economic structure. Socially, community involvement in tourism management can enhance a sense of ownership, participation, and pride in local culture. Culturally, this approach supports the preservation and revitalization of traditions, making heritage such as Lasem batik an authentic and sustainable attraction for tourists.

With this comprehensive approach, the study is expected to produce strategic recommendations that assist local governments, communities, and tourism stakeholders in developing Karangturi Tourism Village as a leading and sustainable cultural tourism destination, in line with the principles of sustainable development goals. In tourism development, every tourism-related activity inevitably has both positive and negative impacts (Sofiani & Vivian, 2021).

2. LITERATURE REVIEW

Tourism, as one of the dynamic economic sectors, plays a crucial role in regional development (Tanjung, 2024). However, unsustainable tourism development often leads to negative impacts on the environment and local communities. In response to these challenges, the concept of community-based tourism has emerged as a more inclusive and sustainable alternative (Baloch, 2023).

Community-based tourism places local communities as the main actors in the planning, management, and utilization of tourism potential (Kurnoadomata, 2024). The core principles of community-based tourism include active community participation, fair benefit distribution, environmental and cultural preservation, and capacity building (Afenyo, 2022). This tourism model can have a significant positive impact on community welfare, environmental conservation, and cultural identity strengthening.

Cultural tourism, which relies on a region's cultural richness as its main attraction, has great potential to boost local economic growth (Stastna M, 2020). In Karangturi Village, this potential is clearly reflected in the heritage of Lasem batik, which is the result of Javanese and Chinese cultural acculturation. Lasem batik is renowned for its unique motifs and distinctive dyeing techniques, as well as its historical significance, which reflects the harmonious interaction between two major cultures (Lukman, 2022).

Cultural tourism can make a significant economic contribution by increasing community income, creating job opportunities, and developing small and medium enterprises (Chima M, 2023). This demonstrates that cultural tourism is not only a tool for strengthening local identity but also a means to support economic sustainability (Kumar, 2017).

Additionally, community-based tourism aligns with the United Nations' Sustainable Development Goals (SDGs) (Pasanchay K, 2021). Through active community participation, sustainable tourism product development, and fair benefit distribution, community-based tourism contributes to achieving various SDGs, such as poverty reduction, decent work and economic growth, and sustainable cities and communities.

Tourism can be a driving force in achieving SDGs, especially in developing countries. Community-based tourism, with its approach emphasizing local community involvement, can support cultural preservation, improve quality of life, and promote sustainable development in rural areas (Abreu LA, 2024).

2.1 Challenges in Community-Based Tourism Development

However, the development of community-based tourism is not without challenges. These challenges include limited community capacity, weak stakeholder

coordination, and restricted access to resources and training (Reindrawati, 2023). To overcome these challenges, a comprehensive strategy is needed, involving various stakeholders and tailored to local conditions (de Carvalho, 2024).

In the context of Karangturi Village, Lasem batik plays a central role in supporting culture-based tourism. As a symbol of acculturation and cultural heritage that has survived for centuries, Lasem batik not only has artistic value, but also symbolic value, which attracts the interest of domestic and foreign tourists (Lukman, 2022). The sustainability of tourism in Karangturi is highly dependent on the active involvement of the batik artisan community in developing tourism products and effective promotional activities. This community participation strengthens the ties between tourism and the local economy, creates business opportunities, and encourages cultural preservation (Riyanto, 2023).

The development of community-based tourism requires strong collaboration between various parties, including local governments, local communities, business actors, and civil society organizations (Rocca LHD, 2022). An effective collaboration model can increase the success of tourism development and strengthen the economic resilience of local communities. The government has an important role in providing adequate infrastructure, supportive policies, and facilitating training and promotion. Local communities must be involved in every stage of planning and implementation, so that the results obtained can be sustainable and felt directly by the community.

Research on community-based tourism continues to grow, but there is still a gap in the study of the implementation of this approach in Indonesian tourist villages. Therefore, this study aims to fill this gap by analyzing the potential of community-based cultural tourism in Karangturi Tourism Village. This study also seeks to identify factors that influence the success of tourism development in the village, as well as explore the role of local communities and stakeholders in realizing sustainable tourism. With the potential of Lasem batik, community support, and synergy between various stakeholders, Karangturi Village has bright prospects to become a sustainable tourism destination that is able to compete nationally and internationally.

3. RESEARCH METHODS

This research is an exploratory qualitative study with a case study approach, aiming to explore and analyze the potential of community-based cultural tourism in Karangturi Tourism Village, Lasem District, Rembang Regency. This approach was chosen because the study seeks to gain an in-depth understanding of the dynamics and conditions in the field, as well as to explore the perspectives of various stakeholders related to the development of community-based tourism (Stastna M et al., 2020). The steps to be taken in this research are as follows:

a. Research Approach and Design

This study employs an exploratory qualitative approach with a case study design. This design allows researchers to gain a deep understanding (Creswell JW, 2018) of the potential and challenges of community-based cultural tourism in Karangturi Tourism Village through a broader perspective, involving various parties engaged in the management and development of local tourism.

b. Research Location

This study is conducted in Karangturi Tourism Village, Lasem District, Rembang Regency, which is known as a cultural tourism area with great potential for community-based tourism development. The village has a rich cultural heritage, such

as Lasem batik, which is a product of Javanese and Chinese cultural acculturation. This research will focus on mapping the potential and challenges in developing community-based tourism that involves local communities and relevant stakeholders.

c.   Research Subjects

The research subjects consist of various stakeholders involved in cultural tourism activities in Karangturi Village, including:

- Local communities engaged in tourism activities and cultural product management.
- Batik artisans, who represent one of the cultural icons of Karangturi Village.
- Tourism business operators, such as accommodation providers, food stalls, and other local enterprises.
- Local government officials responsible for tourism development and policy support.
- Non-governmental organizations (NGOs), such as Pokdarwis, which support community-based tourism development.

d.   Data Collection Methods

The data collected in this study consists of primary and secondary data:

- Primary Data is obtained through:
  - Focus Group Discussion (FGD) with stakeholders involved in the development of cultural tourism in Karangturi Village. The FGD aims to explore stakeholders' perceptions, opinions, and experiences regarding the potential and challenges of community-based cultural tourism.
  - Semi-Structured Interviews with batik artisans, tourism business operators, and other relevant parties to gain deeper insights into their practices and experiences in managing cultural tourism (Knott E, 2022).
  - Field Observations to directly observe tourism activities and interactions between local communities and tourists in Karangturi Village (Jamshed S, 2014).
- Secondary Data is obtained through literature reviews, including scientific articles, statistical reports, and relevant documents that provide additional information on the social and cultural context of Karangturi Village, as well as tourism developments in the area.

e.   Data Analysis

Data obtained from FGDs, interviews, and observations will be analyzed using thematic analysis (Creswell, 2018). This analysis will identify key themes related to the potential and challenges of community-based cultural tourism emerging from field data. Furthermore, data from FGDs and interviews will be structured into a SWOT matrix (Strengths, Weaknesses, Opportunities, Threats) to analyze the strengths, weaknesses, opportunities, and threats in the development of community-based cultural tourism in Karangturi Village.

4. FINDINGS AND DISCUSSION

The research was conducted in Karangturi Lasem Tourism Village by interviewing various sources, including batik artisans, tourism business operators, and other relevant stakeholders, to gain deeper insights into their practices and experiences in managing cultural tourism. Karangturi Tourism Village in Karangturi Lasem was ranked among the Top 300 in the Anugerah Desa Wisata Indonesia (Indonesian Tourism Village

Award) in 2023. The interview results were then analyzed using SWOT analysis, yielding
the following findings:

Table 1. SWOT

Strength	Weakness
Historical Tour of Rumah Merah Heritage, Nyah Lasem Museum, Lawang Ombo, Karangturi Chinatown Area Culinary Tour of Rumah Oei Lasem Natural Tour of Beaches and Mountains Good and Friendly Residents	Star-rated hotel accommodation is not yet available The weather is quite hot Minimal access to digital information Minimal maintenance results in damage to facilities
Opportunities	Threat
Very strong cultural tourism potential Received various Tourism Village awards Local Economic Opportunities Strength of religious tolerance	Risk of over-commercialization Threat of Social Change Infrastructure Damage

Source: Researcher (2025)

a. Strengths

      Karangturi Lasem Village has various very impressive tourism potentials, one of which is historical and cultural tourism, namely Rumah Merah Heritage, Nyah Lasem Museum, Lawang Ombo, Karangturi Chinatown Area. In addition, there is also religious tourism in the Karangturi Lasem area, Cu An Kiong Temple, a place of Chinese worship and the Jami' Lasem Mosque for Muslim worship. Then for the most popular tourism is the Karangturi Batik Village where this batik village not only sells batik but also provides an experience to participate in batik making for tourists. Then there is also natural tourism in the form of Caruban Beach, Karang Jahe Beach, Jatisari Beach and Argopuro Peak. Then there is also culinary tourism at Rumah Oei Lasem which serves typical Lasem foods such as lontong tuyuhan, soto kemiri, and market snacks. For amenities/facilities in Karangturi Lasem village, there are still relatively few, there are only a few homestays and guesthouses, namely Tiny Tiongkok Heritage Lasem, Baiti Homestay Lasem, and Homestay Yumna, there are no starred hotels that help with accommodation in Karangturi Lasem.

      The next component is accessibility, this component must of course be available in a tourist destination because it can make it easier for tourists to access a destination. Basically, Karangturi Lasem village has various easy access and supporting transportation, we can use trains, buses and also private vehicles to go to Lasem with the Trans Java Toll Road facilitating accessibility for tourists from outside the city to go to the Karangturi Lasem area.

      For the last component, namely institutions (Ancillary). For institutions in the Karangturi Lasem tourist village, namely the Pokdarwis community organization in this case the Pokdarwis in the Karangturi Lasem tourist village has played an optimal role with various tourism activities and supports that are already available in the village. Based on table 1, the potential of the Karangturi Lasem tourist village has several strengths. Karangturi Lasem is rich in history, making the village highly distinctive and unique. It has a rich cultural heritage, including traditional Chinese architecture and maritime trade history, making Karangturi Lasem more unique compared to other villages. The natural beauty remains pristine, making it ideal for historical tourism and ecotourism. The friendly local community possesses exceptional skills in Karangturi Lasem batik craftsmanship, which features distinctive

motifs and colors influenced by Chinese culture, setting it apart from other batik styles. Strategic location along Java's northern coastal route, making it easily accessible for tourists. Karangturi Karangturi Tourism Village is supported by various facilities, including parking areas, cafeterias, jungle trekking paths, souvenir kiosks, culinary spots, prayer rooms, outbound activities, and more.

b. Weaknesses

Tourism infrastructure still needs improvement, such as road access and accommodation facilities. The road access to Karangturi Lasem is quite challenging, as there is no direct train service, requiring tourists to use multiple transportation methods, such as buses, to reach Karangturi Lasem. Tourism promotion is not yet optimal, so Karangturi Lasem is not widely recognized. Although Lasem hosts several festival events, they have not yet become a strong factor in attracting tourists. Lack of trained human resources in community-based tourism management. While Karangturi Lasem has high-quality human resources in arts and culture, hospitality skills, which are crucial in the tourism industry, still need improvement. Challenges in preserving the environment and cultural heritage amid rapid modernization. This is one of the most concerning issues, as Lasem's strong cultural identity must be continuously maximized to prevent it from being eroded by modernization, which is rapidly evolving.

c. Opportunities

The growing trend of cultural and historical tourism attracts domestic and foreign tourists to the Karangturi Lasem tourist village. The strong cultural and historical identity of Karangturi Lasem provides added value for tourists. The Karangturi Lasem tourist village has received several tourist village awards from the Indonesian government. This can also be an attraction for tourists. With the increasing interest in tourist visits, it will certainly be able to improve the local economy.

d. Threats

The risk of damage to facilities due to the increasing number of tourists without good management can be a threat to the Karangturi Lasem tourist village, damage will affect the interest of tourists due to deficiencies in terms of facilities and facilities that are not maintained. In addition, the high number of visits from various tourists, both local and foreign, will change the behavior patterns of local people, of course this will also affect people in their attitudes and social interactions.

5. CONCLUSION

Karangturi Lasem Tourism Village in Karangturi Lasem has a strong cultural identity, particularly in its history, distinctive Chinese architecture, and unique Karangturi Lasem batik. The presence of supporting facilities also adds value to tourist comfort. However, challenges such as suboptimal transportation access and limited tourism promotion remain obstacles that need to be addressed. The growing trend of cultural tourism and government support present opportunities that can be leveraged through more aggressive and innovative marketing strategies. Proposed Strategies for Tourism Development in Karangturi Lasem Coordinating with Transportation Providers Establish direct routes or shuttle services from the nearest major cities to Lasem to improve accessibility for tourists. Strengthening Digital Marketing Strategies Create engaging visual content (photos, videos, and short documentaries) showcasing Karangturi Lasem history and culture on social media platforms. Developing Educational Tourism Packages Enhance educational tourism programs, such as batik-making workshops, historical tours,

and direct interactions with batik artisans. Offer thematic tourism packages, such as "A Day as a Karangturi Lasem Local," allowing tourists to experience authentic local life. sImproving Human Resources in the Tourism Industry Conduct specialized training for local communities in hospitality to ensure higher-quality tourism services.

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ANALYSIS OF THE INFLUENCE OF THE USE OF DIGITAL TOURISM ON THE INTEREST IN VISITING GENERATION Z AT THE BANK INDONESIA MUSEUM

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Abstract

This study is to examine how the use of digital tourism affects generation Z tourists interest in visiting Museum Bank Indonesia. Digital tourism is seen as a type of technological adaption in the travel industry that might draw in young travelers who grew up in the digital age. A questionnaire was distributed to 100 members of Generation Z who had visited Museum Bank Indonesia as a part of this study's quantitative survey methodology. To analyze the data in this study using simple linear regression. The analysis's findings, which include a regression coefficient value of 0,594 and a significance value of 0,000 < 0,05, demonstrate that digital tourism significantly and favorably influences visitor interest. Therefore, the employment of digital technology in museums has been successful in promoting a rise in visitor numbers, particularly in Generation Z.

Keywords: Digital Tourism, Visit Intention, Generation Z, Museum

1. INTRODUCTION

The rapid development of digital technology has brought major changes in variuos sectors, including the tourism sector. The rapid growth of internet usage in the tourism indsutry is increasingly focused on digital technology – based. Tourism in the digital era includes more than just physical travel, it also includes information search, reservations, and travel experiences that increasingly integrated digitally. Digitalization in the tourism industry in recent years has become a global trend. Digitalization changes the way tourists carry out activities and interact with tourist destinations through the use of information and communication technology (Jose M.Mas & Abel Monfort, 2021). Digital tourism utilizes digital technology in various aspects of tourism, such as mobile applications, social media, interactive websites, Augmented Reality (AR), Virtual Reality (VR), and the Internet of Things. This trend assists travelers in finding information as well as enhancing their experience at tourist destinations. A satisfying visitor experience can increase interest in revisiting the tourist destination.

A person's decision to visit a place is related to his interest in the destination, which is referred to as visiting interest. Interest in visiting describes a person's state of mind that shows a plan to take an action within a certain period. The use of technology in

the present is one of the factors that can attract the interest of the younger generation, especially in Generation Z. According to Mardiya (2019) Generation Z are people born in 1995 - 2010, many of whom grew up with technological developments, which affect the way they interact with culture or history, especially in museums.

Museums are now seen not only as repositories of history, but also as centers of inspiration, learning, and entertainment. However, technological developments and shifting interests of tourists, especially Generation Z, have shown a decline in the existence of museums as tourist destinations. Generation Z's low interest in visiting museums is due to the lack of promotion, the absence of interesting activities, and the old condition of museum buildings (Fakhruddin, 2021). The application of digitalization implemented by the museum is one of the interesting solutions to revive the museum. Museums can use 3D printing technology to create miniature objects on display, so that they can attract visitors. In the end, museums still have to adapt by innovating and utilizing technology if they want to stay in tune with the times (Zakaria, 2022).

Museum Bank Indonesia (MBI), which was established in 2009, is one of the educational tourism destinations in Indonesia that has great potential to attract Generation Z through the digital tourism platform. Museum Bank Indonesia (MBI) functions as an educational institution that seeks to increase public awareness of the role of Bank Indonesia in the national economy. The museum has high historical value and has utilized technologies such as virtual tours, Augmented Reality (AR) & Virtual Reality (VR), mobile applications, and immersive rooms as a medium for delivering historical information to visitors.

Table 1. Bank Indonesia Museum Visit Data

Kategori	Tahun			Total Pengunjung
	2022	2023	2024	
Non Rombongan	29.856	74.409	165.379	269.644
Rombongan	16.580	123.963	42.158	182. 701
Total	46.436	198.372	207.537	452.345

Source: Bank Indonesia Museum (2025)

Based on the Bank Indonesia Museum visitor data in table 1 in the last three years, it shows a significant increase, especially in 2024 in the non-group category. This indicates that the implementation of digital tourism has contributed to the increased attractiveness of the museum. In addition, reviews from platforms such as tripadvisor show that visitors are highly satisfied mainly due to the interactive experience and modern visual displays presented through the museum's technological innovations.

The Bank Indonesia Museum began utilizing the implementation of digital tourism in 2022. The transformation aims to attract young people to visit the museum by presenting its history and collection of objects. Museum Bank Indonesia is keen to utilize several digital technologies. One of them is:

a. *Virtual Tour*

Musuem Bank Indonesia offers various options for tourists to take a virtual tour that allows visitors to explore all the rooms and collections owned by the museum. The virtual tour can be accessed through the official website www.bi.go.id as well as video platforms such as Youtube. In addition, there is a virtual guide feature that provides explanations about the history and context of the collections displayed.

b. *Augmented Reality (AR)*

Bank Indonesia Museum utilizes Augmented Reality (AR) technology to make visits more interactive, especially for Generation Z who are accustomed to the digital world. According to Fernando in Palagiang & Sofiani (2021), Augmented Reality is the latest and most interesting method of interaction between humans and computers, with its ability to brong virtual objects into the user's real environment, thereby creating an immersive and realistic visualization experience. One of the interesting applications of AR is an educational application called AR Rupiah, which was developed in collaboration with the Assemblr platform. With AR technology, users can open a virtual portal that contains various information about the history, flora, fauna, and culture depicted on rupiah bills. Camera-based AR inside the museum allows visitors to access 3D objects by scanning a special code that has been provided.

c. *Immersive Room*

Immersive room is a special area in the museum equipped with 360-degree visual projection, surround audio, and digital animation located at the end of the room. The immersive room at Museum Bank Indonesia has several themes, namely the history of the formation of the financial and banking system in Indonesia, the journey of Rupiah money from the colonial period to the present, the role of Bank Indonesia in maintaining national economic stability, and the story of the Indonesian economy during the crisis and post-reform revival.

d. *Interactive Wall*

In an effort to digitize, Museum Bank Indonesia collaborates with technology company MonsterAR. Through this interactive wall, visitors can touch a large screen (wall) or interactive table that displays historical animations, economic simulations, or explanations of past and present financial policies.

2. LITERATURE REVIEW

a. Museum

In the Big Indonesian Dictionary (KBBI), a museum is defined as a structure that functions as a suitable communal space and is permanent due to its display of ancient items and relics from history, science, and the arts that can be regarded as an antiquity repository. Based on the results of the 11th General Conference of the International Council of Museums (ICOM), a museum is an organization that plays a role in collecting, preserving, disseminating, and exhibiting cultural and natural heritage, both material and non-material, for the purposes of research, education, and entertainment. The International Council of Museums (ICOM) has identified 6 categories of museums, including:

- Art Museum

An art museum can also be referred to as an exhibition space, either open or closed, used to display various works of art. Generally, these museums exhibit visual arts such as paintings, sculptures, engravings, and illustrations, as well as applied arts such as book arts, handicrafts, metals, marble, ceramics, and household appliances.

- Archeology and History Museum

These museums provide a link between present-day conditions and the historical information on display. Some of them also feature distinctive historical

details or convey certain ideas. Most of the museum's collections are artifacts, artworks and archaeological objects.

- Etnographical Museum

    National museums are directly managed by the central government, which is also responsible for overseeing their operations. Because they are under the control of the government, the number of national museums is usually small. Generally, national museums are located in the capital city and are under central management, while museums located in district areas are managed by local governments or other relevant institutions.

- Natural History Museum

    The museum displays information on history, changing times, anthropology, biodiversity, and various natural phenomena, with an emphasis on environmental conditions and cultural preservation efforts. The main goal of the Museum of Natural Sciences is to preserve nature and culture.

- Science and Technology Museum

    The museum uses interactive props and a science education approach to introduce science and technology culture in a non-formal way to the public, especially students. The Museum of Science and Technology presents a variety of technology collections with various types and advantages of each.

- Specialized Museum

    A specialized museum is a type of museum that holds unique artifacts that characterize and distinguish it from other museums. The collections usually focus on a particular field, such as art, technology, information, or knowledge.

b. Digital Tourism

   Digital tourism is an effective and reliable strategy to promote Indonesia's tourism destinations and potential through various platforms. The presence of digital tourism not only serves to recommend and introduce tourist attractions, but also helps disseminate the beauty of destinations widely to meet tourism demand and attract more foreign tourists (Mustar et al., 2023). Gretzel (2022) states that digital tourism is a system that utilizes various resources from digital transformation to change the way we travel and the way the travel and tourism industry works. It can be concluded that Digital tourism is the result of the merger between information and communication technology (ICT) and the tourism sector. This concept refers to the utilization of ICT to increase efficiency in the tourism industry, provide various services to tourists, and support the use of digital technology in the promotion and marketing of tourist destinations.

   The research presented by Gretzel (2022) emphasizes that digital transformation in tourism, while the research by Mustar et al (2023) focuses more on the role of digital tourism in promotion. Both of these research approaches show that digital tourism not only has an impact in destination promotion but also on the overal tourist experience. However, there are still not many studies that specifically link digital tourism with Generation Z interest in visiting museums, especially in Indonesia.

c. Visit Intention

   Interest in travelling, accroding to Ningtiyas (2021), is the desire to engage in tourism − related activities driven by motivation and the desire to learn and experience new things. Purchase intention is a concept that is comparable to the theory of interest in tourist trips. Purchase interest itself is an urge to buy or repurchase a product,

especially after consumers have had previous experience. If the product purchased matches expectations, then consumers will feel satisfied, and that satisfaction will encourage interest in buying the product again in the future (Ariyani et al, 2022). Therefore, interest in visiting can be defined as consum encouragement in the form of a desire to visit a location or area that catches someone's attention.

d. Generation Z

Generation Z, according to Jean M. Twenge in Maria Taliwuna (2023), are individuals born between the mid-1990s and early 2010s. They grew up in a highly connected digital era, so they are accustomed to using technology and social media as the main means of communication and interaction. By communicating with each other online, they seem to be able to build their own world where they can meet without being restricted by time or location. This is a result of the brain reacting to its environment, not genetics. Generation Z's visual imagery is highly complex, and their minds are wired like sophisticated wires. This is in line with the research presented by Komarac & Dosen (2023) which shows that Generation Z values orientation, technology, and virtual exhibitions as key factors in virtual museum experiences. Seeing that generation Z is very fortunate in technology in daily life (Taliwuna, 2023), the application of digital tourism is important to attract them to visit the museum. Therefore, this research focuses on the Bank Indonesia Museum as a case study.

Digital technology's impact on Generation Z travel experiences and habits has been the subject of numerous studies, but few have explicity connected digital tourism to Generation Z desire to visit museums, particularly in Indonesia. The bulk of research focuses on international virtual museums or popular tourism locations. This study intends to close this gap by investigating how Generation Z interest in visiting Museum Bank Indonesia is influenced by digital tourism.

3. RESEARCH METHODS

This research uses a quantitative approach with a survey method through a questionnaire which is a Generation Z tourist who has visited the Bank Indonesia Museum. According to Sugiyono in Dr. Karimuddin (2022) quantitative research methods in collecting, interpreting, and displaying the results of data use a lot of numbers with the aim of testing the hypothesis that has been set by the researcher. Measurement and empirical observation are objective aspects of quantitative research. This study uses various data analysis techniques, including validity test, reliability test, classical assumption test, simple linear regression, T test (hypothesis test), and coefficient of determination.

The data collection method used in this research is distributing questionnaires through google form, conducting direct observation at Museum Bank Indonesia, and conducting documentation to support research. The distribution of questionnaires in this study was used to measure the effect of using digital tourism on tourist interest in Museum Bank Indonesia. The population in this study were Generation Z tourists with an age range of 17-28 years who had visited the Bank Indonesia Museum. Purposive sampling is the method used in this study, and respondents were chosen based on two factors: they must be members of Generation Z and have museum-going experience. A total of 100 respondents were acquired as study samples by applying the slovin formula with a 5% error rate to calculate the number of samples. The slovin formula used is as follows:

$$n = \frac{N}{1 + N(e)2}$$

Figure 1. Slovin's Formula
Source: Muhamad Rizky (2024)

Note
n : Number of samples
N : Total population (Bank Indonesia Museum visitors in the last 3 years)
e : Error tolerance limit (5%)

Based on this formula, the sample size in this study using the slovin formula, among others:

$$n = \frac{452.345}{1 + 452.345 \, (0,1)^2}$$

$$\boldsymbol{n} = \frac{452.345}{4.523,45} = 99,9779$$

Figure 2. Slovin's Formula
Source: Muhamad Rizky (2024)

In this study there are independet and dependent variables. Independent variables, or often called independent variables, are explained by Sugiyono (2022) as variables that are not influenced by other variables, but rather affect or cause changes in other variables.

a. Variables X (Independent Variables)

The independent variable or variable X in this study is digital tourism. Digital tourism refers to the application of advanced technology in the tourism industry to create a more efficient and sustainable tourism experience. Some of the technologies often used in this concept include artificial intelligence (AI), augmented reality (AR), virtual reality (VR), Internet of Things (IoT), and various other technological innovations. This trend has brought significant development to the tourism industry and creative economy in Indonesia.

b. Variables Y (Dependent Variables)

The dependent variable or variable Y in this study is visitation interest. Visit interest is a variable that describes a person's interest or tendency to visit a tourist destination, in this case, interest in visiting the Bank Indonesia Museum. This variable serves to assess the extent to which digital tourism affects Generation Z's interest in visiting the museum.

4. FINDINGS AND DISCUSSION

4.1 Validity Test

A test used to determine the validity of a measuring device is called a validity test. To ascertain whether the statements made by respondents are true, the validity test is required.

Table 2. Validity Test Variable X

Pernyataan	r hitung	r tabel	Hasil
1	0,233	0,195	Valid
2	0,225	0,195	Valid
3	0,252	0,195	Valid
4	0,354	0,195	Valid
5	0,364	0,195	Valid
6	0,278	0,195	Valid
7	0,481	0,195	Valid

8	0,313	0,195	Valid
9	0,307	0,195	Valid
10	0,456	0,195	Valid
11	0,380	0,195	Valid
12	0,369	0,195	Valid
13	0,319	0,195	Valid
14	0,426	0,195	Valid
15	0,357	0,195	Valid

Source: Researcher (2025)

The number of samples (N) is 100 with a significance level used of 5%, so the significance value obtained is 0.195. Thus, it can be concluded that numbers greater than 0.195 are considered valid. In addition to meeting the validity criteria, this indicates that each statement item has a strong correlation to the overall score. Therefore, all research instrument statements are considered valid and suitable for use in measuring the variables studied.

Table 3. Validity Test Variable Y

Pernyataan	r hitung	r tabel	Hasil
1	0,397	0,195	Valid
2	0,209	0,195	Valid
3	0,210	0,195	Valid
4	0,215	0,195	Valid
5	0,304	0,195	Valid
6	0,451	0,195	Valid
7	0,226	0,195	Valid
8	0,204	0,195	Valid
9	0,377	0,195	Valid
10	0,476	0,195	Valid
11	0,317	0,195	Valid
12	0,340	0,195	Valid
13	0,372	0,195	Valid
14	0,470	01,95	Valid
15	0,526	0,195	Valid
16	0,581	0,195	Valid

Source: Researcher (2025)

Based on the table above, the validity test results show a number higher than 0.195, which is the significance value. Therefore, it can be concluded that the validity test results are valid. This demonstrates that overall score of variable Y and each statement have a significant association. Every item is therefore deemed legitimate and suitable for measuring the factors included in this research.

4.2 Reliability Test

According to Ghozali in Andi (2022) a questionnaire is declared reliable if the respondent's answer to each statement remains consistent or stable over time.

Table 4. Reliability Test Variable X

Reliability Statistics

Cronbach's Alpha	N of Items
.599	15

Source: Researcher (2025)

Based on table 4, it shows that the Cronbach's Alpha value is 0.599, which can be said to be reliable.

Table 5. Reliability Test Variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.645	16

Source: Researcher (2025)

Based on table 5, it shows that the Cronbach's Alpha value is 0.645, which can be said to be reliable.

4.3 Classical Assumption Test
a. Normality Test

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.63036788
Most Extreme Differences	Absolute	.071
	Positive	.067
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200[e,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Researcher (2025)

The One-Sample Kolmogorov-Smirnov approach was used to test for normality on 100 residual data. The table indicates that the significance level of 0.05 is exceeded by the significance value (Asymp. Sig. 2-tailed) of 0.200. This suggests a properly distributed residual data set. As a result, the regression model's normality assumption has been satisfied, and the data is appropriate for additional parametric statistical analysis.

b. Heteroscedasticity Test

Table 7. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.672	3.796		1.758	.082
	Digital Tourism	-.060	.058	-.103	-1.029	.306

a. Dependent Variable: Abs_RES

Source: Researcher (2025)

Using the gletser test, the heteroscedasticity test is carried out by looking at the significance value of the independent variable (Sig). Based on table 7, the Digital Tourism variable pad has a significance value of 0.306 which is higher than the 0.05 significance level. This indicates that the regression model used is free from symptoms of heteroscedasticity. Therefore, the regression model meets the requirements of homoscedasticity and is suitable for futher testing.

c. Simple Liear Regression Test

Regression analysis in this research is used to test the Analysis of the Effect of the Use of Digital Tourism on Tourist Visit Interest in Generation Z at the Bank Indonesia Museum. The magnitude of the influence of digital tourism variables on visit interest can be seen through simple regression analysis. the calculation results obtained a constant value of (α) 29.906 and a regression coefficient value (β) for the digital tourism variable of 0, 594.

Table 8. Simple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.906	5.950		5.026	.000
	Digital Tourism	.594	.092	.548	6.480	.000

a. Dependent Variable: Minat Kunjungan

Source: Researcher (2025)

The regression equation can be seen:

$$Y = a + bX$$

$$Y = 29.906 + 0{,}594\ X$$

The regression coefficient of the digital tourism variable of 29.906 shows that every 1% increase in digital tourism will increase interest in visiting by 0.594. Since the coefficient is positive, this means that digital tourism is directly proportional to visitation interest-the higher the level of digital tourism, the visitation interest also tends to increase.

4.4 Hypothesis Test
a. T Test

The purpose of the T test is to ascertain whether the independent variable has a partial impact on the dependent variable.

Table 9. T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.906	5.950		5.026	.000
	Digital Tourism	.594	.092	.548	6.480	.000

a. Dependent Variable: Minat Kunjungan

Source: Researcher (2025)

Based on the T test results in table 9, the Digital Tourism variable has a significance value of 0.000 which is smaller than the 0.05 threshold. It is clear that interest in visiting is significantly influenced by the Digital Tourism variable. Another thing that supports the idea that the effect is significant is the calculated t valued of 6.480, which is significantly higher than the t table. Thus, it can be said that digital tourism significantly and positively influences visitation interest.

b. Coefficient of Determination Test (R)

Table 10. Uji Koefisien Determinasi (R)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853[a]	.728	.725	1.460

a. Predictors: (Constant), Digital Tourism

Source: Researcher (2025)

According to table 10 R Square value of 0.728, 72.8% of the variation in changes in the visit interest variable can be explained by the Digital Tourism variable. However, other factors not included in this model account for the remaining 27.2%. Additionally, the reasonably strong correlation between visit interest and digital tourism is indicated by the R value of 0.853. Thus, it can be said that the digital tourism variable significantly contributes to the increase in visit interest and that the regression model employed has a storng explanatory power.

Based on the results of several tests that have been conducted, this research has several important implications. Practically speaking, the finding that digital tourism has a significant influence on Generation Z interest in visiting museums shows that museum managers, including the Bank Indonesia Museum, need to optimize digital elements such as virtual tours, AR/VR, and social media to attract young visitors. These findings also support the creation of a digital tourism plan as part of the creative economy transformation, which can be used by local goverments to monitor and update other museums.

5. CONCLUSION

Based on the results of a study entitled "Analysis of the Effect of the Use of Digital Tourism on Tourist Visit Interest in Generation Z at Museum Bank Indonesia", it can be concluded that the use of digital tourism has a positive and significant effect on the interest of Generation Z tourists visiting Museum Bank Indonesia. The museum has implemented various digital innovations, such as social media, mobile applications, augmented reality, immersive spaces, and virtual tours that are effective in attracting visitors' attention and creating a more interactive and interesting tourist experience. Based on the results of statistical tests, the use of digital tourism is able to explain 72.8% of the variation in visitation interest, which reinforces the importance of digital strategies in increasing the attractiveness of education-based tourism destinations, especially in the current era of the digital generation. With the results of the research that has been explained, there are several suggestions for further research, namely the manager of

Museum Bank Indonesia is expected to continue to improve and update its digital elements in order to follow the preferences of generation Z, who usually seek interactive, visual, and educational experiences. In addition, visitor input related to techonology services helps improve services and digital tourism, so as to attract generation z to Museum Bank Indonesia. The study has a number of drawbacks that need to be noted, despite the fact that it offers insightful information about the connection between Generation Z interest in travel and digital tourism. Purposive sampling restricts how broadly the findings can be applied, and the quantitative method of using questionnaires skips over a lot of experience details. However, this study not only helps museum managers and policymakers practically by developing technology-based promotional techniques, but it also theoretically advances our understanding of how young people behave when visiting educational museums. In addition, future researchers may consider other variables such as digital tourism satisfaction, content interactivity, or visitor loyalty. Comparative studies between several digital museums in other cities or regions may also provide broader insights into the effectiveness of digital tourism strategis in Indonesia.

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THE INFLUENCE OF TOURIST EXPERIENCE ON INTEREST IN VISITING THE JAKARTA MARITIME MUSEUM

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Abstract

The Jakarta Maritime Museum, despite its rich historical and cultural significance, receives lower visitor numbers compared to nearby attractions. Understanding the role of tourist experience in shaping interest in visiting such cultural sites is crucial to enhancing their appeal and sustainability. This study employed a quantitative research design using a structured online questionnaire distributed to 100 respondents who had visited or were familiar with the museum. Data were analyzed using SPSS 27, incorporating descriptive statistics, validity and reliability tests, simple regression analysis, and hypothesis testing. The findings revealed a positive and significant influence of tourist experience on visiting interest. The regression coefficient was 0.404, with a t-value of 7.662, surpassing the critical value of 1.984 ($p < 0.05$). The coefficient of determination (R^2) was 0.375, indicating that tourist experience explains 37.5% of the variation in interest to visit the museum. These results highlight the importance of enhancing service quality, emotional engagement, and visitor interaction to improve interest in visiting the Jakarta Maritime Museum. The findings offer practical insights for museum management and contribute to the broader literature on heritage tourism development in emerging economies.

Keywords: Tourist Experience, Visiting Intention, Museum Tourism

1. INTRODUCTION

Indonesia's tourism industry has experienced significant growth in recent years, emerging as one of the primary contributors to the national economy. It plays a vital role in generating employment, foreign exchange earnings, and non-tax revenue. Within this growing sector, museums serve as important educational and cultural tourism destinations that preserve and promote the nation's heritage.

This research focuses on the Jakarta Maritime Museum, a lesser-known institution located in the historic Old Town (Kota Tua) area of Jakarta. Housed in a 17th-century Dutch warehouse, the museum showcases Indonesia's extensive maritime heritage through exhibitions of traditional boats, navigational instruments, maritime trade, and major port cities. Despite its historical and cultural value, the museum struggles to attract a high number of visitors compared to nearby attractions like the Fatahillah Museum.

A clear scientific gap exists in understanding why the Jakarta Maritime Museum receives relatively low visitation despite positive reviews. While anecdotal visitor feedback from Google suggests appreciation for the affordable entrance fee, educational content, and helpful guides, these qualitative impressions lack deeper empirical analysis. Furthermore, challenges noted by visitors—including limited accessibility, minimal shaded rest areas, restricted parking, and a lack of interactive displays—point to possible barriers affecting visitor experience and satisfaction.

In 2024, the museum recorded a total of 41,626 visitors, with a peak of 5,916 in October and a low of 1,618 in March. In contrast, the Fatahillah Museum recorded over 500,000 visitors in 2022, highlighting a substantial gap in popularity and engagement.

Addressing this issue requires improving the overall visitor experience. Tourism research identifies key components of visitor experience: service quality, emotional engagement, comfort, and exhibit interactivity. These elements have a significant influence on visitor satisfaction, word-of-mouth promotion, and repeat visits. By focusing on enhancing accessibility, incorporating more interactive elements, and improving comfort within the museum environment, the Jakarta Maritime Museum can increase its appeal to both domestic and international tourists.

This research aims to investigate how visitor experience influences interest in visiting the Jakarta Maritime Museum. By examining this relationship, the study contributes to filling the gap in heritage tourism literature while offering practical recommendations to strengthen the museum's role in supporting Indonesia's broader tourism development.

2. LITERATURE REVIEW
2.1 Tourist Experience

According to Pine and Gilmore (1998), tourist experience is a multi-dimensional process that involves interaction between tourists and their environment, encompassing physical, social, and psychological components. This framework highlights the importance of understanding the experience as a subjective and immersive journey.

Building upon this, Kandampully (2007), a prominent scholar in the field of customer experience, identifies three core dimensions that shape tourist experience: service quality, emotional response, and engagement level. These dimensions provide the conceptual foundation for analyzing visitor experiences in this research.

a. Service Quality

Service quality is a central factor influencing the overall tourist experience. It includes indicators such as the speed and efficiency of service, the professionalism and friendliness of staff, and the ability of service providers to respond to visitor needs. High service quality contributes directly to increased tourist satisfaction and positive destination perception.

b. Emotional Response

This dimension refers to the emotional reactions experienced by tourists during and after their visit. Positive emotions such as joy, excitement, or tranquility can enhance the memorability of a visit and contribute to greater satisfaction.

c. Engagement Level

Engagement involves the extent to which tourists actively participate and interact with the destination. Indicators include interest in exhibits, interaction with

guides or educational content, and emotional or physical involvement in activities. A high level of engagement is associated with a more meaningful and lasting experience.

These three dimensions from Kandampully (2007) will serve as the primary analytical framework for examining the tourist experience in this study.

2.2 Intention to Visit

Visitor intention is another key component of tourism behavior. According to Kotler, Bowen, and Makens (2017), the intention to visit refers to the motivational drive or desire that prompts individuals to choose and visit a specific tourist destination. This is closely linked to their perceptions, expectations, and past experiences.

In addition, Soekadijo (2003) outlines five main factors that influence tourists' intention to visit: attractions, accessibility, price, facilities, and information. These factors provide a practical framework to analyze what encourages or hinders visits, particularly to cultural destinations such as museums.

a. Tourist Attractions

This refers to the uniqueness or appeal of a place, including both its physical features and the experiences or activities offered to visitors.

b. Accessibility

Accessibility includes transportation, infrastructure, and the ease with which tourists can reach the destination.

c. Price

Cost plays a vital role in decision-making. Reasonable pricing can attract more visitors, especially domestic tourists, while also contributing to local economic sustainability.

d. Facilities

Well-maintained facilities can enhance comfort and satisfaction, increasing the likelihood of return visits.

e. Information

Accurate and accessible information about the destination—including its location, features, and services—can significantly influence travel decisions.

These five elements will be used to support the analysis of visitor interest or intention to visit the Jakarta Maritime Museum.

3. RESEARCH METHODS
3.1 Type and Design of Research

This study adopts a quantitative descriptive research approach aimed at examining the relationship between variables through statistical data processing. The primary tool for data collection is an online questionnaire, developed using a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree" to assess respondents' perceptions of the measured variables.

3.2 Research Subjects and Objects

The research subjects are visitors of the Jakarta Maritime Museum who have visited at least once. The object of the research includes two main variables:

a. Independent Variable (X): Tourist experience, which consists of service quality, emotional response, and engagement level (Kandampully, 2007).

b. Dependent Variable (Y): Visit intention, which includes tourist attraction, accessibility, pricing, facilities, and information (Soekadijo, 2003).

3.3 Population and Sample

The research population consists of 41,626 visitors to the Jakarta Maritime Museum in 2024. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a sample of 100 respondents. A screening technique was used to select respondents who met the criteria.

3.4 Data Collection Techniques

Primary data was collected through a Google Form questionnaire distributed via social media. Responses were analyzed using SPSS version 27 for statistical processing. According to Sugiyono (2014:21), the descriptive analysis method is a statistical technique used to analyze data by describing or illustrating the collected data as it is, without intending to draw conclusions that apply generally or as generalizations. The presentation of the classified data will be shown using the mean. The mean represents a summary of the group data, calculated from the average value within that group.

Table 1. Interpretation of Mean Value

Value	Information
1.00-1.80	Very Low
1.81-2.60	Low
2.61-3.20	Moderate
3.21-4.20	High
4.21-5.00	Very High

Source: Moidunny (2009)

3.5 Data Analysis Techniques

The data analysis included several stages:
a. Data Processing: Editing, calculation, tabulation, and description.
b. Descriptive Analysis: Used to explain sample characteristics through mean values.
c. Validity Test: Conducted using Pearson's correlation with a 5% significance level.
d. Reliability Test: Applied using Cronbach's Alpha method.
e. Classical Assumption Test: Including normality test (Probability Plot) and heteroscedasticity test (Scatterplot).
f. Simple Regression Analysis: Used to determine the influence of the independent variable on the dependent variable with the formula $Y = a + bX$.
g. T-Test: To test whether tourist experience (X) has a partial effect on visit intention (Y).
h. Coefficient of Determination (R^2): Measures how well the independent variable explains the variance in the dependent variable.

4. FINDINGS AND DISCUSSION
4.1 Respondent Profile

This study surveyed visitors to Museum Bahari Jakarta who had visited at least once and knew about the museum. Out of 110 questionnaires collected, 100 respondents met the study criteria. Among the 100 respondents, 33% were male and 67% were female. This indicates more female respondents, aligning with findings from the National Endowment for the Arts (2023) that females tend to visit art museums more often. Most respondents (62%) reside in Jakarta, followed by Bogor and Depok at 10% each. Tangerang and Bekasi had the lowest representation at 9%. The high Jakarta percentage is likely due to the museum's proximity to the city center, while lower numbers from

Tangerang and Bekasi may be due to limited access and transport options. The largest age group was 17-23 years old (46%), followed by 24-30 years. Ages 31-37 and over 38 accounted for only 6%. This matches WHO and Indonesian Health Ministry data that consider 17-30 as the productive age group, often exploring new experiences. Students made up the majority at 72%, followed by private employees (16%), civil servants (6%), and entrepreneurs (6%). The high student percentage may be due to frequent school or university visits to the museum. Visitors who had visited at least once made up 27%, twice 23%, three times 26%, and more than three times 24%, showing varied repeat visit patterns.

4.2 Analaysis Results
4.2.1 Descriptive Analysis Results

Table 2. Descriptive Analysis of Tourist Experience (Variable X)

Indicator	Statement	Mean Value	Interpretation
Service Quality	The officers or staff at the tourist location are friendly and professional	3.08	Moderate
	The service I received was in line with my expectations	2.99	Moderate
	My request or complaint was handled well	2.99	Moderate
	The staff provides information that is clear and easy to understand	3.08	Moderate
	Staff are alert in providing assistance when needed	2.92	Moderate
Emotional Response	I feel happy while traveling in this place	3.11	Moderate
	I feel emotionally satisfied with the tourist experience	3.15	Moderate
	This experience gave me positive memories	3.02	Moderate
	I felt calm and comfortable while I was at the location	3.06	Moderate
	I feel happier after visiting this place	3.06	Moderate
Engagement Level	I feel actively involved in the tourism activities at this place	3.07	Moderate
	I enjoy the activities available	3.07	Moderate
	I feel like a part of the local atmosphere or culture	3.12	Moderate
	I am enthusiastic about participating in the activities provided	3.04	Moderate
	I take part in local or cultural activities at the location	2.99	Moderate

Source: Researcher (2025)

The highest score (3.15) was for the statement: "I feel emotionally satisfied with my tourist experience", suggesting the museum's exhibits evoke positive emotions. The lowest score (2.92) was for "Staff promptly provide assistance when needed", indicating room for improvement in responsiveness.

Table 3. Descriptive Analysis of Visiting Interest (Variable Y)

Indicator	Statement	Mean Value	Interpretation
Tourist Attraction	This tourist spot has a unique and attractive appeal	3.61	High
	The beauty of the museum or culture at this place makes me want to return	3.53	High
	I am interested in exploring more around this destination	3.41	High
Accessibility	The tourist location is easy to reach	3.34	High
	Direction signs and transportation to the location are clear and easy	3.28	High
	Access to enter and exit the tourist site is not confusing	3.15	Moderate
Price	The entrance ticket price to this tourist spot is affordable	3.05	Moderate
	The costs I spent are proportional to the experience I got	3.02	Moderate

	I don't feel burdened by the tourism expenses at this place	2.97	Moderate
Facility	Public facilities such as toilets, rest areas, and parking are adequate and clean	2.89	Moderate
	This place provides facilities that meet the needs of tourists	2.84	Moderate
	Supporting tourist facilities such as dining places and accommodations are sufficiently available	2.81	Moderate
Information	Information about this tourist site is easy to find	2.75	Moderate
	Promotional media for this tourist site is attractive and informative	2.72	Moderate
	Online information such as websites and social media about this place is very helpful	2.67	Moderate

Source: Researcher (2025)

The highest mean (3.61) was for "This tourist spot has a unique and attractive appeal", showing visitors generally agree the museum is interesting. The lowest mean (2.67) was for "Online information such as websites and social media about this place is very helpful", indicating online info could be improved but still moderate.

4.2.2 Validity and Reliability Tests

For both variables X (Tourist Experience) and Y (Visiting Interest), all questionnaire items were valid with calculated correlation values (r-count) above the critical value (r-table = 0.195). Variable X (15 items) had a Cronbach's Alpha of 0.946, indicating high reliability (threshold > 0.6). Variable Y (15 items) had a Cronbach's Alpha of 0.964, also showing high reliability. Both questionnaires are consistent and dependable.

4.3 Normality Test
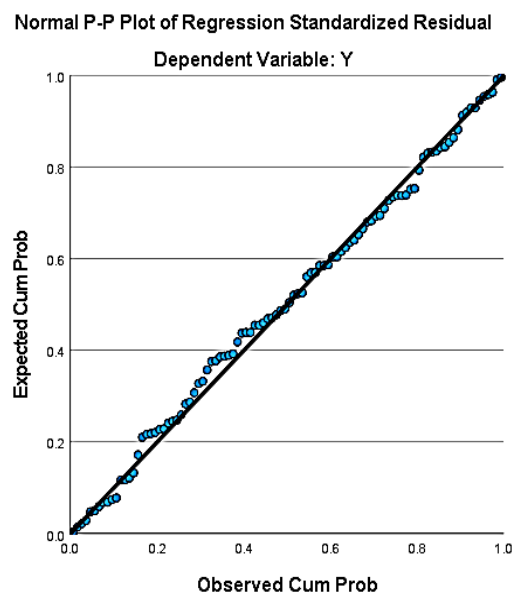
Figure 1. Scatter Plot
Source: Researcher (2025)

Based on Table and Figure 1, it is stated that the data are normally distributed using the normality test method through the Normal Probability Plot. According to the plot, the data points are spread around and follow the direction of the diagonal line, thus it can be concluded that the regression model meets the assumption of normality.

4.4 Heteroscedasticity Test Results
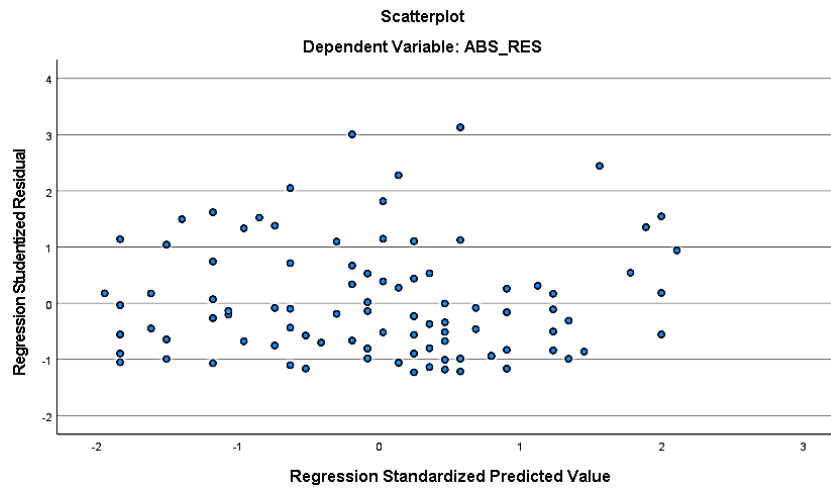
Figure 2. Heteroscedasticity Test
Source: Researcher (2025)

Based on Table 2, it is stated that heteroskedasticity does not occur, as indicated by the Scatterplot method. The absence of a clear pattern such as the points forming a regular shape above and below the value 0 on the Y axis suggests that heteroskedasticity is not present.

4.5 Hypothesis Tests

Based on the results of the simple linear regression analysis, it can be concluded that tourist experience has a positive and significant effect on visiting interest at the Maritime Museum Jakarta. The regression coefficient value of 0.404 indicates that each one-unit increase in tourist experience leads to a 0.404-unit increase in visiting interest, assuming other variables remain constant. The t-test results show that the significance value is less than 0.05 (p = 0.000) and the t-calculated value (7.662) is greater than the t-table value (1.984), confirming that the effect is statistically significant.

Furthermore, the coefficient of determination (R^2) is 0.375, meaning 37.5% of the variation in visiting interest can be explained by tourist experience, while the remaining 62.5% is influenced by other variables not included in this study. In summary, enhancing tourists' experiences is an important factor in increasing their interest in revisiting or recommending the Maritime Museum Jakarta.

5 CONCLUSION

Based on the results of the study titled "The Influence of Tourist Experience on Visiting Interest at the Bahari Museum Jakarta," which has been analyzed through the distribution of a Google Form questionnaire shared online using a Likert scale from 1 to 5 for each statement and tested for variable validity and reliability, the findings indicate that the variable of tourist experience has a positive influence on the interest in visiting the Bahari Museum Jakarta. This is supported by the R Square value of 37.5%, while the remaining 62.5% is influenced by other variables not examined in this study. Based on the t-test results, variable X shows a t-count of 7.662, which is greater than the t-table value of 1.984. Referring to the t-count and t-table, H_{01} is rejected and H_{a1} is accepted, meaning that there is a significant influence of variable X (tourist experience) on variable Y (visitor interest). It can be concluded that tourist experience has a positive influence on

the interest in visiting the Bahari Museum Jakarta. Based on the researcher's experience in conducting this study, there were several limitations that can serve as a consideration for future researchers to refine their work and produce better results.

Based on the research findings above, the researcher presents several suggestions related to the results of this study, including: suggestions for bahari museum jakarta: (1) it is expected that Bahari Museum Jakarta, as the research object, can provide interactive displays or 3D animations of traditional boats. (2) it is expected that the museum can offer educational or creative tourism activities such as building boat miniatures. (3) since most respondents are aged 17–30, it is suggested to establish collaborations with schools or universities to make the museum a regular field study destination. (4) it is recommended to provide bus routes so tourists from other cities can reach the Bahari Museum Jakarta more easily. Suggestions for tourists: (1) utilize the experiences gained at the Bahari Museum Jakarta for future educational purposes. (2) be more proactive in learning about the Bahari Museum Jakarta. (3) contribute to maintaining the cleanliness of the museum's facilities. (4) comply with all rules and regulations at the Bahari Museum Jakarta. Suggestions for future researchers: (1) it is recommended to gather more information and education related to the topic of future research. (2) better understanding and selecting the appropriate research methods is encouraged. (3) aim to gain detailed understanding and complete information to be thoroughly investigated.

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OPTIMIZING SUSTAINABLE TOURISM MANAGEMENT IN SARIBU GONJONG VILLAGE, WEST SUMATRA

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Abstract

Sustainable tourism can serve as a means to establish a positive relationship between tourism activities and the local environment. It encompasses three key dimensions: physical environment, socio-cultural sustainability, and economic sustainability. Optimizing the sustainable management of tourism at tourist destinations is essential. One such destination in West Sumatra is the Saribu Gonjong Tourism Village (SARUGO), located in Sorong Sungai Dadok Village, Kanagarian Koto Tinggi, Gunung Omeh Subdistrict, Lima Puluh Kota Regency. This tourism village is known for its authentic Minangkabau way of life, situated amidst lush green nature and featuring traditional houses that reflect the grandeur of Minangkabau architecture. In addition, Saribu Gonjong offers cultural attractions such as traditional Minangkabau dance performances. The tourism potential of Saribu Gonjong Village needs to be optimized through sustainable management practices. However, current tourism management efforts are still suboptimal and require a stronger emphasis on sustainability principles. This study employs a descriptive method with a qualitative approach, utilizing both primary and secondary data. Data collection techniques include in-depth interviews, participatory observation, and documentation. The collected data are analyzed through three stages: data reduction, data presentation, and conclusion drawing. To ensure data validity, data and source triangulation methods are applied. The research findings show that the increase in visits to Sarugo Tourism Village is achieved through collaborative promotion and annual cultural events. Challenges in accessibility and craft marketing are addressed through community self-initiatives, although government support remains necessary. From an environmental perspective, the village promotes awareness of cleanliness, cultural values, and mutual cooperation. Economically, positive contributions have begun to emerge, although they are limited by the fluctuating number of visitors. The potential of local businesses and agrotourism still requires strengthened promotion and service improvement. Socially, community training and cultural preservation efforts are in place, but remain limited and need to be expanded.

Keywords: Tourism, Sustainable, Village

1. INTRODUCTION

　　West Sumatra Province possesses a rich and diverse tourism potential, ranging from natural attractions, man-made tourism, and agrotourism, to historical and cultural heritage. This wide variety of tourist attractions represents a key strength that can be

optimized to increase contributions to national foreign exchange earnings (Berutu & Dhanka, 2024). The government continues to make efforts to develop and promote tourist destinations that are rich in cultural and historical values. Effective tourism marketing strategies play a crucial role in attracting visitors to these destinations (Alfandy & Krisnadi, 2023).

In recent years, domestic tourist visits to West Sumatra have shown a dynamic trend. In 2019, the number of visits reached 19,412,170. However, in subsequent years, this figure experienced a significant decline, with only 11,657,662 visits recorded in 2023 (Ministry of Tourism and Creative Economy, 2024). This decline necessitates the formulation of appropriate development strategies to restore and enhance the attractiveness of regional tourism.

Developing tourism destinations requires collaboration among all stakeholders, including central and local governments, the tourism industry, educational institutions, local communities, and relevant organizations. In accordance with Law No. 10 of 2009 concerning Tourism, the principle of participatory involvement serves as a fundamental basis for realizing tourism that is high-quality, equitable, sustainable, and inclusive.

Currently, global tourism trends emphasize the importance of implementing sustainable tourism principles to preserve environmental and cultural integrity while promoting long-term economic benefits (World Tourism Organization, 2004). The three main pillars of sustainable tourism include environmental sustainability, socio-cultural sustainability, and economic sustainability.

One of the destinations with significant potential is the Saribu Gonjong Tourism Village (SARUGO), located in Sorong Sungai Dadok Village, Gunung Omeh Subdistrict, Lima Puluh Kota Regency. This village is rich in Minangkabau culture, natural beauty, traditional houses, and the warm hospitality of its people. SARUGO also offers a variety of attractions such as traditional performances, local cuisine, and both natural and artificial tourist sites. According to scientia.id, Saribu Gonjong Tourism Village in Limapuluh Kota Regency, West Sumatra, received the international 5th ASEAN Homestay Award in Johor Bahru, Malaysia. This award serves as a recognition of the village's contribution and dedication in providing comfort to visiting tourists. Despite its great potential, SARUGO is still classified as a developing tourism village and has not yet entered the top three tourism villages in West Sumatra. Data yang didapatkan dari scientia.id (2025).

Some visitors have pointed out the need for improvements in accessibility, tourist facilities, and infrastructure, while still prioritizing the preservation of local culture. Therefore, optimal and sustainable management is essential. This study aims to explore the optimization of sustainable tourism management in Saribu Gonjong Tourism Village, West Sumatra.

2. LITERATURE REVIEW
2.1 Tourism Management

Tourism management encompasses a series of activities that include planning, organizing, mobilizing, and controlling tourism resources to achieve goals focused on visitor satisfaction, environmental preservation, and improving the welfare of local communities (Cooper et al., 2012). Meanwhile, the UNWTO defines tourism management as the process of regulating the growth and development of the tourism sector in alignment with sustainable development principles, which include three main pillars: environmental, socio-cultural, and economic sustainability. Each local community

possesses distinct cultures, traditions, and social values that are integral to daily life, commonly referred to as local wisdom. According to Law Number 32 of 2009 Article 1 Paragraph 30, local wisdom is defined as the noble values prevailing in society that serve as guidelines for preserving and managing the environment sustainably.

2.2 Sustainable tourism

Sustainable tourism is a global initiative aimed at promoting the application of sustainability principles in tourism destination management. Its primary goal is to preserve the authenticity and appeal of a destination so it can be enjoyed by future generations. This concept emphasizes minimizing the negative impacts of tourism, particularly on the environment. According to the World Tourism Organization (UNWTO), sustainable tourism is a form of tourism that considers environmental, social, and economic impacts, while also taking long-term sustainability into account. The core focus of sustainable tourism is to protect both the natural and social environments that support tourism activities, ensuring their preservation. In this context, tourism objects and attractions are also part of the government's strategy to safeguard valuable cultural heritage, serving as tourism assets to be promoted to both domestic and international visitors (Ardiansyah & Iskandar, 2022). According to the Ministry of Tourism and Creative Economy (2021), sustainable tourism is the development of tourism concepts aimed at preserving and maintaining destinations for the long term. This includes early efforts to safeguard environmental, social, cultural, and economic aspects so that in the future, both locals and tourists can continue to enjoy these destinations.

Sustainable tourism is a concept that takes into account economic, social, and environmental impacts to ensure the future preservation of destinations. According to the Ministry of Tourism and Creative Economy (2021), there are four main pillars in developing sustainable tourism: sustainable management (tourism businesses), long-term sustainable economy (socio-economics), sustainable culture that must be continuously developed and protected, and environmental sustainability. These four pillars are expected to ensure that a tourist destination is not only a place for recreation but also adheres to regulations, particularly regarding environmental conservation. Based on the expert opinions above, it can be concluded that the supporting pillars of sustainable tourism involve business, economic, cultural, and environmental aspects that must be managed properly to realize sustainable tourism that benefits both local communities and visiting tourists.

2.3 Tourism Village

A tourism village is a tourist area that remains natural and relatively untouched by modern technology, highlighting its beauty, serenity, and the well-preserved social and cultural aspects of the local community, which are marketed as unique selling points to tourists. According to the Ministry of Tourism and Creative Economy (2021), a tourism village represents a collaboration of accommodation, attractions, facilities, and infrastructure that supports tourism, integrated within the local community's way of life, combined with its prevailing cultural practices and traditions. Tolkach & King (2015) emphasize the importance of careful management in developing successful tourism villages, which must be able to manage tourist demand while preserving local culture and identity. According to Widyaningsih (2020), the concept of a tourism village is also seen as a means to improve the welfare of surrounding communities. In addition to reducing

urbanization from rural to urban areas, tourism villages can offer new employment opportunities for locals.

It can be concluded that optimizing the management of tourism villages can be a solution to improve local community welfare and create new job opportunities. By integrating cultural elements with appropriate management strategies, tourism villages have the potential to become new attractions while also helping to reduce urbanization issues in Indonesia.

3. RESEARCH METHODS

This study employed a descriptive method with a qualitative approach. This approach is based on a philosophical framework aimed at understanding a phenomenon in its natural context (non-experimental), in which the researcher serves as the main instrument for data collection. The data obtained were then analyzed qualitatively (Sugiyono, 2018). The data sources used in this study include primary and secondary data:

a. Primary data refers to information gathered directly from first-hand sources, including interviews with the management of Saribu Gonjong tourism village, local community members who act as stakeholders in the village, and direct observation.

b. Secondary data refers to information obtained indirectly from literature, documents, research findings, and websites.

Data collection techniques used in this study include interviews, observation, and documentation.

3.1 Data Analysis Technique

Data analysis is the process of systematically organizing and simplifying data to facilitate the researcher's ability to draw conclusions. According to Miles, Huberman, and Saldana (2014), the data analysis consists of three concurrent steps:

a. Data Reduction

This is the process of selecting, focusing, simplifying, abstracting, and transforming raw data obtained from field notes.

b. Data Display

The process of organizing and presenting data in a structured manner that allows for drawing conclusions and taking action. This can take the form of tables, graphs, narratives, etc.

c. Conclusion Drawing and Verification

This involves interpreting the meaning of the data and drawing conclusions, which are verified continuously throughout the research process.

3.2 Interactive Model of Data Analysis
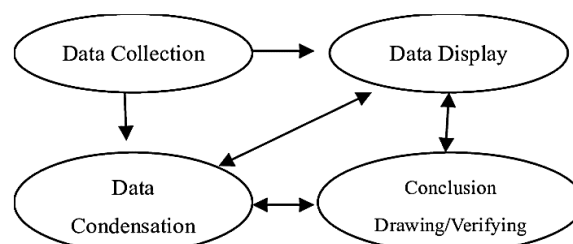
Figure 1. Interactive Data Analysis Model Diagram
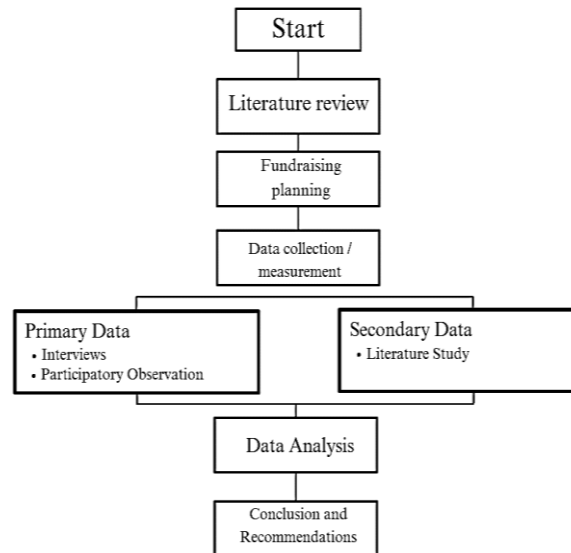Source: Researchers (2025)

3.3 Data Validity Test/Data Triangulation

The data validity test used in this research is the credibility test. The credibility test or the trustworthiness of the data carried out by the researcher is done through data triangulation—a technique used to collect and utilize data from various different sources (Wijaya, 2018). The triangulation applied in this research involves data and sources.

The researcher collected data through interviews with various parties, including representatives of the tourism village management and local communities, as well as through participatory observation and documentation. The researcher then cross-checked the information with the results of observations and relevant document data.

3.4 Research Flow Diagram

Figure 2. Research Flowchart
Source: Researchers (2025)

Framework of Thinking
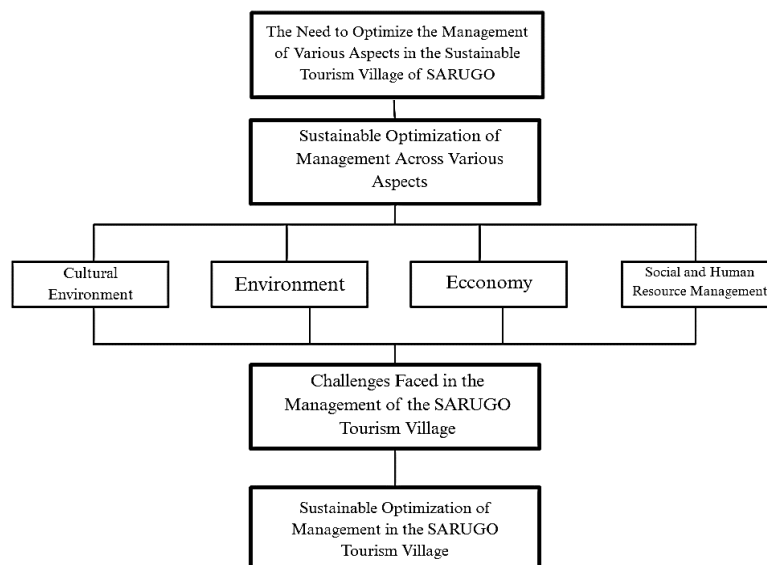
Figure 3. Research Conceptual Framework
Source: Researchers (2025)

This section presents the analysis and original findings of the research. It is highly recommended that the discussion engages with relevant theories, regulations, and references by comparing them with the research results, in order to generate new insights or discoveries.

4. FINDINGS AND DISCUSSION

This study aims to examine the extent of sustainable management optimization in the Saribu Gonjong Tourism Village, West Sumatra.

4.1 Profile of Saribu Gonjong Tourism Village

Saribu Gonjong Tourism Village is located in Lima Puluh Kota Regency, West Sumatra. Locally, the village is referred to as *Kampuang*. The name *Saribu Gonjong* (A Thousand Gonjong) refers to the numerous traditional buildings featuring *Gonjong*-shaped roofs, a hallmark of Minangkabau architecture. The village's attractions include traditional house architecture, culinary experiences, natural beauty, cultural events, and various forms of local wisdom.

This tourism village is categorized as a developing tourism village (Jadesta, Ministry of Tourism and Creative Economy, 2025). It offers unique experiences for visitors, such as watching traditional dance performances, participating in local craft workshops, and learning to cook Minangkabau cuisine. Local residents also offer homestays in traditional *Rumah Gadang*, allowing tourists to experience the warmth of family life, providing an enriching and memorable stay.

Figure 4. Entrance Gate of SARUGO Tourism Village
Source: Researchers (2025)

4.2 Optimization of SARUGO Tourism Village Management
4.2.1 Optimization of Aspects to Increase Visits through Cultural Events

Cultural events are a form of expression of the rich cultural heritage of a community or region, held through performances, rituals, or other artistic activities as efforts to preserve and promote local cultural identity. According to Jennie (2015), a cultural event is a cultural activity that is presented in a regular and continuous pattern and is reconfigured precisely to create a new event. Cultural events are one of the tourism attractions that are quite popular and provide interesting experiences for visitors (Berutu

& Dhanka, 2024). According to Law Number 5 of 2017 concerning the Advancement of Culture, which is the first legal foundation in Indonesia regarding national culture, culture is defined as everything related to the creation, feeling, intention, and the works of society.

A local community member, referred to as R, provided information about efforts to increase tourist visits to the tourism village. One strategy implemented is promotion activities carried out by the Tourism Awareness Group (POKDARWIS) management and the active involvement of local youth. This promotional strategy is realized through collaboration with various stakeholders, including the use of social media as a means of information and publicity. One notable form of promotion is the organization of cultural events, such as Limpapeh Rumah Nan Gadang, which features various traditional art performances and competitions. Through these activities, it is hoped that the tourism village will continue to develop as an attractive destination, enrich the diversity of existing cultural events, and strengthen the participation and pride of the local community in their cultural heritage.

A similar statement was conveyed by the management of the SARUGO Tourism Village through POKDARWIS. One form of cultural promotion carried out to increase the attractiveness and recognition of the SARUGO Tourism Village is through collaboration with government agencies, especially the Education and Culture Office (DPK) Region 3 of West Sumatra. This collaboration is realized in the form of an annual cultural event that has been held three consecutive times. In the future, if management improves, it is hoped that the tourism village will be able to organize this event independently to achieve effectiveness and self-reliance in managing cultural events. In addition, the tourism village management routinely holds other annual activities, such as the anniversary celebration of Sarugo Village, which takes place every August as a form of celebration of the village's founding. This event features various cultural performances and activities aimed at strengthening local identity and attracting tourists. In terms of digital promotion, active promotion is also conducted through social media, especially the Instagram platform. The management consistently posts weekly updates showcasing various tourism village activities and other interesting information related to the destination.

According to another source from the management team, the promotion of the tourism village is also supported by cooperation with travel agents to broaden outreach and attract visitors from various regions. Based on the researcher's observations, the management of SARUGO Tourism Village has made various strategic efforts to increase the number of tourist visits. One such effort is organizing annual events that serve as unique attractions for visitors. Information about these activities is also communicated visually, such as through pictures or information boards placed at the village entrance gate. Furthermore, the management actively utilizes social media, especially Instagram, to provide up-to-date information regarding the activities and developments of the tourism village. This includes sharing profiles of the management team, event schedules, and available tourist attractions. In addition, services provided to tourists are responsive and prompt, creating a positive visiting experience and enhancing the tourism village's image in the public eye. At the entrance gate of the tourism village, there is an information center detailing the activities conducted and the cultural values held by the village. This aims to support the development of the tourism village and facilitate tourists in obtaining information easily.

Figure 5. Entrance Gate of SARUGO Tourism Village
Source: Researchers (2025)

The research results show that promotional strategies are a crucial element in efforts to increase tourist visits to SARUGO Tourism Village. Promotion is carried out collaboratively by the management of the Tourism Awareness Group (POKDARWIS) along with local youth, through cross-sector cooperation with various stakeholders, including the Education and Culture Office Region 3 of West Sumatra. A prominent form of promotion is the organization of annual cultural events, such as Limpapeh Rumah Nan Gadang and the anniversary celebration of Sarugo Village, which feature traditional art performances and various competitions representing the richness of local culture.

In addition, the use of social media, especially Instagram, serves as an effective digital promotion tool, with regular posts showcasing activities, tourism information, and village attractions. Information is also provided visually at the village entrance area in the form of information boards to facilitate tourists in gaining an overview of village activities and cultural values. To broaden the reach of tourists, the management also establishes partnerships with travel agents. Overall, these strategies not only aim to increase the attractiveness and recognition of the tourism village but also strengthen the local cultural identity and encourage active community participation in community-based tourism management.

4.2.2 Challenges Faced in the Management of the Tourism Village

Saribu Gonjong Tourism Village (Sarugo), located in Limapuluh Kota Regency, West Sumatra, is one of the leading tourist destinations with great potential for developing tourism based on local culture and wisdom. However, the management of this tourism village still faces various challenges that require further attention from multiple parties. Among the obstacles are weak communication with various event stakeholders, suboptimal management of facilities and access in the event area, as well as inadequate crowd control and event flow management. These issues affect visitor satisfaction and hinder the improvement of the destination's image (Kallista & Ritonga, 2023). According to explanations from the tourism village management and the Tourism Awareness Group (POKDARWIS), one of the main challenges faced in managing Sarugo Tourism Village is limited transportation access to the location. The condition of road infrastructure is not yet optimal, especially during the rainy season or when visitor numbers increase, making it difficult for tourists to reach the village comfortably and safely.

To address this problem, the local community actively carries out mutual cooperation and self-help efforts to maintain the infrastructure and create a clean and comfortable village environment for visitors. Despite these limitations, Sarugo Tourism Village has demonstrated commendable achievements at both national and international levels. A notable accomplishment is receiving the ASEAN Tourism Award in the category of The 5th ASEAN Homestay Award, presented at the Persada Johor Convention Centre, Johor Bahru, Malaysia. This award serves as recognition of the community's dedication and contribution to creating authentic, friendly, and memorable tourism experiences. The main attractions of Sarugo Tourism Village lie in its unique traditional architecture, preservation of local cultural values, and the hospitality of its people. Visitors not only enjoy the scenery and local traditions but are also invited to participate directly in the daily life of the villagers, such as cooking together and staying in local homes. These activities also serve as alternative solutions to the limitations of culinary and accommodation facilities available in the village, thereby strengthening the concept of inclusive and sustainable community-based tourism.

Based on interviews and additional information obtained from the local community, there are still several challenges overshadowing the development of Sarugo Tourism Village, particularly in the management of handicraft products, which are one of the village's cultural identities. Until now, there has been no dedicated facility such as a gallery or souvenir center that specifically accommodates and markets the community's works in a broader and more structured manner. This condition hinders the local economic potential that could be developed through the creative economy sector. The village management, including the Tourism Awareness Group (POKDARWIS) and the Head of Jorong (sub-village), expressed hopes that the nagari government and regional government could provide more optimal support, especially in providing facilities and infrastructure to support the marketing of local products. The establishment of a handicraft gallery or souvenir center is expected to be a strategic solution, not only to increase the tourism village's attractiveness but also to encourage community economic growth through local product empowerment.

Although some assistance from the government is currently available, this support is considered limited and has not yet fully met the comprehensive development needs of the village. Therefore, synergy among the community, management, and government is crucial in creating sustainable, culture- and community-based tourism development. Based on direct observations conducted by the researcher in the field, one of the main challenges that requires serious attention in developing Sarugo Tourism Village is accessibility. The road infrastructure leading to the tourism village is still inadequate, marked by damaged roads in several locations and a lack of clear and informative traffic signs. This condition results in longer travel times because vehicles must drive slowly and carefully to avoid the risk of accidents or vehicle damage. In addition, another challenge affecting ease of access is the geographical location of the tourism village, which is relatively far from the city center. This causes tourists to undertake a fairly long journey both to and from the location. The long travel distance and suboptimal road access indirectly reduce visit interest, especially among tourists who have limited time or prioritize travel comfort as a key consideration.

Figure 6. Road Conditions in SARUGO Tourism Village
Source: Researchers (2025)

Based on interview results and field observations, the management of Sarugo Tourism Village still faces several significant challenges, especially in terms of accessibility and local economic development. Transportation access to the village remains a major obstacle, with damaged roads and limited traffic signs making it difficult for tourists to reach the location, particularly during the rainy season or when visitor numbers increase. The village's geographical location, which is quite far from the city center, also lengthens travel time and affects visitor interest. To overcome these limitations, the community actively engages in self-help and mutual cooperation to maintain infrastructure and keep the environment clean. Additionally, another challenge lies in the suboptimal management of local handicraft products, which are part of the village's cultural identity. Until now, there has been no gallery or souvenir center to accommodate and market these products widely.

The village management and POKDARWIS hope for greater support from the nagari and regional governments in providing marketing facilities and physical infrastructure to support the development of the community's creative economy. Despite these challenges, Sarugo Tourism Village has achieved proud accomplishments, such as receiving the ASEAN Tourism Award in the Homestay category, which serves as proof of the village's contribution to offering culturally based tourism experiences that emphasize authenticity and direct tourist involvement in local community life. The unique traditional architecture, cultural preservation, and active community participation are key strengths in building an inclusive, sustainable tourism village focused on community empowerment.

4.3 Sustainable Management
4.3.1 Environmental Aspect

However, to ensure that tourism development in this village is sustainable, an analysis of various aspects contributing to sustainability is necessary, including economic, social, and environmental factors (Ardiansyah et al., 2024). Sustainable

tourism is regulated under Law Number 10 of 2009 concerning Tourism. Article 4 of this law states that the goals of tourism include the preservation of nature, the environment, and resources, as well as the advancement of culture and strengthening of national identity. Based on interviews with the local community, it was found that there is an increasing collective awareness in managing natural resources and preserving the environment, which goes hand in hand with efforts to maintain local culture. The community not only shows appreciation for cultural heritage, such as traditional arts, customs, and inherited values, but also actively participates in cultural preservation activities. This participation is reflected in their enthusiasm for attending cultural events, supporting local art communities, and efforts to maintain the existence of the local language.

In addition to cultural aspects, awareness of the importance of environmental cleanliness is also increasing. The community has begun to understand that a clean environment is part of a good quality of life, so habits of littering are starting to be abandoned. The growing sense of ownership of the surrounding environment encourages residents to take greater responsibility for maintaining cleanliness and the village's sustainability. This behavioral change indicates a positive transformation in the community's mindset toward a more orderly, healthy, and culturally rich life. Another perspective obtained from the Tourism Awareness Group (Pokdarwis) shows that the presence of the tourism village brings various positive impacts to the local community. One of the most significant impacts is the increased collective awareness of the importance of environmental preservation, which is reflected in changes in community behavior, such as stopping littering habits. Furthermore, the emergence of a sense of ownership of the tourism village encourages active participation of residents in managing and developing the village's potential sustainably. Values of togetherness and mutual cooperation have also strengthened, becoming an important foundation for maintaining social cohesion within the community.

The existence of the tourism village has also sparked a revival of interest in customs that had previously declined, thereby making a tangible contribution to preserving local culture. Stakeholders, including the community and Pokdarwis, are actively involved in the process of mentoring the younger generation to ensure the continuity of village and cultural preservation. Such mentoring includes training in traditional dance arts and the development of local handicraft skills as part of efforts to empower and pass on cultural values to future generations. Based on field observations conducted by the researcher in the tourism village area, it was found that the level of community awareness regarding environmental cleanliness is quite high. This awareness is reflected in the provision of adequate waste disposal facilities, both at the entrance area and at several strategic points within the village. A clean and well-organized environment reflects the high level of community participation in maintaining the cleanliness and aesthetics of the tourism area.

In addition to environmental aspects, the application of local cultural values remains strongly embedded in the daily lives of the community and is actively integrated into the management of the tourism destination. This demonstrates a shared commitment to preserving cultural heritage as well as realizing a sustainable, environmentally friendly tourism village with a strong cultural identity.

Figure 7. Environment of SARUGO Tourism Village with a Multipurpose Wall
Source: Researchers (2025)

Figure 8. Notice for Maintaining Environmental Cleanliness
Source: Researchers (2025)

This study reveals that the presence of the tourism village has fostered a collective awareness among the community in managing natural resources, maintaining environmental cleanliness, and preserving local culture. The community not only demonstrates care for cleanliness by providing waste disposal facilities at various strategic points throughout the village but also actively participates in preserving traditional arts, customs, and the local language. The Tourism Awareness Group (Pokdarwis) further strengthens the spirit of mutual cooperation and community participation by nurturing the younger generation through training in traditional dance and crafts. The tourism village serves not only as a recreational space but also as a center for cultural and environmental education, shaping the community's mindset toward a more orderly, healthy, and culturally rich lifestyle. Overall, the findings indicate a positive transformation towards sustainable tourism village management based on local wisdom.

4.3.2 Economic Aspect

According to Sulysiadi et al. (2021), sustainable tourism development is an integrated and organized effort to improve the quality of life by managing the provision, development, utilization, and maintenance of natural and cultural resources in a sustainable manner. Based on information from the local community, the presence of

Saribu Gonjong Tourism Village has opened new economic opportunities for residents, especially through the provision of homestay services for tourists. However, the economic contribution from this sector has not yet reached its full potential, given the fluctuating number of visitors that tends to increase only during certain periods. This condition results in the underutilization and lack of sustainability of the homestay facilities.

According to the tourism village managers and the Tourism Awareness Group (Pokdarwis), besides homestay development, the community also has potential in developing micro-enterprises, particularly traditional handicrafts. Featured products such as niru weaving can be marketed to tourists, although marketing is still limited and mostly done through an ordering system. One of the main obstacles faced is the absence of a permanent gallery in the tourism village that can be used as a storage and exhibition space for these handicraft products. Moreover, daily community activities also become tourist attractions, especially through the development of agritourism. Visitors are invited to participate directly in farming activities in the village, gaining authentic and educational experiences. Initially, agritourism focused on orange cultivation, which is a symbol of Sarugo village. However, due to problems with the orange plants that have yet to be resolved, the focus shifted to cultivating young plants considered easier to develop.

To support tourism visits, Pokdarwis has designed various tour packages, but their implementation has not yet been optimal. This is caused by inconsistency in activity execution and an unstable number of tourist visits. Therefore, further efforts are needed to strengthen promotion, improve service quality, and tailor tourism programs to the preferences and needs of visitors, so that the economic benefits obtained by the community can increase evenly and sustainably. Based on the author's observations, Sarugo Tourism Village provides positive contributions to the local economy. Residents actively participate in various tourism activities, one of which is providing homestay services for visiting tourists. Visitors receive warm hospitality and service from arrival to departure. Additionally, the community plays a direct role in organizing tourism activities, including providing traditional food, participating in cultural events, and developing agritourism in the village. Although still in the early stages, the community has also begun to develop handicraft products as part of efforts to empower the creative economy in the tourism village area.

Figure 9. Local Houses Used as Homestays
Source: Researchers (2025)

Figure 10. Local Community Handicrafts with Multifunctional Uses
Source: Researchers (2025)

The research findings indicate that the presence of Saribu Gonjong Tourism Village has had a positive impact on the local community's economy, primarily through the provision of homestays and active participation of residents in various tourism activities. However, the economic contribution from this sector has not yet reached its full potential due to fluctuating and seasonally limited tourist arrivals. In addition to homestays, the community also has potential in developing micro-enterprises such as traditional handicrafts, although marketing is still limited and not supported by a permanent gallery. Agrotourism serves as an additional attraction, inviting tourists to directly experience farming activities. Initially, the focus was on orange cultivation but later shifted to young plants due to technical challenges. Pokdarwis has designed tourism packages as part of service development efforts, but implementation has been suboptimal due to inconsistencies in activities and unstable tourist numbers. Therefore, stronger strategies in promotion, service quality improvement, and program adjustments aligned with tourist needs are necessary to encourage more equitable and sustainable economic growth in the tourism village area.

4.3.3 Social and Human Resources in Management

According to the Ministry of Tourism and Creative Economy (Kemenparekraf, 2021), there are four key pillars developed to promote sustainable tourism: sustainable management (tourism business), long-term sustainable economy (socio-economic), sustainable culture that must always be developed and preserved, and environmental sustainability. Based on information from the management, Saribu Gonjong Tourism Village consistently receives support from various stakeholders through training programs aimed at strengthening the community's capacity in managing village tourism. These training sessions cover important areas such as entrepreneurship development, improving the quality of tourism services, and efforts to preserve local cultural heritage. One of the consistent empowerment efforts in Saribu Gonjong Tourism Village is the engagement of the younger generation through arts and traditional cultural preservation activities. This is realized through regular training sessions held every Saturday night at the local art studio, with participants ranging from elementary to high school students. This initiative aims to instill local cultural values from an early age while encouraging active involvement of youth in safeguarding the region's cultural heritage.

In line with these training programs, the village tourism management hopes that future training will be more focused on core tourism aspects, particularly those related to recreation and local attractions that serve as the village's main draws. Thus, the training

provided is expected to improve service quality, enrich visitor experiences, and strengthen Saribu Gonjong Tourism Village's position as a leading tourist destination. Based on the author's observations, efforts to train and develop human resources (HR) in Saribu Gonjong Tourism Village have shown progress, reflected in the growing community awareness in welcoming and guiding tourists. Visitors are warmly received and given sufficient information about the various tourism activities offered by the village. However, the capacity-building process still faces challenges, especially in terms of equitable community involvement. Currently, tourist services are concentrated among certain community groups, while others remain less active. Therefore, more systematic and comprehensive training is needed to broaden collective community participation in supporting improved tourism service quality and ensuring the destination's sustainability.

Figure 11. Friendly Local Community Welcoming Tourists
Source: Researchers (2025)

The management of Saribu Gonjong Tourism Village demonstrates active initiatives to enhance community capacity through various forms of training facilitated by several parties. These trainings include the development of local businesses, improvement of tourism service quality, and efforts to preserve culture. One of the consistently implemented forms of empowerment is the involvement of youth through arts activities and training held at the cultural studio every Saturday night. This activity involves participants from elementary to secondary education levels, aiming to instill a love for cultural heritage from an early age. Although progress has been seen in the community's readiness to welcome and provide information to tourists, the implementation of training is still limited to certain groups. To encourage broader and more equitable participation, there is a need to strengthen training programs more comprehensively, especially focusing on the development of attractions and recreational tourism activities. This step is important to improve service quality, enrich tourist experiences, and reinforce Saribu Gonjong Tourism Village's position as a leading cultural-based tourism destination.

5. CONCLUSION

The research findings indicate that collaborative promotion is key to increasing tourist visits to Sarugo Tourism Village. Promotion is carried out through annual cultural events, the use of social media such as Instagram, informational boards at the village entrance, and partnerships with travel agencies. These strategies not only enhance the village's appeal and visibility but also strengthen local cultural identity, encourage the preservation of traditional values, and reinforce active community participation in the sustainable management of community-based tourism. This study also highlights the need for collaboration among stakeholders, such as through the pentahelix concept a cross-sector collaboration model that illustrates the dynamic and complex relationships between government, businesses, academia, communities, and social entrepreneurs (Calzada, 2016; Hansson et al., 2014). Sarugo Tourism Village still faces challenges in accessibility and local economic development, such as poor road conditions and underdeveloped marketing of local handicrafts. The community addresses these limitations through self-help and mutual cooperation, but government support is still needed to provide marketing facilities. Despite these challenges, the village has earned recognition through the ASEAN Tourism Award for its unique culture, traditional architecture, and active community participation in building an inclusive and sustainable tourism village.

In terms of environmental sustainability, the presence of the tourism village has encouraged greater collective awareness among the community in maintaining the environment, preserving cultural heritage, and nurturing younger generations. The role of the Tourism Awareness Group (Pokdarwis) reinforces community cooperation through arts and crafts training. The village serves as a center for cultural and environmental education, reflecting a positive transformation toward sustainable, locally based tourism management. From the economic aspect, the research indicates that Saribu Gonjong Tourism Village has had a positive impact on the local economy, primarily through homestay accommodations and active community involvement in tourism activities. However, economic contributions remain suboptimal due to fluctuating and seasonal tourist visits. In addition to homestays, there is potential for developing micro-enterprises such as traditional crafts, although their marketing remains limited without a permanent gallery. Agrotourism adds value by offering hands-on farming experiences initially focused on citrus cultivation but later shifted to young plants due to technical challenges. Pokdarwis has developed tourism packages to improve services, but implementation remains inconsistent due to unstable visitor numbers. Therefore, stronger promotion strategies, improved service quality, and program adjustments aligned with tourist needs are required to support more equitable and sustainable economic growth in the tourism village, "Similar statements were also conveyed by Hulu (2018) in his research, where the local community, especially the managers of the tourist well as good interactions with visitors in sustaining the Blue Lagoon tourism village". In the social and human resource aspect, Saribu Gonjong Tourism Village management demonstrates active efforts in community capacity building through training in local businesses, tourism services, and cultural preservation. Youth empowerment is carried out regularly through cultural workshops. Although there has been progress, training remains limited and needs to be expanded to support the development of attractions and service quality, reinforcing the village's position as a leading cultural tourism destination, this is also supported by the study of Kusumawardhani et al. (2024), which states that tourism should generate positive impacts for the well-being of local communities at a destination, with the aim of alleviating poverty.

Based on the research findings, it is recommended that the management of Saribu Gonjong Tourism Village strengthen promotional strategies through digital media and collaboration with travel agencies, as well as improve infrastructure quality and accessibility. The establishment of a permanent gallery is also necessary to support the marketing of local handicrafts, along with expanding community training programs to enhance services and tourism attractions, including more structured agrotourism development. For future researchers, it is suggested to explore tourist satisfaction levels, the long-term impact of tourism villages, the effectiveness of digital promotion, and conduct comparative studies with other tourism villages. Additionally, it is important to examine the role of youth in driving innovation and the development of community-based tourism.

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