THE STRATEGY OF DEVELOPMENT JAKARTA WALKING TOUR

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ABSTRACT
The central government has designated DKI Jakarta as one of the priority areas for Indonesia's tourism development. One of the tours that is currently being developed is the Jakarta Walking Tour. Therefore, the study of the Jakarta Walking Tour tourism development strategy is interesting to do. Data collection methods used in this study were interviews, observation, and literature study. The results show that the Jakarta Walking Tour development strategy is on the track and has shown the synergy of various Jakarta tourism stakeholders. Currently there are 6 Jakarta Walking Tour routes, but these routes must be continuously developed so that more alternative travel trips can be made. In terms of promotion, it must be further enhanced by using various media so that it is better known by the wider community.

Keywords: Jakarta Walking Tour, Tourism, Urban Tourism

INTRODUCTION
DKI Jakarta continues to develop the tourism sector with various innovations and creativity. DKI Jakarta has a slogan, "Enjoy Jakarta", which means it gives a message that Jakarta deserves to be a favorite tourist and cultural destination for both domestic and non-domestic (foreign) tourists. This city has many types of tourism such as cultural tourism, religious tourism, culinary tours, shopping tours, MICE tours, nature reserves and marine tourism as well as various other urban tourism types.

DKI Jakarta consists of 4 municipalities and 1 regency, one of which is the municipality of Central Jakarta. Central Jakarta is a city that has many historical records in the form of buildings, environment, and culinary delights. Existing facilities in Central Jakarta are quite adequate, such as lodging, transportation, shopping and restaurants. Currently, Central Jakarta has developed as a pedestrian-friendly city with sidewalks that pamper pedestrians. This condition is a great opportunity to promote tourist destinations in Central Jakarta which can be reached on foot. Tourist activities do not always use special modes of transportation, such as buses, tourist trains, chartering vehicles. The Central Jakarta City Government has begun to implement a new tourism model, namely walking, which is called the "Jakarta Walking Tour".

Jakarta Walking Tour is a tour or walking tour to several cultural and historical
sites around Jakarta. The Central Jakarta Regional Government, the Central Jakarta Culture and Tourism Office, and the Indonesian Tour Guides Association (HPI) have held a 'Jakarta Walking Tour' trial which was held on 11 October 2019 in the Thamrin area, Jakarta. ‘Jakarta Walking Tour’ is a walking tour activity to several cultural and historical sites around Jakarta with a tour guide.

Based on the preliminary information that the author received, this Jakarta Walking tour has actually been around for a long time but is still not very popular and is not massively promoted because it is developed by the community. One of the communities that initially developed a walking tour was the Jakarta Good Guide. In the beginning, in Kota Tua there was a tourguide community, namely the Jakarta Good Guide (JGG) which was established specifically to introduce the Kota Tua Jakarta. Since 2014, JGG has introduced many tourist attractions in Kota Tua, Jakarta to foreign and domestic tourists. There are more and more tourists who take this walking tour every year. The Jakarta Walking Tour attracts several local and foreign tourists, because with this Jakarta Walking Tour tourists get information about history in the form of buildings and environment, as well as culinary in Jakarta casually but get in-depth information.

The author is interested in raising several questions for the following research:
1. What are the opportunities for tourism development in the Jakarta Walking Tour?
2. How is the Jakarta Walking Tour tourism development strategy?

LITERATURE REVIEW

Tourism is an activity that can be understood from many approaches. In the Republic of Indonesia Law Number 10 of 2009 on Tourism, it is explained that: 1. Tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or learning the uniqueness of the tourist attraction being visited, within a period of time. 2. Tourists are people who do tours. 3. Tourism is various kinds of tourism activities supported by several facilities and services provided by the community, businessmen and government.

Walking Tour is a tourist activity on foot that arises because of the desire of the community to choose new alternatives in activities to visit tourist destinations that are not too far away so that it becomes a pattern of travel. Walking tours were born from the community and society which later became a new phenomenon in community tourism activities and their development was supported by government institutions. This is in line with the concept of tourism as a social phenomenon, which concerns humans, communities, groups, organizations, culture and so on, which are the objects of sociological studies. (Pitana, 2005).

The Jakarta Walking Tour needs to be analyzed to see the opportunities and the success rate. One of them is using a SWOT analysis. SWOT analysis is a systematic identification of various factors that are used to formulate strategies (Rangkuti, 2006). Strategy formulation is based on the strength and weakness variables which are the internal environment while the external environment consists of opportunities and threats. SWOT analysis is divided into 4 (four) basic components (Hamali, 2016):

a. Strength (S), the current situation or condition of the strength of the organization or program.
b. Weakness (W), the situation or condition of weakness of the organization or program at this time.
c. Opportunity (O), the situations or conditions of opportunity outside the organization and providing opportunities for development for future organizations.
d. Threat (T), which is a threat situation for the organization that comes from outside the organization and can threaten the existence of the organization in the future.

The SWOT analysis method can be considered as the most basic method of analysis, which is useful for looking at a topic or problem from four different sides. The results of the analysis are directions / recommendations to maintain strength and increase the benefits of existing opportunities, by reducing shortages and avoiding threats (Hamali, 2016).

A tourism destination is an area that includes certain geographic areas that have components such as tourist attractions, tourism service facilities, accessibility, and communities that are related and able to create
visits from tourists. The development of tourism destinations must include the following main components (Cooper, 1996; Sunaryo, 2013):
1. Attractions are the main product of a destination. Attractions related to what to see and what to do include natural beauty and uniqueness, local culture, heritage of historical buildings, and artificial attractions such as games and entertainment facilities.
2. Accessibility is a means and infrastructure to get to a destination. Important aspects that support accessibility include the transportation system, transportation routes, airport facilities, ports, terminals, and modes of transportation.
3. Amenities are all supporting facilities that can meet the needs and desires of tourists while in a destination, including supporting facilities for the tourism industry, such as accommodation, catering services, travel agencies, money exchange facilities, and the like.
4. Ancillary is the availability of an organization or people who take care of the destination. such as banks, hospitals, post offices, telecommunications, and the like.
5. Institutions are institutions that have the authority, responsibility and role in supporting the implementation of tourism activities.

RESEARCH METHODS
This study was conducted using qualitative research methods. Qualitative research is a method for exploring and understanding the meaning that a number of individuals or groups of people think comes from a social or humanitarian problem (Creswell, 2010). This research uses data collection techniques literature study, observation and interviews with stakeholders related to the development of the Jakarta Walking Tour such as the Jakarta City Government Tourism and Culture Office, tourism industry players and tourists.

RESULTS AND DISCUSSION
1. Jakarta Walking Tour Tourism Development Opportunities.
Jakarta Walking Tour is one way of traveling that is usually done in an urban environment with a tour guide or a companion from HPI (Indonesian Tourism Association) who will provide a brief explanation of the history of the place to be visited. The main purpose of the Jakarta Walking Tour is to provide an opportunity for everyone who wants to discover interesting places, local food, and a part of the beautiful city of Jakarta. According to the Head of Central Jakarta Tourism and Culture, Walking Tour is a tour or walking tour to several cultural and historical sites around Jakarta. Jakarta Walking Tour is still something new in the world of tourism in Indonesia, because it can be seen from the walking tour organizers that it is still very few. The DKI Jakarta government, especially the City of Central Jakarta, has since 2019 made the Enjoy Jakarta Walking Tour program.

In this tourism development, there are strengths, weaknesses, opportunities, and threats that occur in the Jakarta Walking Tour.

a. Strengths: The strength of tourism Jakarta Walking Tour is a type of tourism that is relatively new and unique in the city of DKI Jakarta. Central Jakarta keeps many historical records in the form of buildings, environment, and culinary delights so that tourists get a lot of information about the city of DKI Jakarta. This Jakarta Walking Tour has many routes where the tourist destinations offered are very attractive to tourists and this tour also collaborates with Travel Agents / Travel Agents, the Indonesian Tourism Association (HPI), the Jakarta Good Guide Community, Jakarta Food Traveler and other communities which is in Jakarta so that it can be a great opportunity to make the Jakarta Walking Tour a mainstay tour of the city of DKI Jakarta, especially the City of Central Jakarta.

This tour provides a Tour Guide which already has a professional certification from the Ministry of Tourism and is part of the Indonesian Tourism Association (HPI) so that all historical information conveyed by the tour guide is guaranteed authenticity and they are technically proficient in practicing it. The cost offered to tourists is very affordable and this Jakarta Walking Tour can also be an alternative for local / foreign tourists who want to travel on a minimal budget, but get a lot of memorable experiences.
Jakarta Walking Tour tourism can reduce pollution in Jakarta because in this tour, tour guides or local / foreign tourists do not use vehicles, but tour guides and tourists walk from one tourist destination to another or it can be called the Jakarta Walking Tour. travel by exercising.

Head of the Central Jakarta Tourism and Culture explained that the presence of this walking tour was supported by the presence of sidewalks in Central Jakarta which were wide, good, and comfortable, which were of great value. Plus, by walking, tourists can experience all tourist attractions firsthand. This is also strengthened by one of the Jakarta Walking Tour activists. “The strength of this Jakarta Walking Tour is unique, because of the unique way of tourism, the price offered is cheap, and the tourist destinations are also very diverse. So this tour can have the potential to be superior in traveling”. (Interview with Essam, Jakarta tourism activist, 2020)

b. Weaknesses: The disadvantage of Jakarta Walking Tour tourism is that this tour takes a relatively long time to do, of course it will be faster if you do the tour using transportation such as buses, cars, trains or other transportation. So that if there are tourists who come to Jakarta and only have a short time, tourists will tend not to choose this walking tour. This tour is still unknown to many people, due to the lack of promotion spread by the Jakarta Walking Tour to local / foreign tourists. Not all local / foreign tourists like to walk. The route that the Jakarta Walking Tour offers is quite interesting, but there are several tourist destinations that make it impossible to get to these tourist destinations.

The limited cost of building adequate facilities, such as comfortable sidewalks, sampat places, and seats. In addition, the population level in Jakarta is very high, so this is a weakness of the Jakarta Walking Tour. “The weakness of this Jakarta Walking Tour is that tourists who are elderly or unable to walk for long, it will be an obstacle and also an interest from tourists. We cannot equal this obstacle to walking in the hot sun and air in Jakarta. So the weakness is that not everyone can be interested in this walking tour because the attractiveness of the city of Jakarta as a modern city is much more attractive to date, compared to walking”. (Interview with Essam, Jakarta tourism activist, 2020)

c. Opportunities: Opportunities from tourism in Jakarta Walking Tour are that this tour provides a different experience from other walking tours by selling products that highlight the uniqueness and suit the interests of tourists. This Jakarta Walking Tour can be one of the leading tours or a characteristic of the city of DKI Jakarta. With the addition of infrastructure development that is being intensified by the government, making access to tourist destinations easier in this tour. With the tourism, the Jakarta Walking Tour can be an opportunity to promote unique and interesting tourist attractions in DKI Jakarta.

d. Threats: The threat from Jakarta Walking Tour tourism is on the security, safety, comfort and criminality side because basically the more people in a tourist destination, the higher the threat. This threat can be overcome by taking advantage of the opportunities available on the Jakarta Walking Tour.

Regarding the Jakarta Walking Tour route, currently six (6) routes have been provided in the Enjoy Jakarta Walking Tour program, which are as follows:
1. The route from the Skyscraper starting from the Sapta Pesona building, Jalan Sabang, Djakarta Theater, to the All Seasons Hotel
2. The City Center route from the National Museum and ends at Jakarta's Cathedral.
3. The Pasar Baru route starts from Juanda Station to the Antara Museum
4. The Diversity route starts from the Isqlal Mosque, Vihara Dharma Jaya, and ends at the PNIEL Church
5. The Weltevreden route starts from the Istiqlal Mosque and ends at the West Irian Liberation Monument
6. The Menteng Prominent Residences route starts from Taman Suropati to Cut Meutia Mosque.
The distance between each route is about 2 to 3 kilometers. With a travel time of about 30 minutes, tourists will be invited to visit around 8 to 9 historical tourist attractions such as monuments, culinary areas, city parks, several places of worship, to museums. For tourists who want to experience a tour package while walking, they can order tour packages through the website Jakarta-tourism.go.id/EnjoyJakarta WalkingTour. The Central Jakarta City Tourism and Culture Office will collaborate with HPI in presenting Walking Tour services. Through Jakarta-tourism.go.id, tourists can book the tour, the data of which will go to the office and HPI.

2. Jakarta Walking Tour tourism development strategy

Tourism does not only focus on potential tourist attractions, but also must pay attention to the 4A (Attraction, Accessibility, Amenities, Ancillary) and Institution aspects. This is because the 4A aspects complement the tourism of the Jakarta Walking Tour. The availability of these four aspects can be used as a benchmark to measure the quality of tourism in the Jakarta Walking Tour.

a. Attraction: Attraction is a tourist attraction that can be enjoyed by tourists in a tourist area that includes natural, cultural, and artificial. DKI Jakarta is a city that has many tourist destinations / tourist attractions that are very interesting and have their own history. Where the Jakarta Walking Tour offers many tourist destinations that are very diverse, ranging from historical tours, culinary tours, cultural tours, etc.

b. Accessibility: Accessibility is access to an area or a destination, accessibility includes land and sea transportation, air, communications, telephone networks and internet networks. This Jakarta Walking Tour runs in the City of Jakarta where pedestrian access is sufficient. In the concept of smart city or smart city, one of the pillars is smart mobility. This smart mobility means that the city of DKI Jakarta is sufficient in accessibility not only between tourist destinations but almost all places in the city of DKI Jakarta. One of them is in Central Jakarta, there is already Transit Oriented Development (TOD) near the Kendal Tunnel, Central Jakarta. This Transit Oriented Development (TOD) can facilitate the mobility of the community because it is in one place and there is access to the Electric Rail Train (KRL), the Integrated Moda Raya (MRT), Soekarno-Hatta Airport Rail Link and Transjakarta. With the Transit Oriented Development (TOD) project, DKI Jakarta will be more accessible to everyone in the future.

c. Amenities: Amenities are accommodation that include facilities and infrastructure, accommodation is a commercially established building such as hotels, homestays, villas, resorts and others, where there are bedrooms and supporting facilities such as facilities and infrastructure. In developing tourism, DKI Jakarta provides many accommodation facilities such as hotels, homestays, villas, resorts and others. There are also pedestrian facilities and transportation facilities in DKI Jakarta such as the Electric Rail Train (KRL), the Integrated Moda Raya (MRT), Soekarno-Hatta Airport Rail Link and Transjakarta. So that in the course of the Jakarta Walking Tour, it has sufficient accessibility to get to other tourist destinations. The availability of tour guides and unique restaurants during this walking tour. "The tour guide provided by the Jakarta Walking Tour tour is very responsible, the explanation issued is very clear and interesting to hear so that it can make the atmosphere in this walking tour more lively" (Nesya, DKI Jakarta Tourism and Culture Office).

d. Ancillary: Ancillary is things that support tourism, such as management agencies, Tourist Information, Travel Agents and stakeholders who play a role in tourism. DKI Jakarta is a city that is developing in terms of tourism. In this Jakarta Walking Tour tour, he has also collaborated with Travel Agents / Travel Agencies, the Indonesian Tourism Association (HPI), the Jakarta Good Guide Community, Jakarta Food Traveler, and other communities in Jakarta. This tour also provides a Tour Guide which already has a professional certification from the Ministry of Tourism and is part of the Indonesian Tourism Association (HPI) so that all historical information submitted by the tour
guide is guaranteed authenticity and technically they are already proficient in practicing it.

e. Institution: Institutions, in this case the DKI Jakarta and Central Jakarta City governments, are very supportive and provide conceptual and technical assistance in the success of the Enjoy Jakarta Walking Tour program.

In the end, the existence of the Jakarta Walking Tour program is expected to be able to invite domestic tourists and foreign tourists as well as the general public to explore tours that are actually located close to each other in a joint tourism activity. The presence of a tourist model with the concept of walking tourism is expected to expand the concept of tourism which only focuses on one place, to be wider and more diverse. In addition, this program can also improve the economy of the people of Jakarta and show the beauty and convenience of traveling in Jakarta.

CONCLUSION
Based on the description above, there are several things that can be concluded:

1. Jakarta Walking Tour is a tour or walking tour to several cultural and historical sites around the city of DKI Jakarta. This tour can be said to be relatively new in the world of tourism in Indonesia, because it can be seen from the walking tour that it is still very few. The development of Jakarta Walking Tour tourism can be analyzed with a SWOT: Strengths of tourism Jakarta Walking Tour is that this tour is unique, because from the way the tourism is done by walking to a tourist destination that is very interesting and has a lot of history. The weaknesses of Jakarta Walking Tour tourism are that this tour requires a relatively long time, of course it will be faster if you take a tour using transportation. Opportunities from Jakarta Walking Tour tourism are that this tour can become one of the mainstay tours or characteristics of the city of DKI Jakarta. The threat of Jakarta Walking Tour tourism is the security, safety and comfort of tourists who take this Jakarta Walking Tour.

2. Jakarta Walking Tour has met the criteria in developing tourist destinations, namely 4A aspects (Attraction, Accessibility, Amenities, and Ancillary) and institutions, namely: Attraction from tourism Jakarta Walking Tour is a tourist destination that offers many tourist destinations that are very diverse ranging from historical tours, cultural tours, culinary tours, etc. Accessibility of the Jakarta Walking Tour is that this tour runs in the city of DKI Jakarta where pedestrian access is sufficient. In the concept of smart city or smart city, one of the pillars is smart mobility. This smart mobility means that the city of DKI Jakarta is sufficient in accessibility not only between tourist destinations but almost all places in the city of DKI Jakarta. Amenities from Jakarta Walking Tour are that the city of DKI Jakarta has pedestrian facilities which can facilitate the walking tour. This tour also provides tour guides and several unique restaurants and has an interesting history. Ancillary from the Jakarta Walking Tour is that this tour has collaborated with the Travel Agent / Travel Bureau, the Indonesian Tourism Association (HPI), the Jakarta Good Guide Community, the Jakarta Food Traveler, and other communities in Jakarta. Another important thing is the support of institutions that have been present and are promoting it continuously, namely the Jakarta and Central Jakarta Culture and Tourism Office.

RECOMMENDATION
The author wants to provide recommendations aimed at developing Jakarta Walking Tour tourism as follows:

1. Development of tourism in the Jakarta Walking Tour should always be carried out by promoting this walking tour tour to local / foreign communities through massive social media.
2. Jakarta Walking Tour packages need to be continuously developed with tourism industry players (such as restaurants, hotels, tourist destinations, tour guides, etc.) so that tourists have a choice in enjoying walking tours in DKI Jakarta.

3. Infrastructure facilities towards tourist destinations and tourist destinations must always be considered so that they are in good condition. Cleanliness, comfort and safety are things that must be provided in an effort to attract tourists to come to DKI Jakarta.

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