MARKETING STRATEGY OF BETAWI SETU CULTURAL VILLAGE THROUGH SOCIAL MEDIA

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ABSTRACT

This paper discusses how the Setu Babakan Betawi Cultural Village in marketing tourist attractions through social media. This research uses qualitative research supported by quantitative data. The data collection techniques in this final project are observation, interviews, literature study, and questionnaire. The results of this study suggest that Setu Babakan Betawi Cultural Village Activities Unit to further improve marketing especially through social media, multiply activities that are inviting many visitors, overcome negative responses that still exist in the community regarding Setu Babakan Betawi Cultural Village, and improve hospitality and conduct training for tour guides which will be provided in the future.

KeyWords: Marketing, Activities, Response, Social Media

INTRODUCCION

Indonesia is the largest archipelagic country in the world which is located on the southeast side of the Asian continent. Indonesia consists of various ethnic groups, religions, races, languages, and cultures, each of which has its own uniqueness. Therefore, Indonesia is famous in the eyes of the world for the differences that exist in it. Even though they are different, Indonesian people can still accept them and can still live side by side with each other. This is what attracts tourists to come and see firsthand the culture that exists in Indonesia.

Setu Babakan Betawi Cultural Village is an area in the South Jakarta area which is a place for the growth and development of Betawi culture. Betawi culture in question includes all the results of physical and non-physical ideas and...
works, including arts, customs, folklore, literature, culinary arts, clothing, and architecture with Betawian characteristics. Setu Babakan Betawi Cultural Village is located on Jalan RM Kahfi II, RT.13/RW.8, Srengseng Sawah Village, Jagakarsa District, South Jakarta, with a land area of about 289 hectares. The Betawi Cultural Village of Setu Babakan is the center of Betawi culture, where Betawi traditions such as religion, culture, and Betawi art are developed. The desire to build a Betawi cultural center was sparked in the 90s.

The Betawi Community Deliberation Board for the 1996-2001 period made a work program design, namely "Building a Betawi Cultural Village Center". At the insistence of the strong Betawi community and with the support of Betawi leaders and Betawi community organizations, together with the Betawi Community Consultative Body as an institution that protects all activities of Betawi community organizations and foundations, finally an agreement was born by proposing a work program "Building a Betawi Cultural Village Center" with location in Setu Babakan Srengseng Sawah, South Jakarta. The Governor of DKI Jakarta Province issued Governor's Decree No. 29 of 2000 regarding the Environmental Arrangement of the Betawi Cultural Village in Srengseng Sawah, Jagakarsa, South Jakarta in 2000. Based on the Decree, the construction of the Betawi Cultural Village began on September 15, 2000.

According to information from sources, the number of visits to the Setu Babakan Betawi Cultural Village increases every year. However, for this year there was a decrease in visits due to the Covid-19 outbreak and the closure of the Setu Babakan Betawi Cultural Village during the outbreak. The data says that in 2019, Setu Babakan Betawi Cultural Village received 507,536 visits. The highest number of visits in 2019 was in June, which is the month when school children are off. If averaged, the average number of visits per day in 2019 was 1,390.51 people.

This figure is quite a lot for a visit to a place that is a cultural center. So therefore, Setu Babakan Betawi Cultural Village is an area located in Srengseng Sawah, Jagakarsa, South Jakarta. The Setu Babakan Betawi Cultural Village area is under the auspices of the DKI Jakarta Provincial Cultural Office, which has a focus on cultural preservation, especially Betawi culture. However, there are several root causes, including: What is the marketing strategy of Setu Babakan Betawi Cultural Village? What just activities in the village Betawi culture in increase tourists? How is the community's response to the existence of the Betawi Cultural Village of Setu Babakan? What are the management's efforts to increase the number of tourists?

LITERATURE REVIEW

Previous Research

Research on the Setu Babakan Betawi Cultural Village has been carried out previously by previous researchers. Previous research can be used as a reference for the author so that it can be used as a research reference. The following will explain previous studies regarding the Setu Babakan Betawi Cultural Village that the authors found:

Maryetti, et al (2016) in the Journal of Indonesian Tourism Destinations which has the title "Sustainable Development of the Setu Babakan Cultural Village as a Tourist Attraction" explains the potential development of the Setu Babakan Cultural Village along with the potential tourist attraction of the Setu Babakan Cultural Village. The potentials of the Setu Babakan Cultural Village include cultural tourism, religious tourism, culinary tourism, and nature tourism. Edutourism is a top priority in the sustainable development of the Setu Babakan Cultural Village, where most of the visitors to the Setu Babakan Cultural Village are students. Training and additional knowledge for local communities are needed to change the character towards tourism development.
that is environmentally friendly and friendly to tourists.

Wardana, Yoan and Basuki Dwisusanto (2019) in the RISA Journal entitled "Physical Character of Kampung Setu Babakan, South Jakarta, As Betawi Cultural Heritage Region" explained about the representation of physical characters in Kampung Setu Babakan, where this study aims to determine the extent which Betawi culture is in the physical character of Setu Babakan Village. According to this research, only 10 of the 5,961 buildings in Setu Babakan Village still have and maintain the physical character of Betawi culture. Of the ten buildings that still maintain the physical character of Betawi culture, six of them are located in the office of the manager of Kampung Setu Babakan. In the embryo zone of Kampung Setu Babakan there are only 2 buildings that reflect the physical character Betawi culture as a whole, even though this zone is the main zone of Kampung Setu Babakan. The lack of physical character in Setu Babakan Village is caused by several factors, including the existence of a new culture due to the development of the times or the culture of immigrants, changing lifestyles and environmental conditions, limited land, economic factors, technological developments and materials, and others.

Marketing and Marketing Strategy
According to William J. Stanton (2009), marketing is an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of both existing and potential buyers. Another definition of marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. According to Sofjan Assauri (2013:15), marketing strategy is a series of goals and objectives, policies and rules that provide direction to the company's marketing efforts from time to time, at each level and the references and allocations, especially as the company's response to the ever-changing competitive environment and circumstances. In other words, marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time at each level and its references and allocations, especially as the company's response to the environment and competitive conditions that are always changing.

Tourism Marketing
Tourism marketing is all efforts to be able to meet the needs and desires of tourists through the creation of tourism products, packaging, distribution, transactions, consumption, up to post-consumption by tourists. Marketing efforts in the tourism industry are said to be successful if tourists revisit a destination, even many times and tourists invite their colleagues to come back.

Social Media and Its Types
According to Caleb T. Carr and Rebecca A. Hayes (2015), social media is an internet-based media that allows users the opportunity to interact and present themselves, either immediately or delayed, with a wide audience or not, which encourages the value of user-generated content and perception of interaction with others. Another opinion was put forward by Dave Kerpen (2011), namely social media are texts, images, videos, and online links that are shared among people and organizations. There are several types of social media, including: Online Social Networking: a web-based service that allows individuals and communities to connect with real-world friends and acquaintances online. Users interact with each other through status updates, comments, media sharing, messages, and more.

1. Blogging: A journal-like website for online users, to contribute to textual and multimedia content, arranged in reverse chronological order. Blogs are generally managed by individuals or communities. An example of blogging is Blogspot.
2. Micro-Blogging: Microblogging can be considered the same as a blog, but with limited content. An example is Twitter.

3. Wikis: Wikis are collaborative editing platforms that allow multiple users to develop web pages. An example is Wikipedia.

4. Social News: A social news site that allows its user community to vote and share stories and news articles.

5. Social Bookmarking: Allows users to bookmark web content for storage, organization and sharing.

6. Media Sharing: An umbrella term that refers to sharing various media on the web including video, audio, and photos. An example is YouTube.

7. Opinion, Reviews, and Ratings: Its main function is to collect and publish user-submitted content in the form of subjective comments on products, services, entertainment, businesses, places, etc. Some sites also provide product reviews.

8. Community Q&A: This site provides a platform for users looking for advice, guidance or knowledge to ask questions. Other users of the community can answer this question based on previous experience, personal opinion, or from relevant research. Answers are generally judged on the basis of ratings and comments. An example is Yahoo Answers.

METHODOLOGY

In making this thesis, the author uses qualitative research methods. Here are some of the things the author did to do research. The author uses qualitative research methods. According to Denzin & Lincoln (1994), qualitative research is research that uses a natural setting with the intention of interpreting phenomena that occur and is carried out by involving various existing methods (Anggito, 2018). The research that the author did was also supported by quantitative data. Questionnaire is a method of collecting data by giving or asking a set of questions or written statements to the respondents (Herlina, 2019).

RESULTS AND DISCUSSION

Setu Babakan Betawi Cultural Village Marketing Strategy

Setu Babakan Betawi Cultural Village is a village location which is a place for preserving Betawi culture. Betawi culture itself is an original culture that has long existed in the DKI Jakarta area and its surroundings. Jakarta, which is the capital city of Indonesia and the center of the country's economy, is certainly one of the tourism destinations for both domestic tourists and the gateway to Indonesia for foreign tourists. The tourists will of course find out what the cultures belong to every tourist area, especially the tourist area being visited. Of course, this is not always aimed at tourists from outside the region, but also to tourists from within the city. Therefore, it is necessary to develop cultural-based tourist places or areas that further highlight local cultural tourism, and are also introduced to all levels of society.

Setu Babakan Betawi Cultural Village certainly does marketing to the wider community to attract tourists and also introduce Betawi culture. There are two marketing strategies carried out by the Setu Babakan Betawi Cultural Village, namely conventionally and social media.

Conventional Marketing Strategy

The Betawi Cultural Village of Setu Babakan initially carried out its tourism marketing in a conventional way. Conventional marketing or traditional marketing itself is a marketing process through offline communication media such as through the distribution of brochures,
advertisements on television, radio, and so on. In terms of conventional marketing strategies, Setu Babakan Betawi Cultural Village uses several conventional methods in marketing its tourism objects. Conventional methods used include:

1. Private Radio
   Setu Babakan Betawi Cultural Village uses private radio services to introduce everything in the Setu Babakan Betawi Cultural Village.

2. DKI Jakarta Communication, Informatics, and Statistics Office
   The DKI Jakarta Communication, Informatics and Statistics Office is the organizer of government affairs and has duties in the fields of Communication and Informatics, Statistics, and Encryption. In this case, Setu Babakan Betawi Cultural Village utilizes the DKI Jakarta Communication, Information and Statistics Office as a marketing tool by conveying information to the wider community that Setu Babakan Betawi Cultural Village is an area that can be visited.

3. Leaflet and Booklet
   One of the methods used by Setu Babakan Betawi Cultural Village in conventional marketing is leaflets and booklets. One of the leaflets and booklets is available at the DKI Jakarta Tourism and Creative Economy Office Building B.

4. Go around
   The team from the Setu Babakan Betawi Cultural Village routinely travels to the Pasar Minggu area of Jakarta or to the area around the location of the Setu Babakan Betawi Cultural Village to invite the public to come visit. Traveling is usually done on weekends, and invites people to come to a cultural event that is routinely held every weekend at the Setu Babakan Betawi Cultural Village.

Digital Marketing Strategy

Along with recent technological developments, Setu Babakan Betawi Cultural Village uses digital marketing strategies, one of which is by using social media. Digital marketing itself is all efforts made in terms of marketing using internet-connected devices with a variety of strategies and digital media, with the aim of being able to communicate with potential consumers through online communication channels. The following are some marketing strategies for the Setu Babakan Betawi Cultural Village digitally:

1. Google
   If an internet user types "Setu Babakan Betawi Cultural Village" on the Google search page, some information will immediately appear about the Setu Babakan Betawi Cultural Village. This information includes: Picture; About Village Culture; Betawi Setu Babakan; Review from visitors which have visited; Update on Google social media, with the username Setu Babakan Betawi Cultural Village Area Management Unit; Phone number; Route to location; Address; Operational hour; and others.

2. Website
   Official UPK UN Setu Babakan Betawi Cultural Village has its own website. To open the website of the Setu Babakan Betawi Cultural Village, it can be accessed via http://www.setubakanbetawi.com/. This official website contains various kinds of information about the Betawi Cultural Village of Setu Babakan which is quite complete and interesting to know for tourists.

3. Facebook
   The social media Facebook Setu Babakan Betawi Cultural Village has the username Upkpbb Setu Babakan. The social media Facebook belonging to the Setu Babakan Betawi Cultural Village is quite active in posting various kinds of information about events at the Setu Babakan Betawi Cultural Village, for example invitations to come to
the Regular Arts Performances, visits by school children, even important announcements such as closings. Location due to the Covid-19 outbreak that hit Indonesia and the whole world in March 2020. All of the Facebook posts of the Setu Babakan Betawi Cultural Village are basically not much different from the posts on the Setu Babakan Betawi Cultural Village Instagram. Facebook from Setu Babakan Betawi Cultural Village has 2,291 friends/followers.

4. YouTube
The YouTube Social Media belonging to the Setu Babakan Betawi Cultural Village has the channel name UPKPBB Setu Babakan. This channel was created on April 8, 2018 and all of its video uploads have been viewed by 4,415 netizens. The UPKPBB Setu Babakan YouTube channel contains 21 video uploads containing several themes, such as agro tourism, coverage of the Betawi Culinary Festival, Betawi Arts Performances, and others.

5. Twitter
Setu Babakan Betawi Cultural Village has a Twitter social media account with the username UPKPBB. This account was created in September 2016, and has 96 followers. However, the Twitter account from UPKPBB has not updated the post because the last post uploaded was a post about the video "Pick Jamblang Fruit in Setu Babakan" on October 21, 2019.

6. Instagram
Setu Babakan Betawi Cultural Village has an Instagram social media account with the username upkpbb_setubabakan. Instagram from Setu Babakan Betawi Cultural Village is one of the social media that is quite actively updated by the Betawi Cultural Village UPK team. The Instagram account belonging to the Setu Babakan Betawi Cultural Village has 1,768 followers and has uploaded as many as 478 uploads. There are many and complete updates on Instagram belonging to the Setu Babakan Betawi Cultural Village, containing various kinds of information, such as photos/videos of visits or study tours from schools, documentation of cultural performances, information on art performance schedules, a list of available weekend events, in tourist attractions under the auspices of the DKI Jakarta Tourism and Creative Economy Office and the DKI Jakarta Culture Office, and others.

Activity in Setu Babakan Betawi Cultural Village in Increasing Tourists
Setu Babakan Betawi Cultural Village is a Betawi cultural preservation area in accordance with Regional Regulation No. 4 of 2015 concerning Betawi Culture Preservation, in which Setu Babakan Betawi Cultural Village is an implementing unit on Betawi culture preservation. Therefore, Setu Babakan Betawi Cultural Village displays Betawi cultures including art, culinary, even fashion.

Jakarta Culinary Festival
The Jakarta Culinary Festival is one of the events at the Setu Babakan Betawi Cultural Village. This event presents a variety of Betawi specialties, including culinary delights that are rarely heard by young people. In addition to serving Betawi cuisine, at the Jakarta Culinary Festival there are also culinary workshops, pletok beer-making competitions, and even general category culinary competitions. This event was enlivened by musicians and featured Betawi cultural attractions. This Jakarta Culinary Festival was last held on 1-3 November 2019.

Betawi Regular Performing Arts
Regular Betawi Art Performances at the Setu Babakan Betawi Cultural Village are routinely held every Saturday every week. This Betawi Regular Art Performance displays various kinds of Betawi arts such as masks, tanjidor, lenong, and others. This event was held at the Setu Babakan Betawi Cultural Village Amphitheater Zone A. Every week, the performances displayed at the Betawi Regular Arts may be different. There are also studios that appear every week and the studio changes every week. Knowledge Survey on Betawi Village Previous researchers have distributed questionnaires to several respondents who
can be categorized as the wider community. This questionnaire was distributed and has been responded to by 25 respondents. In this questionnaire, there are 5 questions, most of which are about public knowledge about the Setu Babakan Betawi Cultural Village. In the following, the authors attach the results of the respondents who have filled out the questionnaire made by the author with the title "Knowledge Survey on Setu Babakan Betawi Cultural Village".

Based on the domicile of the respondents, the majority are respondents who live in Greater Jakarta with a percentage of 92%, followed by Bandung and Malang each with the same percentage of 4%. Based on the respondents' knowledge of the Setu Babakan Betawi Cultural Village, the majority already knew about the Setu Babakan Betawi Cultural Village with a percentage of 64%. However, as many as 36% of the respondents had never known about the Setu Babakan Betawi Cultural Village. Based on the results of the questionnaire above regarding what media made the respondents know, as many as 36% of respondents or 9 respondents really did not know about the Setu Babakan Betawi Cultural Village. Therefore, the author can discard 36% of the data above. As many as 64% or 16 respondents from the rest of the respondents above, which means that they have visited the Setu Babakan Betawi Cultural Village and the author can use it as 100% to see further data. Of the respondents who have visited the Setu Babakan Betawi Cultural Village, the following are media that let them know about the existence of the Setu Babakan Betawi Cultural Village:

- 37.50% Word of mouth
- 25.00 % Social media
- 12.50% Newspaper/television
- 6.25% Parents
- 6.25% Live view
- 6.25% School
- 6.25% In-person visits

From the results of the questionnaire above about the public's interest in visiting the Setu Babakan Betawi Cultural Village, the majority of respondents were interested in visiting the Setu Babakan Betawi Cultural Village with a percentage of 72%. However, as many as 28% of respondents were not interested in visiting the Setu Babakan Betawi Cultural Village even though they had heard and knew about it. From the results of the questions above regarding whether or not they have seen a promotion/invitation to come visit the Setu Babakan Betawi Cultural Village, the majority of respondents who have a percentage of 72% have never seen or found a promotion or invitation to come visit the Setu Babakan Betawi Cultural Village. On the other hand, 28% of the respondents had seen a promotion or invitation to come to the Setu Babakan Betawi Cultural Village.

Management's Efforts to Increase the Number of Tourists

Every manager of a tourist destination certainly wants visitors to come. Of course this can make the tourism object more well known by the wider community and can increase income than the tourist attraction itself, so that managers can improve and develop the tourist attraction. Betawi Cultural Village is one of them which also seeks to increase the number of tourists. Based on the author's interview with Mr. H. Buhori, SH., MH as Curator of the Museum at Setu Babakan Betawi Cultural Village and as Secretary of the Cultural Affairs Organization of the Betawi Community Deliberation Board, the following are the efforts made by Setu Babakan Betawi Cultural Village in increasing tourists.

Maximum Service

The Setu Babakan Betawi Cultural Village Activity Management Unit or UPK PBB Setu Babakan will continue to improve services optimally to visitors. Maximum service can be seen from the hospitality provided by the manager. Managers provide the maximum possible service as they have Betawi culture which is known to be friendly, familiar, and open. The Betawi cultural traits will always be displayed by the Setu Babakan Betawi Cultural Village Activity Management Unit.
Facilities and infrastructure

Facilities and infrastructure is the most important thing that must exist in a tourist attraction. The Setu Babakan Betawi Cultural Village Activity Management Unit will continue to improve existing facilities and infrastructure, such as tidying up all public facilities and maintaining cleanliness. The Setu Babakan Betawi Cultural Village Activity Management Unit tries to make visitors feel comfortable during their visit.

Guide

The Setu Babakan Betawi Cultural Village Activity Management Unit in the future will provide tour guides or tour guides as one of the manager's efforts to increase the number of visits. The management will provide qualified and competent tour guides in their fields.

CONCLUSION

Based on the results of research on "Marketing Strategy for Setu Babakan Betawi Cultural Village through Social Media" which the authors have described above, it can be concluded that Setu Babakan Betawi Cultural Village carries out marketing strategies through 2 (two) methods, namely conventional and digital. For conventional marketing strategies, Setu Babakan Betawi Cultural Village carries out a marketing strategy in 4 (four) ways, namely (1) using private radio services to introduce what is in Setu Babakan Betawi Cultural Village to radio listeners, (2) through DKI Jakarta Communication, Informatics, and Statistics Office by conveying information to the wider community that Setu Babakan Betawi Cultural Village is an area that can be visited, (3) through printed media in the form of leaflets and booklets, and (4) to tour the area around the Setu Babakan Betawi Cultural Village to provide information about events to be held, especially events on weekends. For a digital marketing strategy, Setu Babakan Betawi Cultural Village carries out a marketing strategy with 5 media, namely (1) through Google which when users find out about Setu Babakan Betawi Cultural Village, Google will provide a lot of information to users such as image information, reviews, address, profile, updates, telephone number, operating hours, etc., (2) through the website of the Setu Babakan Betawi Cultural Village, namely www.setubabakanbetawi.com, which contains all information about the Setu Babakan Betawi Cultural Village, (3) through the Upkpbb Setu Babakan Facebook account where the Facebook social media belonging to the Setu Babakan Betawi Cultural Village is quite active in posting various kinds of information about events that will be held and inviting the public to come to visit, (4) through the YouTube channel, where this media is used by the Setu Babakan Betawi Cultural Village Activity Management Unit to share video footage of what is in the Setu Babakan Betawi Cultural Village, (5) through the Setu Babakan Betawi Cultural Village Twitter account who has the username UPKPBB, whose Twitter account is no longer active in posting since his last post in October 2019, (6) and through the Betawi Cultural Village Setu Babakan Instagram which has the username upkpbb_setubabakan which social media is quite active in posting activities and documentation a visit to the Setu Babakan Betawi Cultural Village. There are several efforts made by the Setu Babakan Betawi Cultural Village Activity Implementation Unit in increasing tourists. First, by holding a Jakarta Culinary Festival which is able to attract people to come and get to know Betawi cuisine. The second is to hold a Betawi Regular Performing Arts event, which is held every Saturday. The community's response to the Setu Babakan Betawi Cultural Village is divided into two respondents, namely respondents who live around the Setu Babakan Betawi Cultural Village and respondents who are not part of the surrounding community or can be referred to as the wider community. A positive response from the local community was given to the Setu Babakan Betawi Cultural Village, because the presence of the Setu Babakan Betawi Cultural Village can
improve and support their economy. The wider community also gave a positive response to the Betawi Cultural Village of Setu Babakan, because they could get to know Betawi culture more deeply. Based on the questionnaire that the author has distributed to the wider community about the Setu Babakan Betawi Cultural Village.

**SUGGESTION**

Based on the results of research on "Marketing Strategy for Setu Babakan Betawi Cultural Village through Social Media" which the author has described above, the authors can suggest:

1. Increasing marketing, especially through social media. In this era of rapid information flow, social media is a powerful means of disseminating information. Therefore, the authors suggest using all social media of the Setu Babakan Betawi Cultural Village to the maximum and can also promote the Setu Babakan Betawi Cultural Village through Instagram accounts which are info accounts and have many followers such as jktinfo and others.

2. Increase activities that invite large numbers of visitors, such as holding large events that have the potential to be attended by many visitors. Because when visitors have a good experience when visiting the Setu Babakan Betawi Cultural Village, they will tell their experiences to their relatives and will make more and more visitors interested and coming.

3. In the midst of the positive response given by the community to the Betawi Cultural Village of Setu Babakan, there were also some negative responses. The author recommends the Setu Babakan Betawi Cultural Village Management Unit to be able to overcome the negative response, especially for those who are not at all interested in the Setu Babakan Betawi Cultural Village by creating an image that the Setu Babakan Betawi Cultural Village is an interesting place to visit in addition to cultural tourism.

4. Improving hospitality and conducting training for tour guides which in the future will be provided by providing as much insight as possible about the Setu Babakan Betawi Cultural Village. In addition to the authors, the Setu Babakan Betawi Cultural Village Activity Implementation Unit should improve access to the location. According to the author's observations when visiting the location, the access road is quite narrow, especially when passing through Entrance 1 Bang Pitung, Setu Babakan Betawi Cultural Village.

5. **BIBLIOGRAPHY**


