

DEVELOPMENT IN SETU BABAKAN TOURISM VILLAGE AS A BETAWI ICON IN MODERN TIMES

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Abstract

This study aims to explore the potential possessed by Setu Babakan Tourism Village in maintaining and developing Betawi Cultural identity in the modern era. Setu Babakan Village is known as one of the leading cultural tourism destinations in Jakarta, which promotes art, music, dance, culinary, and typical Betawi traditions. In the context of globalization and technological development, this study aims to analyze how Setu Babakan Village utilizes its cultural potential to maintain its status as an icon of Betawi Culture. We discussed the efforts of local communities and government support, as well as the challenges faced in safeguarding cultural heritage and promoting it to present and future generations. This research provides insight into the importance of preserving local culture amid the ongoing flow of modernization and globalization. The foundation of this research concept uses the A5 concept (Attractions, Accessibility, Accommodation, Activities, Amenities). The method used in this study is qualitative descriptive. Techniques for determining informants use purposive techniques in data collection using interviews, observation, and documentation techniques. The results of the study show that the development of tourism in Setu Babakan Tourism Village is optimal. However, there are still things that can be improved from each of these components.

Keywords: Setu Babakan Tourism Village, Betawi Culture, Cultural Tourism, Cultural Preservation.

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Introduction

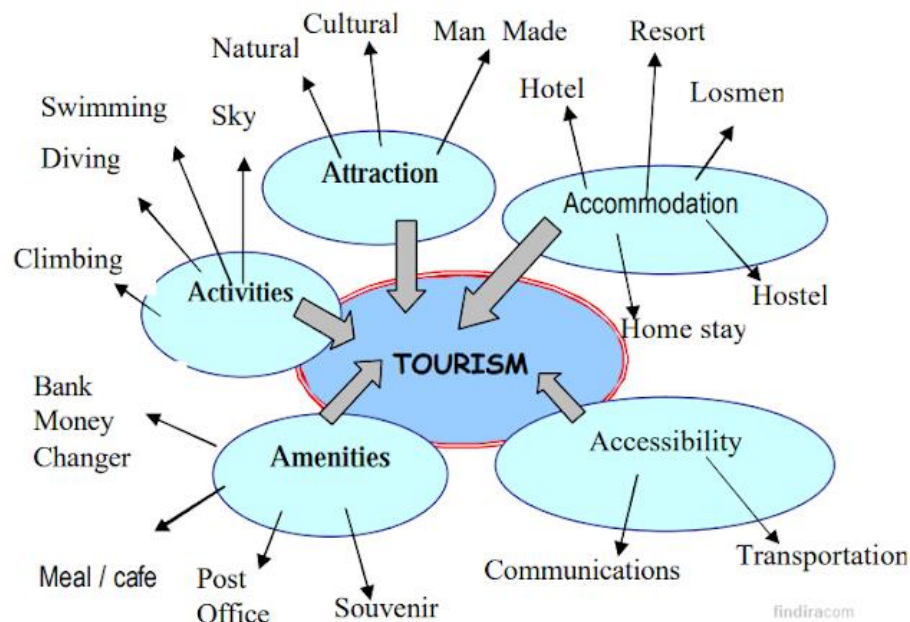
Setu Babakan Tourism Village, located in the Jagakarsa area, South Jakarta, has long been recognized as one of the prominent cultural tourism destinations in the Indonesian capital. With a diversity of arts, music, dance, culinary delights, and typical Betawi traditions, Setu Babakan Village is a window for visitors from within and outside the country to get to know and experience the richness of authentic Betawi culture. (Wandra, 2023). Although this cultural heritage has played an essential role in maintaining Betawi identity, modern developments bring their challenges (Pratomo et al., 2017). Globalization, urbanization, and technological developments have influenced local culture throughout the world, including in Jakarta (Jadidah et al., 2023). Most traditional cultural locations face intense pressure to adapt to modern trends and the needs of today's tourists (Rannu et al., 2023).

In this case, scientific literature has widely discussed the importance of preserving local culture and efforts to make cultural tourism destinations a means of maintaining unique cultural identities in the modern era. A number of studies have discussed the challenges and opportunities local communities face in safeguarding their cultural heritage, as well as how these efforts can impact cultural tourism and local identity (Irman, 2023).

Technological progress and development created the internet side with humans, even when this becomes a primary need to access various information (Wahyudi & Sukmasari, 2018). This can be seen in the increasing use of digital media, especially social media such as WhatsApp, Instagram, Traveloka, Agoda, websites, and other internet media. Data on internet users in Indonesia reached 213 million in January 2023, and the number increased from the previous year

to 205 million in January 2022. This means approximately 7 % of the Indonesian population uses the internet.

In the book *Potential and Opportunities Investment in the Tourism Sector*, Concept A5 (Attractions, Accessibility, Accommodation, Activities, Amenities), These parts are a complementary unit to meet expectations and provide experiences to tourists.



Source: *Book Potential and Opportunities Investment in the Tourism Sector* (Ariwibowo, 2018).

In the context of Setu Babakan, research will focus on concepts To analyze the strengths and weaknesses of the destination. This will maintain and improve power pull. Attractions can seen from existing attractions, unique culture like show art Betawi, traditional dance, Betawi specialties, and cultural festivals, which are some of the strengths of Setu Babakan (Amanda, 2016). Experience culture offered by Setu Babakan can become a Power pull main for visitors who are looking for a different experience (Marietta et al., 2016). Accessibility is seen as easy access from various areas of Jakarta, especially blessing access to good paths and existing transportation in general. However, challenges to accessibility like congestion And crossings need to be noticed to ensure visitors can reach the location fluently. Then, the availability of various accommodations around Setu Babakan provides flexibility for visitors to choose the appropriate one for their needs, from hotels to lodging. This is significant power for a destination. Furthermore, activities like cycling around the village, playing with boats on the lake, and shopping for locally handmade crafts add a diverse experience for visitors. Then, amenities are available, like restaurants with dishes typical of Betawi, shop souvenirs, and rest areas, which are essential in ensuring comfort for visitors.

To explore more deeply the potential of Setu Babakan as an icon of Betawi culture in modern times, this research will use a qualitative approach (Hakim et al., 2022). Interview methods, field observations, and SWOT analysis (*Strengths, Weaknesses, Opportunities, Threats*) will be used to understand better the strengths, weaknesses, opportunities, and threats faced by this destination in developing a Betawi cultural image that is relevant in the modern era. A SWOT analysis will help in formulating more effective development strategies. At the same time, a qualitative approach will allow us to gain in-depth insights from local communities, visitors, and local stakeholders (Sunarni, 2023). All of this will support efforts to maintain and increase the potential of the Setu Babakan Tourism Village as a relevant cultural destination in the modern era (Widaningsih et al., 2019).

Research previously by (Pehulisya & Nugroho, 2020) with the title "Existence Setu Babakan Village as an Attraction Tour Betawi Culture, South Jakarta" explains that the lack of promotions carried out will the existence of a Betawi cultural village Jakarta residents. In the

research by (Afina et al., 2022) titled "Tourism Village Marketing Strategy Based Information and Technology," the results of the AISAS theory explain significant changes in pattern behavior consumers since the presence of technology communication.

Research methods

This research will use a qualitative approach to understand in-depth visitor experiences, local community perceptions, and the factors that influence the development of Setu Babakan as a cultural destination. This approach allows researchers to explore individuals' views, beliefs, and experiences related to these destinations.

The plan will be made with stages of primary data collection with method interviews with various parties, including visitors, community, stakeholders' interests, and workers' industry tourists. The interview will focus on experiences and views related to A5 (Attractions, Accessibility, Accommodation, Activities, Amenities), as well as the perception of Betawi culture and the development of Setu Babakan. The next is secondary data collection, collecting documents related to Setu Babakan, such as planning travel, documents promotions, reports visits, and publications previously. Documents This will give context to history and development destination. Furthermore, SWOT analysis (*Strengths, Weaknesses, Opportunities, Threats*) is to analyze the collected data. This will help evaluate internal factors (strengths and weaknesses) as well as external factors (opportunities and threats) influencing the development of Setu Babakan.

Results and Discussion

A. General description

The Betawi Cultural Village (PBB) is the embryo of the Betawi Cultural Center, a place where natural beauty and Betawi traditions, which include Betawi religion, culture, and arts, are developed. In 2000, Governor DKI Jakarta Province issued Governor's Decree No. 92 of 2000 concerning Structuring the Environment of Village Betawi Culture in the Village Srengseng Sawah District Jagakarsa, South Jakarta. Based on the decree, they Finally started building PBB embryos on September 15, 2000. On January 20, 2001, it was legalized by the governor of DKI Jakarta, sir Sutiyoso, For the development of Village Betawi culture and wanted to be made Not just For the tour but also for the preservation of Betawi culture and the arrangement of Betawi culture. It was on March 10 , 2005, that he was born Regional Regulation No. 3 years. 2005 about Determination Village Betawi Culture in the Village Srengseng Sawah District Jagakarsa, South Jakarta.

B. Development Setu Babakan Tourism

After doing observations related to The 5A aspects (Amenities, Accessibility, Attractions, Accommodation, and Activities) in Setu Babakan are steps necessary for analyzing the potency development destination tour (Romdonih, 2019). Following are a number of possible strengths and weaknesses related to each aspect:

1. Amenities:

- Strengths** : Setu Babakan has unique amenities like show art Betawi, traditional crafts hands, and restaurants with food typical Betawi. Existence toilet facilities, premises parking, and rest areas can increase the comfort of visitors.
- Weakness** : Requires enhancement of infrastructure amenities to increase comfort for visitors. For example, repairing public toilets or facilities and also adding photo spots to help publication of existing activities If activity is in the Setu Babakan area:

2. Accessibility:

- Strength** : Setu Babakan is easily accessed from various areas of Jakarta. Access to the road is good, and there is general transportation, such as buses and online transportation, that can be done to help visitors get to the location.
- Weakness** : Congestion Then can cross Jakarta and become a constraint for accessibility. Possible required repair in management Then cross or alternative transportation. The addition of indicator signs and directions from various directions is also possible to help travelers recognize the area from various corners.

3. Attractions:
 - Strengths : Setu Babakan offers attractions of unique cultures, such as show puppet leather, Betawi dance, and cultural festivals. This can interest visitors who are looking for an experience culture.
 - Weakness : Variation attractions Can expanded to interest various types of visitors. The development of diverse attractions can increase Power pull destinations. You can also do it at show time reproduced to see from which day lots of travelers visit. This can also be done to help promote through digital media so that tourists visiting can know about timetables and existing attractions.
4. Accommodation:
 - Strengths : Yes, various choice accommodations around Setu Babakan, including hotels, guesthouses, and house stay. It gives visitors diverse options.
 - Weaknesses : Several accommodations may need to be updated or enhanced in terms of quality service to fulfill the expectations of visitors. Existing accommodation, the distance is also possible. Enough Far from area tour, remember the setu area rounds are also available for other tours, namely doubtful. However, there needs to be more accommodation available.
5. Activities:
 - Strengths : Activity like driving a boat on the lake, cycling, or shopping craft hand locals can give diverse experiences.
 - Weakness : Necessary thought is more about how to develop interesting activities for various types of visitors, including families, couples, and *solo travelers*.

Conclusion

Closing is the conclusion from the results of research that has been implemented and constituted an answer to the formulation problem. Conclusion aligned with formulation problems and goals study. In terms of conclusion, more from one, then written down, use numbering numbers and not use bullets. In part closing, this can also be done by adding prospect development from results research and application further, which becomes prospect study next.

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