

Analysis of Tourism Potential for Development of *Bidadari* Island, Kepulauan Seribu, DKI Jakarta

Ricky Poda Josua¹, Rully Besari Budiyanti¹, Silia Yuslim¹

¹Department of Landscape Architecture, Faculty of Landscape Architecture and Environmental Technology, Universitas Trisakti, Jakarta Barat, Indonesia, 10110

Corresponding Author: rickypoda@gmail.com

Received : October 2021

Revised : December 2021

Accepted : January 2022

DOI: [10.25105/tjssl.v1i1.10273](https://doi.org/10.25105/tjssl.v1i1.10273)

ABSTRACT

Kepulauan Seribu (the Thousand Islands) is one of the ten priority tourist destinations proposed by the Ministry of Tourism of the Republic of Indonesia. This destination can be developed into nature tourism with marine tourism, ecotourism, and adventure tourism. *Pulau Bidadari* (*Bidadari* Island) is one of the Thousand Islands groups which has natural tourism potential in the form of beautiful beaches and historical heritage in the form of forts. This study uses qualitative research methods with research instruments in observations to identify existing tourism potential based on four essential tourism components: attractiveness, accessibility, amenities, and support. This research aims to find and recognize the natural potential that exists to realize priority tourist destinations as adventure tourism. Based on the identification results, a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis was carried out to further direct the development of *Pulau Bidadari*. The result of this research is that the tourism potential on *Pulau Bidadari* can be developed as adventure tourism with several improvements and improvements related to its supporting facilities.

Keywords: *Analysis, Pulau Bidadari, Tourism potential*

INTRODUCTION

Kepulauan Seribu (the Thousand Islands) is an area that includes land and sea with an area that stretches from the northern boundary of Jakarta to 100 miles to the north with a distribution of small islands consisting of 110 islands covering 11 residential islands, 48 tourist islands (resorts), and 53 other islands (BPS Kepulauan Seribu, 2020). *Kepulauan Seribu* is one of the priority tourist destinations in accordance with *Rencana Pembangunan Jangka Menengah Republik Indonesia (RPJMN)* for 2020-2024.

Pulau Bidadari (*Bidadari* Island) is one of the islands in *Kepulauan Seribu*, which the DKI Jakarta government designates to be an island for mainstay tourism and recreation. It is located in the South Thousand Islands sub-district. The location is easily reached by speedboat with a travel time of 20-30 minutes. With an area of 6.7 hectares, the island has a potential tourist attraction. *Pulau Bidadari* is one of three other islands, namely *Pulau Khayangan (Cipir)*, *Pulau Onrust*, and *Pulau Kelor*, which have historical sites in the form of Dutch heritage at the time of Indonesian independence (Razak & Suprihardjo, 2013). The historical heritage of *Pulau Bidadari* is Fort Martello, which was a fortress for the waters of Jakarta Bay during the Dutch colonial period. In addition, *Pulau Bidadari* also has natural potential with beautiful beaches and clean white sand. Mangrove forests around *Pulau Bidadari* also add to the island's charm (Galicia, 2018).

Tourism potential is all things contained in an area and developed into a tourist attraction divided into two parts, namely cultural potential and natural potential (Suarka, 2010). Both potentials are found on *Pulau Bidadari*. The development of these two potentials is directed at creating experiences that tourists can feel so that they affect interest in revisiting, which usually results from positive evaluations from tourists (Um, Chon, & Ro, 2006). This experience can be created by interacting activities and facilities provided according to the purpose (Hinch & Higham, 2011; Moyle, Hinch, & Higham, 2018). Experiences can also be created through tourist attractions in the form of everything that can attract visitors or tourists to visit (Yoeti, 2006). In addition, it can be through activities that provoke curiosity or adrenaline (dangerous or challenging activities) participants who deliberately seek risk and uncertainty from the results of the activities carried out, commonly referred to as adventure tourism (Pramezwarly & Rudyanto, 2012; Buckley, 2014). Related to the potential possessed by *Pulau Bidadari*, the purpose of this study is to analyse the tourism potential of *Pulau Bidadari* as a reference base for its development.

In the form of historical heritage, natural and cultural potential can be used as a series of tourist attractions that can hold visitors long and bring new and exciting experiences. For this reason, it is necessary to have considerations and conditions that must be met (Yoeti, 2016). It includes the activities and objects which are attractions that must be ensured in good condition, and how to present attractions must be appropriate and as far as possible provide an unforgettable experience. An attraction requires support in the form of accommodation, transportation, and promotion/marketing; an attraction must hold visitors for a long time. On *Pulau Bidadari*, there are several facilities, including cottages, restaurants, children's playground, multipurpose hall, and entertainment hall. These facilities can be one of the potentials and the natural and historical-cultural potential of *Pulau Bidadari*. The existence of this potential can be analyzed with a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to get the direction of tourism development on *Pulau Bidadari*, which considers four main components (Cooper, 1993), namely attraction, accessibility, amenity, ancillary.

RESEARCH METHODS

Time and Location

This research was conducted on *Pulau Bidadari*, located in *Untung Jawa Island Village*, *Kepulauan Seribu District*, *Jakarta Bay Area*, *North Jakarta*. The area of *Pulau Bidadari*, is 6.7 hectares. Time of study was carried out from March to July 2021.

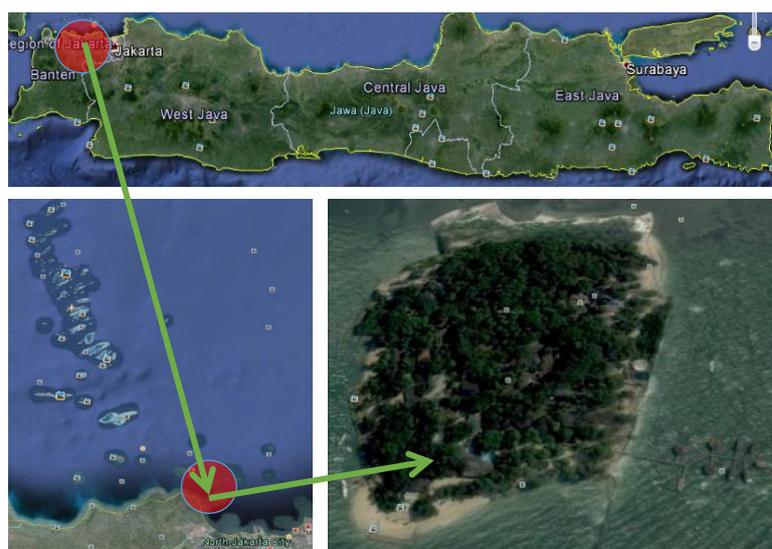


Figure 1. Pulau Bidadari's Location
Source: Google Earth, accessed 2021

Data Collection

This study uses a qualitative method with a case study approach. The research instrument used was observations made directly at the observation site by taking photos of tourist objects for analysis. The analytical method used is the SWOT analysis, which is the analysis used to determine Strengths, Weaknesses, Opportunities, and Threats to maximize strengths and opportunities and minimize weaknesses and threats in objects (Rangkuti, 2015). SWOT analysis determined four available strategies, namely SO, ST, WO, and WT, to develop *Pulau Bidadari*, as a tourist destination.

Table 1. SWOT Analysis Matrix

	<i>Strengths</i>	<i>Weakness</i>
<i>Opportunities</i>	SO (Analysis leveraging Strengths and Opportunities)	WT (Analyze minimize weaknesses and take advantage of opportunities)
<i>Threats</i>	ST (Analyzes minimize threats and take advantage of opportunities)	WT (analysis of minimizing weaknesses and avoiding threats)

Source: (Rangkuti, 2015)

RESULTS AND DISCUSSION

All-natural resources owned by *Pulau Bidadari* are capital for tourism potential that can be developed and managed for its development as a tourism area. The tourism potential on *Pulau Bidadari* will be grouped into four main components: requirements/considerations in the development of tourist areas. The first component is the attraction. The natural potential of *Pulau Bidadari*, which is included in tourist attractions, is the *Pulau Bidadari's* beach, tracking path, and historical heritage in the form of Martello fort.

Table 2 Observation Results related to the Attraction Component (Tourism Attraction)

No	Attractions	Observation Results
1.		<ul style="list-style-type: none"> • Condition: sloping beach, white sand, clean and beautiful scenery with relatively small waves (calm) • High tide 1 – 1.5 meters and low tide 0.6 – 0.5 meters from the coast • Activities: playing sand, swimming, exercising/playing, and relaxing

Figure2. Beach Area
Source: Ricky Poda, 2021

2.



Figure3. Tracking path
Source: Ricky Poda, 2021

- Condition: tracking path is a circulation path that stretches from south to north of the island, passing through forest areas with dense land cover to coastal areas
- Is a habitat for animals on *Pulau Bidadari* and is naturally overgrown by *barringtonia* formations with large trees, such as sea hibiscus (*Thespesia populnea*), Ketapang (*Terminalia cattapa*), Kol Banda (*Pisonia grandis*), Peace Tree (*Barringtonia asiatica*)
- Activity: used for sightseeing

3.



Figure 4. Port Martello
Source: Ricky Poda, 2021

- Condition: there are ruins of the fort Martello, a legacy of the Dutch government which was built to maintain security from enemy attacks and was destroyed by the British
- Activities: as sites visited by visitors

Source: Ricky Poda, 2021

The second component is accessibility, which is an important thing in tourism activities. Based on observations, accessibility to *Pulau Bidadari* can be reached by speedboat from Marina Ancol Pier with a distance of 20-30 minutes. The ship's departure from Ancol Pier is scheduled at 08.00 am and the return journey from the island to Marina Ancol Pier at 16.00. Ancol Marina Pier is the only access to *Pulau Bidadari*, because *Pulau Bidadari* is a Resort Island managed by PT. Seabreeze which is a subsidiary of PT. Jaya Ancol.



Figure 5. Speedboat at Marina Ancol Pier as the Island's Main Transportation Tool

Source: www.exploreseribu.com

The third component is amenities. Related to the development of tourist areas, it can be interpreted as the convenience provided to visitors who want to travel on the island, in the form of supporting facilities found on *Pulau Bidadari*. Availability of amenities plays an important role in the sustainability of tourism activities to provide comfort and security to visitors / tourists while on *Pulau Bidadari*. The existence of adequate accommodation, can sustainably support the existing tourist attractions on the island.

Table 3. Observation Results of Amenity Component Conditions on *Pulau Bidadari*.

No	Attractions	Observation Results
1.	 <p>Figure 6. Cottage Source: Ricky Poda, 2021</p>	<ul style="list-style-type: none"> • Condition: <ul style="list-style-type: none"> ➢ Old Jakarta themed building with well-maintained condition ➢ There are several types with a relatively limited number • Activity: stay
2.	 <p>Figure7. Musholla Source: Ricky Poda, 2021</p>	<ul style="list-style-type: none"> • Conditions: Directly adjacent to the beach and the concept of Infinity pool in the swimming pool, with well-maintained conditions • Activities: meeting, enjoying the view, swimming, and being entertained
3.	 <p>Figure 8. Restaurant (L) and Pool (R) Source: Ricky Poda, 2021</p>	<ul style="list-style-type: none"> • Condition: The prayer room is maintained • Activities: worship of visitors / tourists and employees.

Source: Ricky Poda, 2021

The fourth component is ancillary (additional services). The availability of additional services is intended to facilitate the activities of visitors on *Pulau Bidadari*. The availability of TIC (Tourist Information Center) as an additional service is very helpful for foreign tourists visiting *Pulau Bidadari* who are constrained by language problems. This service also provides a tour guide to take visitors around *Pulau Bidadari*, explaining the history and circumstances of the island.

Related to the results of observations, it can be seen that there is a lack of utilization/presentation of attractive tourist attractions. The existence of amenities must also be considered in line with the development of tourist attractions that refer to the natural and cultural potential of *Pulau Bidadari*. So that the development of *Pulau Bidadari* as a tourist destination can be carried out optimally, a SWOT analysis is carried out. This analysis is carried out to see the strengths of existing tourism potential and take advantage of them as opportunities for their development. In addition, it also looks at the location of the weaknesses of the existing tourism potential and is in the form of anticipating the challenges in developing it. SWOT analysis can be seen in table 4.

Table 4. SWOT Analysis of Tourism Potential on *Pulau Bidadari*

	Strengths	Weakness
Opportunities	<ul style="list-style-type: none"> ▪ <i>Has the charm of a beautiful white sand beach</i> ▪ <i>Natural island circulation path</i> ▪ <i>Have a Resort / place to stay</i> • <i>The ruins of the Martello castle as historical relics</i> 	<ul style="list-style-type: none"> ▪ <i>Lack of efforts to utilize natural potential and historical heritage</i> ▪ <i>The circulation path seems monotonous</i> • <i>Only one access to Pulau Bidadari</i>
<ul style="list-style-type: none"> • <i>Relatively close distance to the city of Jakarta</i> • <i>Fort Mortello as a historical relic of the Dutch era</i> • <i>Diversity of coastal plants that make up the coastal forest</i> 	SO Strategy	WO Strategy
	<ul style="list-style-type: none"> • Development of the beach area into a beach and water sports tourism area that can increase adrenaline • Develop the island's circulation path to the Port that provokes the curiosity of visitors by utilizing the diversity of coastal forest vegetation so as to give the impression of adventure • Coastal forest as animal habitat can provide its own experience by providing tourist attractions in the form of observing animals 	<ul style="list-style-type: none"> • Provides a tracking path that gives the impression of the atmosphere of the Dutch era war (Introducing history) • Utilize coastal forests to create dynamic and mysterious tracking paths • Provide a place for introductions to the history of <i>Pulau Bidadari</i> before visitors enjoy the available tracking paths

Threats	ST strategy	WT Strategy
<ul style="list-style-type: none"> • <i>The remote location of the artifact in the middle of the island</i> • <i>Natural vegetation and the presence of scattered animals</i> 	<ul style="list-style-type: none"> • Utilizing the remote location of the artifact as one of the purposes of the circulation path to create an atmosphere of adventure • Direct visitors to observe wildlife 	<ul style="list-style-type: none"> • Provide support facilities for the need for new experiences that provoke adrenaline • Directing circulation towards animal habitats while still considering safety

Source : Ricky Poda, 2021

Based on the SWOT analysis that has been done, it can be seen that the existence of nature and historical heritage found on *Pulau Bidadari* can be developed as adventure tourism. The challenge in the location of remote artifacts in the middle of the island and the middle of a coastal forest with diverse vegetation can provide a unique experience. Likewise, the diversity of animals also provides its charm by developing it as an adventure to see and observe wildlife. Thus, all supporting facilities are seeking to refer to the development of *Pulau Bidadari* as adventure tourism.

CONCLUSION

Based on the analysis of tourism potential that has been carried out through a SWOT analysis, the development of adventure tourism is suitable to be carried out on *Pulau Bidadari*. Natural potential in the form of biodiversity in the form of coastal forest vegetation and coastal forest wildlife, as well as Mortella fort can be used as an interesting tourist attraction and provide its own experience. With the presence of tourist attractions that lead to adventure tourism, it can give a different color from other islands that belong to the Thousand Islands cluster. This can increase the attraction itself which increases the number of visitors.

REFERENCE

- Buckley, R. (2014). Adventure Tourism as a Research Tool in Non-Tourism Disciplines. *Tour Recreat*, 39, 39–49.
- Cooper, e. a. (1993). *Tourism Principles & Practice*. England: Longman Group Limited.
- Galicia, D. M. (2018). *Pulau Tidung Sebagai Daya Tarik Wisata Di Kepulauan Seribu*. Yogyakarta: Sekolah Tinggi Pariwisata Ambarukmo Yogyakarta.
- Hinch, T., & Higham, J. (2011). *Sport tourism development; Aspects of tourism* (2nd ed ed.). Bristol; Buffalo: Channel View Publications.

- Moyle, B., Hinch, T., & Higham, J. (2018). *Sport tourism and sustainable destinations*. London: Eds.; Routledge.
- Pramezwary, A., & Rudyanto. (2012). Kajian Literatur Wisata Petualangan. *Hospitour*, 3, 241–282.
- Rangkuti, F. (2015). *SWOT Analysis: Techniques Dissecting Way Business Cases Calculation of Weight, Rating, and OCAI*. Jakarta: PT Gramedia Pustaka Utama.
- Razak, A., & Suprihardjo, R. (2013). Pengembangan Kawasan Pariwisata Terpadu di Kepulauan Seribu. *JURNAL TEKNIK POMITS*, 2(1), C14 - C19.
- Suarka, F. M. (2010). *Strategi pengembangan Ekowisata Di Desa Jehem Kecamatan Tembuku Kabupaten Bangli*. Denpasar: Universitas Udayana.
- Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Ann. Tour. Res.*, 33, 1141–1158.
- Yoeti, O. A. (2016). *Perencanaan Pengembangan Pariwisata*. Jakarta: Balai Pustaka.