

International Journal of Travel, Hospitality and Events

Its focus and scope cover theoretical and/or practical entities in: travel, transportation, recreation, hospitality, event, amusement, tourist attraction, and tourism business management. This inter-, multi-, and transdisciplinary journal is intended to develop mutual understanding on production, promotion, marketing, distribution, and consumption of tourism products to carry out the embodiment of transformation into a better quality of life.

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Jakarta, September 2022

Dr. Derinta Entas
Editor in chief

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Analysis of Traveller Perceptions and Expectations on Staycation Activities in Cisaat Subang Tourist Village West Java in the *New Normal* Period

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ABSTRACT

Purpose: The purpose of this study is to analyze changes in tourist perceptions and expectations in *Staycation* activities in the Cisaat Subang tourist village, West Java in the *new normal period*.

Research methods: This study uses a descriptive qualitative approach to analyze changes in the perceptions and expectations of tourists in the Tourist Village of Cisaat Subang, from normal to post-pandemic or *the new normal* period. The respondents taken were 10 tourists who had visited the tourist village of Cisaat Subang, West Java.

Results and discussion: Through the analysis carried out, the results of the perceptions and expectations of tourists have changed along with the pandemic that occurs.

Implication: The tourists agree that they want improvements and additional facilities that support them to vacation there, especially after the *Covid-19* pandemic as a guarantee of safety and comfort for them vacationing in the tourist village of Cisaat Subang, West Java in this *new normal* period.

Keywords: perceptions and expectations of tourists, *staycation*, cisaat subang tourism village.

INTRODUCTION

Tourism is one of the largest and strongest sectors in world economic activity. Because the tourism sector is able to provide benefits for a country, namely being able to provide a large enough foreign exchange for the country, besides that it can also open new jobs that can reduce the unemployment rate and can introduce the country's culture to the outside world. Tourism is the activity of traveling from one place to another that is carried out in a certain period of time with the aim not to settle down or make a living but rather just to fulfill curiosity, spend leisure time or vacations and other destinations (Meyers, 2009). Meanwhile, tourism according to Gamal (2002) is a process of temporary departure from a person, more towards

other places outside of his residence. According to Richardson and Fluker (2004), tourism is an activity or person, traveling and staying in an extraordinary place of their ordinary environment for no more than one year in a row for vacation, business and other purposes. So, the conclusion can be defined as tourism is the process of traveling from one place to another which is carried out in the usual environment they live in and a certain destination. Tourism activities today have become a worldwide phenomenon that is targeted by all circles to spend their free time either with family, friends or relatives.

One of the tourism sectors affected by this Pandemic Period is tourism villages, tourist villages are a form of integration between attractions, accommodation, and other supporting facilities that are presented in the form of a community life structure that is integrated with applicable procedures and traditions (Nuryanti, 1993). Based on the results of a survey at the research location, namely in Cisaat Subang Village, West Java on June 12, 2021, through an interview conducted with the village head in the village, namely with Mr. Suryana, he said that the consequences of the current pandemic period did have an effect on tourism activities in this tourist village, during the pandemic, the tourism village managers were forced to refrain from accepting tourists who wanted to visit this village or they closed themselves a little in terms of its operations. because based on the results of the review to the location, the tourist village in Cisaat Subang is one of the tourist villages whose implementation is well organized. Cisaat Subang tourism village is the number 3 best tourist village in Indonesia which is certainly one of the contributors to the country's foreign exchange and additional income for local residents. However, due to this pandemic period, tourism activities in this village were forced to be reduced and the number of incoming tourists was limited, the *impact* of which was a decrease in the number of tourists visiting the place and of course a decrease in income for the local community and a decrease in foreign exchange sources for the State.

The solution to attract tourists back is to hold a *staycation*. According to Vackova (2009), *staycation* is where travelers stay at home rather than travel to other destinations and use that time to explore local neighborhoods such as staying in hotels or exploring the countryside near their stay. The problem is due to the pandemic that has hit the world, life habits and demands for health are the main things for someone. Including tourists, with the conditions before and after the current pandemic, of course, the perception and expectations of tourists will change along with the conditions that occur. So there is a need for analysis to find out how the perceptions and expectations of tourists in traveling activities in a tourist village.

The determination of Cisaat Subang village, West Java as a place to be used as a research location, is motivated because Cisaat Subang village is a assisted village of State University of Jakarta. This is an effort by the University to help Cisaat village to return to existence and be in demand by tourists. Based on this background, two formulations of the problem emerged: first, is there a change in the perception of tourists who have done or will plan a *Staycation* activity in the tourist village of Cisaat Subang, West Java?. Secondly, what are the expectations of

tourists on *the Staycation* activity for all elements in the tourist village?.

This study generally aims to analyze changes in tourist perceptions and expectations in *Staycation* activities in the Cisaat Subang tourist village, West Java in the *new normal period*, as well as an evaluation program for all tourism components in the Cisaat Subang tourism village in West Java.

Perception

The definition of perception according to Simamora (2002) is defined as a process by which a person selects, organizes and intertrates a stimulus into a meaningful and comprehensive picture of the world. Meanwhile, according to Schiffman and Kanuk (2010), perception is essentially a complex psychological process and involves physiological aspects. The psychological process starts from the activity of choosing, organizing and interpreting so that consumers are able to give meaning to an object. Meanwhile, according to Tjiptono (2006) on service quality, perception is a good quality image not based on the point of view of the service provider, but based on the customer's point of view.

So, in general, it can be concluded that perception is a process of selection, organizing and interpreting stimuli in the form of information, objects, events and others that a person does in seeing and interpreting things.

Expectation

In the opinion of Kartolo and Gulo (2006) states that expectation is a learned leaning, by which an organism can predict that a certain situation will arise by giving a certain response or response to a stimulus or stimulus. Then according to Synder (2004) expectation is the ability to plan a way out in an effort to achieve goals despite obstacles, and make motivation a way of achieving goals. Meanwhile, Fotiadis, et al. (2018) revealed the theory of customer expectations as a form of customer confidence before trying or buying a product, which is used as a standard or reference in assessing the performance of the product.

In general, it can be concluded that expectation is a person's leaning or belief inwhat they learn, expect planning as a way out in an effort to achieve his goal.

Dimensions of Perception and Expectation

Based on the theory presented by Cooper (1999:84-86) and Pitana (2009:130) the components or dimensions used to measure the components or dimensions that exist in a tourist area or tourist attraction are as follows: According to Suryadana (2015:48) in tourist activities, there is a movement of people from their place of residence to a tourism destination or tourist destination, is a geographical area located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility and communities that are related and complement the realization of tourism.

Thus, the factor of tourist attraction is one of the elements that form and determine an area to become a tourism destination As for according to Pendit in Kurniansah (2016: 76) tourist attractions are everything that is interesting and valuable to be visited and seen, tourist attractions include:

1. Attractions

According to Suryadana (2015:48) in tourism activities, there is a movement of people from their place of residence to a tourism destination or tourist destination area, is a geographical area located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility and related communities and complement the realization of tourism. Thus, the factor of tourist attraction is one of the elements that form and determine an area to become a tourism destination As for according to Pendit in Kurniansah (2016: 76) tourist attractions are everything that is interesting and valuable to be visited and seen, tourist attractions include:

a. Types of attractions

1) *Site Attractions*

According to Amirudin (20011) grouping tourist attractions into three types, namely 1). Natural tourist attractions, including the sea, beaches, mountains (volcanoes), climatic weather, flora-fauna, protected areas, nature reserves, natural landscapes. 2). Artificial tourist attractions include sports facilities and infrastructure, entertainment, recreational parks, national parks. 3). Cultural tourism attractions include cultural reserves, historical buildings, traditional music, traditional dances, folklore/legends, cultural festivals, traditional relics.

2) *Event Attractions*

Event attractions are attractions that take place temporarily and their locations can be changed or moved easily such as festivals, exhibitions and regional performances. According to Morrison (2013) "*new or expanded events and festivals can create significant incremental economic benefits for destinations*". Events or festivals can create significant additional economic benefits for the destination.

2. Amenities

According to Sammeng (2015) one of the important things to develop tourism is through facilities (convenience). Not infrequently tourists visit a place or area because they are attracted by the conveniences that can be obtained through facilities. According to Yoeti (2015) tourist facilities 21 are all facilities whose function is to meet the needs of tourists who stay for a while in the area of tourist destinations they visit where they can casually enjoy and participate in activities available in the tourist destination area. According to Morrison (2013:168) tourist facilities include:

- a. *Accommodations* According to Middleton (2013) accommodation includes star-rated hotels, budget hotels, *homestays*, *guest houses*, *villas*.
- b. *Food and Beverage Facilities* Asean Tourism Standars (2007) put forward the standardization of food and beverage as follows: adequate supply of clean water, there are waste disposal sites, clean food storage areas are closed, the diversity of menus offered, there are landfills and the resulting waste is environmentally friendly, toilets are far from the reach of food.
- c. *Retail* Outlets The availability of souvenir shops, souvenirs sold has uniqueness and peculiarities.

- d. *Asean Tourism Standars* (2007:10) added that in addition to *accommodation, food beverages and retail outlets*, namely *public restrooms for tourism* with the following standards: there are toilet signs located, separation between women's and men's toilets, availability of soap, tissue, availability of clean water, non-slippery and odorous floors, facilities are provided for people with disabilities and the elderly, toilets away from crowds and food outreach.

3. Accessibility

According to Black (2004) said that accessibility is a concept that combines a geographical land use system with a transportation network system that connects it accessibility also means ease of reaching tourist attractions, ease of achievement and quality of accessibility is one of the main factors to attract tourists.

According to Sugiyanto (2011) the factors that affect accessibility are as follows:

- a. Distance from the highway Highway is a parameter of the affordability of a place. Tourist attractions that have a closer distance to the highway show that the attraction is easier to reach by tourists both from inside and from outside the area. The distance assessment is divided into three, namely ≤ 1 km, 2-3 km and ≥ 4 km.
- b. Road Conditions Road conditions (dirt, rocky, asphalt roads) support the smooth passage to tourist attractions. The quality of the road is judged by the village road passed towards the attraction. The assumption is that good road conditions in the sense of asphalt road conditions and width will be able to facilitate the journey to tourist attractions, on the contrary, the path shows obstacles for means of transportation to the tourist attraction.
- c. Vehicles to the attraction The available means of transportation to the tourist attraction are used to measure the ease of tourists to each attraction, on the contrary, the absence of public transportation means that it is more difficult to get to the attraction. According to the Asean Tourism Forum Standards (2007:13) added that good accessibility in tourism includes; proper and adequate access, sufficient signage, and safe for tourists to visit.

4. Ancillary (Tourist Organization)

According to Inskeep (2016) *ancillary service* is a service provided by destinations to tourists and industry, in the form of marketing, development and coordination between destination components. As for them:

- a. Ease of obtaining information
- b. Completeness of information through *travel agents*
- c. Completeness of information through brochures
- d. Completeness of information via the internet / social media
- e. Completeness of information through *tour information*

5. Human Resources

According to Pitana and Diarta (2009) human resources are one of the important components in tourism development. Meanwhile, according to Hasibuan (2006) said human resources are science and art that regulates the

hub of relations and the role and role of labor to be effective and efficient in helping the realization of the goals of the company, employees and the community / tourists.

6. Image

According to Pitana and Diarta (2009), imagery is an idea or trust that tourists have about the product or service they buy or are going to buy. Medium according to Kotler (2009) image is a public perception of the company or its products, which is aimed at identifying the goods and services offered by a company or tourist attraction.

7. Price

According to Pitana and Diarta (2009), price is the total amount of costs during a tourist trip which includes accommodation, food and drink, travel expenses, and participation in services consumed while in the intended tourist destination.

8. Safety and comfort

According to Mahagangga (2013), Security and Comfort is a condition that is expected to be stable, causing a feeling of calm without being accompanied by worries when carrying out tourist activities at a destination and staying for several times.

Staycation

Menurut Wixon (2009) *Staycation* is defined as a vacation in which tourists stay at home, or near the house, while creating a traditional holiday environment. According to Vackova (2009) gives a similar definition that states that a *staycation* is a place where travelers stay at home rather than travel to other destinations and use that time to explore local environments such as staying in a city hotel or exploring the countryside near their homes. According to (Sharma, 2009) *Staycation* is an activity that refers to vacationing outside the home. From the three statements above, it can be concluded that a *staycation* is a holiday activity that is carried out around the place where we live by enjoying the traditional environment in our environment.

Tourism Village

According to Priasukmana and Mulyadin (2001) a tourist village is a rural area that offers a whole atmosphere that reflects the authenticity of pedesaan both from socio-economic life, socio-culture, customs, daily life, has a distinctive architectural and village spatial structure, or unique and interesting economic activities. Then according to Nuryanti (1993) argued that a tourist village is a form of integration of attractions, accommodation, and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions. According to the Directorate General of Tourism (1999) defines a tourist village as a rural area that offers an overall atmosphere that reflects the authenticity of the countryside, the architecture of buildings and the layout of the village, and has the potential to be developed. Thus, it can be concluded that a tourist village is a rural area that offers an overall atmosphere that reflects the

authenticity of the countryside that integrates with attractions, accommodation and other supporting facilities packaged through a structure that blends with the prevailing ordinances and traditions.

Terms and Main Components of Tourism Village

According to Priasukmana and Mulyadin (2001) the determination of a village to be used as a tourist village must meet the requirements, including good accessibility, having interesting objects, the community and their village officials receiving and providing high support for the tourist village and tourists who come to the village, security in the village is guaranteed, accommodation, telecommunications, and adequate labor available, with a cool or cold climate, related to other tourist attractions that are well known by the wider community.

According to Nuryanti (1993) there are three main concepts in the tourism village component including, accommodation where some local residents and units develop on the concept of residents' residences, attractions, namely all the daily life of local residents along with the physical setting of the village location that allows the integration of tourists as active participants such as dance courses, languages and others that are specific, as well as the natural beauty, uniqueness and rarity of the tourist village itself.

New Normal

According to the head of the expert team for the acceleration of handling *Covid-19*, Mr. Wiku Adisasmita (2020) *the new normal* is a change in behavior to continue carrying out normal activities with the addition of implementing health protocols to prevent the transmission of *Covid-19*. Meanwhile, according to Achmad Yurianto (2020) *the new normal* is a new order, habits and behaviors based on adaptation to cultivate clean and healthy living behaviors. Dicky Budiman (2020) *new normal*, namely the pattern of behavior that exists in individuals, whether there is large-scale social restrictions (PSBB) or not must be done because we are facing a disease for which there is still no definitive cure and also a vaccine. Therefore, it can be concluded that *the new normal* is a habit or order of the community in carrying out their normal activities by implementing health protocols, through clean and healthy living behaviors in an effort to prevent the spread of the *Covid-19* virus.

RESEARCH METHODS

This research is an activity that is carried out in a planned and systematic manner to get problem-solving answers to certain phenomena that have been determined, so this type of research is qualitative descriptive research. The qualitative research method was chosen because the researcher wanted to get a description of tourists' perceptions and expectations of *staycation* activities in the tourist village of Cisaat Subang, West Java in the *new normal* era. The data types in this study used Primary Data and Secondary Data. Primary data is data obtained from the results of observations by interviewing and providing or distributing questionnaires to tourists who have done a *staycation* in the Cisaat tourist village, Subang regency, West Java. Meanwhile, secondary data is data

obtained from written reports and information about the situation in the tourist village of Cisaat, Subang, West Java.

The data source used in this study also used the *Snowball sampling* technique where the technique of determining samples that were initially small in number, then enlarged. In addition, in this study, data collection techniques used observation, documentation, and interviews for the data collection process. The data analysis process used in this qualitative research method is in the form of data reduction and data presentation by classifying and presenting data according to the subject matter which begins with sorting based on the code at each source of the subject matter. Then, in the examination of the validity of the data using the persistence and accuracy of observations and triangulation.

RESULTS AND DISCUSSION

Cisaat Tourism Village is a village assisted by The State University of Jakarta, Cisaat Village is located in the Mountainous area of Subang Regency, West Java, the potential that Cisaat village has to become a famous tourist village is so visible from its natural beauty that is still natural, interesting, beautiful tea plantations, pineapple plantations that are very developed and famous, and other produce owned by Cisaat Village which is the peculiarity of Cisaat. However, from the results of interviews with visitors, there are many shortcomings owned by the Cisaat Subang tourist village such as incomplete facilities in the form of no public toilet facilities, parking lots, poor accommodation, unavailable health facilities, no brochures, provision of transportation facilities, no souvenirs and restaurants, then there is no introduction to traditional culture and traditions from Cisaat village which makes an obstacle to Cisaat village to develop and attract tourists to visit Cisaat village. Then tourists also agreed that there is a need for health insurance in Cisaat village, be it the cleanliness of tourist attractions, employees who have been tested for security and places that have been sterilized by the management. Therefore, there are many tourists' expectations for Cisaat village to continue to improve and make breakthroughs to attract tourists both related to accommodation, completeness of facilities and other entertainment activities needed in accordance with tourist expectations.

1. *Attraction*

Based on the results of research with 10 informants / tourists through interviews, from all respondents regarding their perceptions and expectations related to Attractions in Cisaat Tourism Village and researchers' observations when taking data in Cisaat Tourism Village, the average respondent answered that the natural beauty there was already very good, beautiful and cool, but during their visit, they never saw or introduced from the tourist village related to tourist attractions, both in the form of performances and introduction to the culture owned by the Cisaat tourist village. In addition, the average respondent expects that in the future the management of the Cisaat tourism village will introduce their culture or typical performances from Cisaat village, and the need for the development of artificial tourist attractions in the form of photo spots in tea gardens. Then from the results of the interview, it can also be concluded that

there is a change in health standards according to tourists visiting rural tourism, namely tourists expect the implementation of health protocols that must be implemented in Cisaat village during this pandemic or *new normal* period, as stated by what was conveyed. namely the importance of carrying out health protocols there to ensure the health and safety of tourists who come there. according to Kuswoyo Therefore, if the natural or artificial attractions in Cisaat Tourism Village are in accordance with tourism expectations, then they can enjoy all the tourist attractions there without having to leave the tourist village.

2. Amenities

Tourist facilities are one of the important components that must be present in a tourist attraction to support the needs of guests while staying there. On average, from the results of the interview, they agreed about the facilities in Cisaat Tourism Village and the researchers' observations when taking data in Cisaat Tourism Village saw that there were facilities such as lodging places (*Homestays*), villas, stalls, the existence of village halls, in addition to the availability of supporting facilities, such as, souvenirs, typical goods from cisaat and parking lots. Although there are facilities available in Cisaat Tourism Village, but the conditions are no longer feasible and some are not even available, for example, the condition of the inn as it is still leaking and then cracked walls and others, then there are no public toilet facilities, places to eat together such as restaurants and there are no outlets to buy goods or specialties from Cisaat Village. Therefore, tourists expect that there is a need for improvements to the facilities there such as accommodation facilities that need to be improved, and expect the need to add other supporting facilities such as public toilets, then restaurants for family gatherings, and there is a special place in the form of a shop to buy souvenirs typical of Cisaat Subang Village, West Java. And based on the results of interviews related to the conditions where the virus is currently hitting, the perceptions and expectations of tourists related to tourist attractions have also changed, for example, the average tourist said that there is a need for health insurance for us, such as whether all these places are sterile yet, both buildings, facilities and others that are there

3. Accessibility

Accessibility is all that can make it easier for tourists to come to visit a tourist destination. From the results of the interview, it was found that the condition of the road to get there has been said to be feasible to walk, there is already lighting and the location of Cisaat Village is far from the center of the crowd. However, some respondents also said that there was no rental in the form of transportation to explore the natural beauty there, then there was no road direction to go to Cisaat Village, because some of them had lost their way because there were no road directions. In addition, the availability of vehicles there is not adequate, meaning that the availability of vehicles there has not been managed properly by the manager. Thus, tourists expect improvements related to pothole conditions, as well as the absence of road guardrails, and the addition of other facilities such as road directions that direct tourists to reach Cisaat Village and there are transportation facilities for tourists to enjoy the

natural beauty there.

4. *Ancillary*

Ancillary is a service provided by tourist destinations aimed at their tourists, both in the form of marketing, then destination development and coordination with other destination components. Most of the information obtained by tourists is related to the Cisaat Subang Tourism Village, West Java, they know about the Cisaat Subang tourist village from their colleagues and family and some are searching through the internet, but the information provided on the website is not complete and cannot provide clear and accurate information about the Cisaat Subang West Java tourist village. In addition, they are never managed by any Travel, so they are coordinated by a committee that is in charge of them there. Then there was never a brochure about the promotion of Cisaat Subang village to them, so the average of them did not know information about the development of Cisaat Village. This indicates that there are aspects that are lacking in the tourist village of Cisaat Subang, West Java as a destination tourist destination, namely *Ancillar*. Then from the results of the interview, it is said that tourists expect not only good service to tourists, there are also other aspects that tourists expectation for, namely the guarantee of employees who are healthy and have complied with government recommendations related to vaccines, then sterile, sterile, the means that has been recorded and health checks have been carried out according to existing procedures. Thus, great expectations from tourists expect better management from the Cisaat village in marketing Cisaat village to the public, both in terms of providing *travel agents*, then providing brochures, and other breakthroughs.

5. Human Resources

Human resources are an important aspect in the tourism industry because they are the ones who will serve as well as meet all the needs needed by tourists during a vacation or *staycation* in a tourist spot. From the results of interviews conducted by researchers to respondents, that human resources in Cisaat Subang Tourism Village, West Java, provide good service, they are friendly to all tourists, then the preparedness and sensitivity of the employees there are good. However, it was also found that they had never been explained about the history there by the management, then the activities that are usually there can be in the form of culture, performing arts and others related to Cisaat Village. It can be concluded that there is a sense of shortcoming felt by tourists, namely the lack of information provided by employees to tourists related to the Cisaat tourist village itself even though in terms of service it is good. Then from the results of the interview, it is said that tourists expect not only good service to tourists, there are also other aspects that tourists expectation for, namely the guarantee of employees who are healthy and have complied with government recommendations related to vaccines, then sterile, sterile, the means that has been recorded and health checks have been carried out according to existing procedures. That way, tourists expect employees there to maintain their services and if possible they improve the quality of their services so that tourists feel more satisfaction with the services provided there. As well as the fulfillment of the

health of employees who work in Cisaat village as an effort to provide a sense of security to tourists who visit.

6. Image

Image is a view or level of confidence of tourists about the product or service they will buy or that they will feel later when on vacation to the place. From the level of popularity of cisaat village is not too famous like the surrounding tourism such as Ciater hot springs and others, then for the infrastructure is already quite good, but there needs to be improvements that need to be made. In addition, there are no reflexation facilities, entertainment or outdoor activities other than looking at the scenery there. From the results of the analysis of interviews with tourists, it can be concluded that on average, they expect the latest breakthrough from the relevant Cisaat Village to increase the popularity of Cisaat village, so that this tourist attraction is better known to the public and more tourists visit here.

7. Price

The price for tourism in the sense is the range of costs that must be incurred by tourists, whether it is classified as affordable or not. The average respondent replied that they agreed with the suitability of the price with what they got when they were there. Then the respondents agreed that the price of tour packages in the Cisaat Subang tourist village was affordable. In addition, there are respondents who expect some additional tourist attractions available in Cisaat village, although they have to pay more respondents agreed that it does not matter as long as there are additional tourist attraction facilities there. Therefore, the range of costs for a tour package is needed, of course, by paying attention to the compatibility between the facilities and tourist services that will be sold at a predetermined cost, from the results of interviews with tourists for the cost of traveling in Cisaat village, it found the suitability of one party and the two agreed without any objections from any party.

8. Safety and Comfort

The safety of tourist comfort is a condition that avoids things that can endanger tourists and situations that can make us feel calm, safe and there is no burden of calm mind around us. The form of security and comfort provided by Cisaat Subang Tourism Village, West Java, has been said to be good by the respondents as the tourist. This can be proven by the availability of parking guards, then the presence of security officers who always travel during the day and at night. In addition, the level of cleanliness there is guaranteed by the cleaners so that tourists feel comfortable for tourism in Cisaat Village. With this, respondents did not feel excessive concern for their safety during the *Staycation* in the Cisaat Subang tourist village, and felt comfortable with the service and the level of cleanliness in the tourist attractions was already very good. And tourists expect the implementation of good health protocols from the management of all aspects, both to the manager, tourists and sterilization of places in Cisaat village.

CONCLUSIONS

Based on the results of the study using a qualitative descriptive method with

interviews conducted by researchers and research respondents on "Analysis of Tourist Perceptions and Expectations on *Staycation* Activities in Cisaat Subang Tourism Village, West Java during the *new normal* period it can be concluded that 'tourist perceptions have changed along with the pandemic that occurs, tourists agree to want improvements and the addition of facilities that support them to vacation there, especially after the Covid-19 pandemic, they agreed to want adequate health facilities and tourists also agreed to want improvements and additional facilities that support them to vacation there, especially after the Covid-19 pandemic, they agreed to want health insurance there such as clinics, medicines, then guarantees such as they are safe on vacation there, for example tourist attractions that have been sterilized, then there is vaccination data on tourists who visit there, as well as employees who have been guaranteed safety and the implementation of good health protocols in the Cisaat tourist village. For example, there is a place to wash hands, then the use of masks for both employees and tourists who visit and others who support and ensure the security and health of employees in the tourist village of Cisaat Subang, West Java.

As for the advice in this study, it is necessary to improve facilities that are still not good and add facilities that support the needs of tourists while visiting the Tourist Village of Cisaat Subang, West Java. Then, there is a need for health insurance for tourists who visit such as implementing health protocols, both tourists and employees / managers in the Cisaat tourist village, then health facilities such as hand washing stations and, clinics and others that support tourism activities in this *new normal* period. In addition, it is necessary to introduce the culture in the tourist village of Cisaat Subang, West Java, for example such as performing arts, customs or historical buildings. The suggestion for the next study is that the researcher suggests measuring the satisfaction of tourists who visit the Cisaat Subang tourism village after an evaluation carried out by the management of the Cisaat Subang west Java tourism village.

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Evaluation of Tour Guide Communication in Providing Guiding to Foreigners as Tourists

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ABSTRACT

Purpose: This research has some purposes in communication for Tour Guide. Tour guide are defined as someone who leads tour groups organized for a brief period and a long period of time. The duty of tour guide is building an effective communication with tourists using many different languages. Tour guide is someone who will accompany tourist, inform, and advice someone / a group of travelers who was travelling tours for getting information about tourist attractions to be visited.

Research methods: The methods used in this research is qualitative research. Researcher chooses stages of research starting from composing the research phase, choosing the field, take care of entreaty research, choosing and using information, and preparing supplies for research.

Results and discussion: A tour guide should have the capacity to deal with a problem on assignments wisely and using a persuasive approach to visitors to communicate with tourists using simple language simple and combine some languages that foreign tourists easily understood all information. A tour guide can combine the language used while presenting clear information. Such as beginning partially uses Indonesian and then in giving tourism education could use a foreign language. A tour guide can provide information using simple language and provide feedback to in communications so that in communication can be understood and even smoothly without obstacles.

Implication: Tourist seekers in Asia can get recommendation for quality tour guide from Pandu Asia.

Keywords: evaluation, tour guide, communication.

INTRODUCTION

Communication is a process when someone or some group, and people use information that connected with others. In general, communication can be carried out verbal understandable spoken by both parties.

When there is no verbal language which is understandable both, communication can be done using body movements showed a particular posture for example: smile, shake his head and shrug.

The term communication in Latin is *communicatus*. It has the meaning to share or belong together. Communication is defined as the sharing of the communicating parties.

Communication is the effort which aims to share and reach togetherness. If two people have communication, so the same understanding each other send a message that is mutually change the purpose of that communication by the two of them. Webster New Collegiate dictionary (2020) explains that communication is a process of exchanging information between individual through symbols system, mark, sign or mannerisms.

The definition of communication according to some experts itself, one of them is J.A. DeVito (2016) implying that communication is a first action by one or more people who send a message and received a message in certain context by disorder that occurs in a given context have leverage in particular and there a chance to do feedback.

Communication are defined as a process of interaction that occurred between the communicator and comunican in communicating information or message by using a specific channel to reach the aim of communication.

Next, communication between people is a process that happens through interpersonal, communication in small groups and organization, public, across cultures, and a mass in the environment either physical, communication sosial-psikologis, and the temporal distorted by certain, disorder and had an effect and is going on for feedback to achieve a particular aim.

According to Samsinar and Rusnali (2017), communication is a process through someone (communicator) to convey a stimulus (usually a form of a word) said with a view to form the conduct of others (people) with the aim to form anmannerly others.

Communication is a process delivery of information, the idea, emotions, expertise, and others through symbols as words, pictures, and also figures. Wibowo (2017: 165) argued that communication is an activity to deliver what it thought appropriate concepts and the desire that give us to another person or as an art that can affect other people to obtain what we want. While sinambela (2016: 511) argued that communication is a process of forming, delivery, revenue, and processing message in person and / or between two or more with a certain goal. Transferring sign activities that containing meaning or signification that we need to or conceived by the parties whose involved in the communication inside.

According to Sampelan (2015: 7 - 8) a tour guide is defined as everyone who headed the group that organized for a short period of time and a long period of time. The duties of tour guide have some specification based on the task what he is doing (depend on its capacity).

Communication occurs most often using different language is often called a profession of tour guide. Tour guide is one group of people who will accompany, usher, providing information, and advice to someone / throngs of tourists who was travelling for getting information about tourism destinations to be visited. Guiding a tour is often also called by the part of the tour or guide. According to Nuriata (2015: 98), a tour guide can be a mediator to channel the needs of travelers in their

journey and can be a mediator for the benefit in the government, society non governmental institutions, as well as with all the way, tourist facilities as a supporter as with the hotel, transportation tourist attraction, management and so on. In the dictionary of Indonesian (KBBI) mention that Tour Guide is an officer tourism guidance and necessary needs by the tourists. According to Damardjati (2001: 101), someone who has certified passing the profession from legal official agencies or legal official tourism institutions and have id card (badge) entitled to travel and giving an explanation of local culture.

Based on the provision of the MENPARPOSTEL (Ministry of Tourism, Post, and Telecommunication of Indonesia) Number KM.82 / PW / 102 / MPPT88, Tour Guide is someone who have the duty to provide guidance, explanation, and a clue about tourism objects, as well as to support everything that is needed by tourists. Tour guide brings a group of people who want to travel the tourists traveled to make a visit as one activity (excursion), according to a certain period of time both long and short trips.

As viewed from some those of definitions which is completely each and the definition of communication generally is a process of forming, delivering, revenue processing a message that occurred in person or more. So that the purposes of communication for tour guide are:

1. To convey information directly on the activity of going along the way
 2. To build harmonious relations between tour guide and visitors
 3. To manage a transferring message and sent it to be understood each other
- In addition, communication has 2 process in forms that is verbal communication through oral (using a or more words) and non-verbal communication through the civil (facel expression, attitudes, body movement, a tone of voice, a movement of the hand, and so on)

Communication is the process of an activity of conveying information, whether it is a message, an idea, and the concept, from one party into the other side undertaken directly or indirectly. Communications are done directly by oral and indirectly through the intermediary.

While the function of communication for tour guide are:

1. As a tools control
2. As a motivation tool
3. As an emotional expression

While the communication function for tour guide is:

1. To understand the communication between communiator and communican
2. To know each others
3. To received opinion by others

A profession of tour guide is guiding as tutors for informing and guidance to tourists. As long as the tourist visit tourism object, tour guide must mastering the background tourist site visited, because the job of a tour guide is to:

1. Accompany tourists
2. Giving explanation and sharing knowledge about tourism object that is visited by tourist
3. Introducing the bacground of tourism object more.

All explanation and information given to tourists are a process of communication manner directly to the tourists by taking them around and visiting tourist attraction. Communication means transferring information as a message in implied and express. The pattern of guide communication consists of element of strategy, message, symbolic interaction, and a pattern of two types communications:

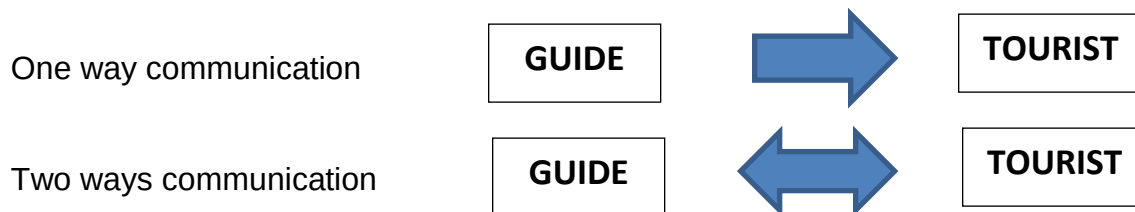


Figure 1. Communication Pattern

RESEARCH METHODS

The method used in this research is qualitative research. Beside that, the qualitative research is also positioning the researcher as a primary instrument. In this case, researcher collected the valid data at the research place to be observed and understand the problems deeply. This method is a descriptive, so that to describe the collected all data just need more explanation and pictures rather than data in numbering and pressing in the process than product. This method tend to analyze the data in inductive. Researchers collected data or the evidence is not to prove a hypothesis that researchers have had before carrying out research, but to develop a theory based on something special was found and collected from the field. In addition, the research is more pressing the process than products, so that more than 23 questionnaires using question words like: how, why, than, that (Zamroni, 2011: 81 – 82). As has been described above, that this is a descriptive research methods. In this case, the authors describe as it is matter.

The research is a descriptive research aims to provide an image of a phenomenon or relationship between two or more (Soeharto, 2008:35). Place intended guide research is Pandu Asia Indonesia, because from the observation, researchers found several problems and obstacles happened. Pandu Asia Indonesia is one of a travel agent that moves in the area of tourism based application and website. Pandu Asia Indonesia itself also help tourism seekers especially in Indonesia as well as foreigners to be drawn against the part of the qualified tourist guide thus can reach the most interesting tourism object to be visited in Indonesia for a low price in different cities in Indonesia. The method was conducted in this research is qualitative research.

Through website of Pandu Asia, it can be expected the tourism seekers guide tourist destinations can find suitable for holiday destinations in general is the object of attractive tourism to attend and have become favorite place for vacation. Pandu Asia besides offers tourism package through virtual, it also offers various

tour packages, that is beach, hiking, tracking, cultural tour, religious, domestic, international tour, and request tour of the each according to their interests.

In this condition some guides had constraint in a guidance and informs the tourist destination to foreign tourists because of communication in the various language. It is a must for guides to be able to be master in more than at least 2 languages. Essentially all tour guides must have ability to explain and inform the destination in providing information on to foreign tourists destination. Foreign tourists guide Pandu Asia Indonesia at least be able to communicate using english and another foreign language as additional. However if travelers did not understand or do not understand that stated by tour guide through the other way then used to communicate and easily understandable on body language to foreign tourists. In addition, tour guide has to communicate well, so when a guide guidance to foreign tourists, tour guide must be mastering in language and good language matter and knowing well the objects information about. Tour guide has to be capable of being set of the language well. For example are fast in a guidance, can combined some languages in clear, and body language.

This reaserach used research analysis unit as a unit of study research pertaining to any object, individual, group, as a subject of study (Hamidi, 2010 : 75 – 76). Analysis unit could be one of a reference in making research . In a research, determining a unit of analysis is really needed. In this research, a unit of analysis was a tour guide. Researchers are in focus in an action (a form of action) and communication that is added to its tour guide when he gives guiding to foreign tourists through two languages which is the foreign and also body language. In addition the importance of the determination of this analysis unit so that the validity of reabilitas can be maintained.

1. Variable

Variable research is an attribute or of the nature of or of the value of a person , an object or activities that varied certain set by researchers to ditariknya studies of the issue and in conclusion (Sugiyono, 2012:59). This research used two variables that is Independent variable and dependent variable. The independent variable or variable X is the variable that is seen as the cause of dependent variable bound suspected as a result. While dependent variable or variable Y is a presumption variable, varying following the change of the independent variables.

a. Independent Variables: Evaluation of Tour Guide Communication (X)

b. Dependent Variables: Wisatawan Asing (Y)

2. Measurement

A scale of measurement is used as a reference to a long pointed intervals in a measuring instrument, so a measuring instrument used in the measurement of if that would lead to the qualitative data. There are four type of scale:

a. Nominal scales

Nominal scale is the simplest scales arranged by the type of (the category) or the number function as symbol to distinguish the other characteristic.

b. Ordinal Scale

The ordinal scale was based upon their ranks sorted from higher degrees to lower degrees or otherwise

c. Interval Scale

The intervals scale is indicating the distances between one data with some others and have equal weight.

d. Ratio Scale

The ratio scale is a scale of measurement have zero value.

According Sugiyono (2015 : 38), definition of operational variables are an attribute or character or the value of an object or activities have a variety of activities that have been settled by researchers to be studied and then drawn in conclusion. Research Variable definition must be formulated to avoid error in collecting data. To get a valid and actual data, so that researchers in this research used Procedure of Collecting Data as follows:

1. Observation

Based on Arikunto (2010:3) observation includes of activities loading attention to an object by the use of the senses. Observation could be done through sight, olfactory, hearing, sensing, and taste. Observation can be done by test, questionnaires, pictures recording, and voice recording. Related to the problems in this research, this method used to obtain data:

- a. How does a tour guide handle a language barrier in communicating with tourist for every information given can be understood by the tourists?
- b. How does a tour guide combine more languages in guiding activity so every information can be understood by the tourists?
- c. How a tour guide overcome language barrier faced by foreign tourists in the tour for all information provided by tour guide easily understandable and to communicate understood?

2. Interview

Interview is data collection method by holding a question and answer session with a research subject about the problems relating to a problem that the author thorough. According to Sutrisno Hadi (2011:50) that interview to be done systematically and based on research objectives. The kind of data that excavated with this method covering all data required in research and the source consisting of informants that is in Pandu Asia Travel Agent.

Among some researches presented by Kirk and Miller, there are 4 stages: inventions, discovery, interpretation, and explanation.

1. Invention (Pre-Stage)

In this research, to know about communication and explored the tour guide in giving guiding to foreign tourists (Study case of Pandu Asia Travel Agent) and the researchers choose these research stages as follows:

- a. A draw up the implementation of research
- b. Finding a research object
- c. Takes care of the research planning
- d. Choose and using information
- e. Preparing equipment for research

This stage done since first before they go to the field in order to data .In this research researchers seeking information on the communicates an tour guide of travel agents to provide guiding asian guide to foreign tourists .

2. Discovery (Construction Field)

In this stage researchers onto the field to see, monitor, visited the location guile research asia Indonesia through stages as follows:

- a. The owner permission from Pandu Asia Indonesia
- b. The research phase and data collection.

In the implementation of this research, writer digging data from owner of Pandu Asia Indonesia by asking a few data about the object of the study and do the interview to the owner of Pandu Asia Indonesia at Pandu Asia Indonesia Office. For finding data in a field using a data collection has been provided in writing , recording , and documentation .The data collection was based on process then noted carefully, argues, or informants comments as a research objects.

3. Interpretation (Analisis Data Stage)

At this stage, researchers conducted data analysis technique that was gained during research or for as long as researchers in the field. Researchers conducted the analysis on some kind of data that obtained by means interviews and observation. At this stage, researchers reconfirmed the data got in the field with the theory that is used.

Researchers collected obtain data that have a close relation with The Evaluation Communication Data By Interview, Observation In Providing Guiding to foreign tourists in how obtained objective data in accordance to objective research and source of the data. Researcher used triangulation method as additional for this research method to check some data collection.

Gambaran triangulasi

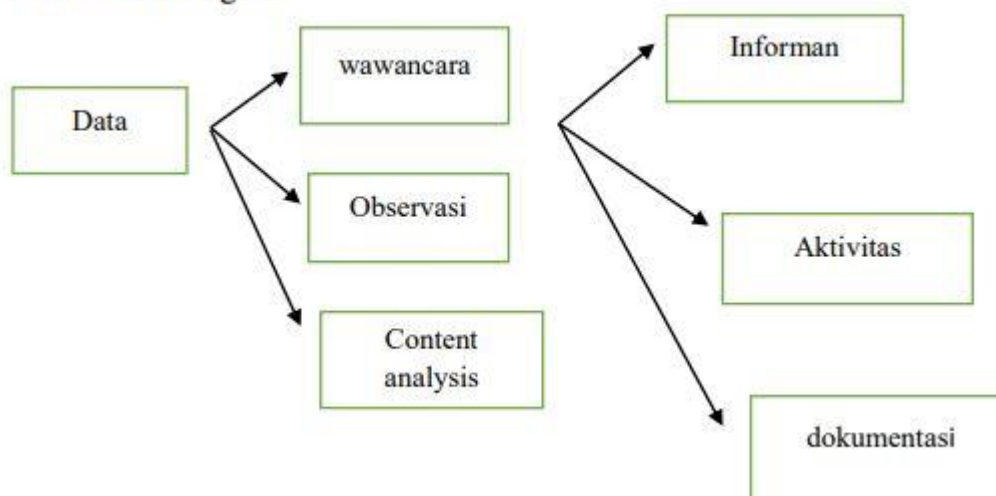


Figure 2. Triangulation Figure

1. Primary data in the form of acquired during carry out research in the form of literature and written
2. Secondary data used to collect the data of the source of informants who have a clear and detailed on the issue of who were being explored. Informants was someone who gives information about the situation and condition. In the secondary research data at this research data obtained from interviews with informan, like:
 - a. The owner of Pandu Asia a an informan explained about tour guide as long as conducted guest on a tourism destination.
 - b. Tour guide as an objects of this research is as the offender carrying foreign tourists during the trip and give all the public information and destinations.
 - c. The time and place of research is around East Jakarta that is in the office of Pandu Asia Indonesia as this selected location for the study.

RESULT AND DISCUSSION

The researchers choose the stage of research as follows:

1. Draw up the implementation of research
2. Find a research object
3. Take care of the research planning
4. Choose and using information
5. Prepare equipment for research

By following the procedures stages of collecting data, the result is as the describing pictures below:



Figure 3. Framework of Thought

Hypotheses is the answer from the formulation of the problem, where the formulation research has expressed in the form of a question, presented by Sugiyono (2018: 63). So the hypothesis is as follows:

Ho: There isn't any tour guide communication to be evaluated in guiding tourists from Pandu Asia Tour Management

Ha: There is any tour guide communication to be evaluated in guiding tourists from Pandu Asia Tour Management

This research is using a purposive sampling technique, because researchers know that the sample taken is the solution to get valid data in this problems study by researchers. The use of purposive sampling in this research that is aimed to know how social interaction occurring in tour guide in giving guiding to foreign tourists.

Table 1. Research Sample

No	Status	Total
1	Tour Guide	1
2	Tourist	10
	Total	11

Time and place for research study is in the office of Pandu Asia Indonesia located in East Jakarta. The place was selected for this study because the location is strategic to reach for researchers to get data quickly and affordable to get more data with faster process will allow researchers in making observations. Before determining the location for research, researcher did research field to see and to determine if there is conformity of the problems found in a hypotheses and the location as a field research beforehand by the researcher with the fact in the field. It is also getting to know all elements of a social environment, physical, and the natural state. This is done to make a researcher to prepare mentally and physically as well as the wherewithal, time and energy costs into consideration the writer to determine the location of the research. The result of data collection in the field is as follows: Pandu Asia Indonesia as a travel agents are specialized in the tourism industry based on applications and website, having an interesting touring program that is as an agent who helped the tourism seekers finding an objects place especially in Indonesia and also in foreign countries. This agent also opened an opportunity for the tour guide to be reunited with tourism seekers that want to visit a favourite tourist object guided by the professional tour guide who recognise the tourism object.

The interview result along the research done in Pandu Asia Indonesia are:

1. A tour guide will deal with it wisely and then he will communicate with foreign tourists use simple language and combine some languages so that foreign tourists be coherent and understand all the information.
2. A tour guide can combine language in providing information which is giving detail information at the beginning and some information can use partially Indonesian and then give education tourism could use a foreign language.
3. A tour guide must be able to reducing the language faced by foreign tourists in traveling and address the obstacles, so that every information provided by tour guide easily understandable to communicate and can be understood.

CONCLUSION

Based on the research data found, researchers made a conclusion as follows:

1. A tour guide should have the capacity to deal with a problem on assignments wisely and using a persuasive approach to visitors to communicate with tourists using simple language simple and combine some languages that foreign tourists easily understood all information.

2. A tour guide can combine the language used while presenting clear information. Such as beginning partially uses Indonesian and then in giving tourism education could use a foreign language.
3. A tour guide can provide information using simple language and provide feedback to in communications so that in communication can be understood and even smoothly without obstacles.

Suggestion from this research:

1. A tour guide must increase multiple vocabularies in conveying travelling information more fun, not rigid, and flexible, so that the visitors can be excited and care to listen to every detail information provided.
2. Combine the use of language while presenting information well using local and a foreign language, it should be better in accordance with their needs. If visitors brought many local visitors, then use simple communication in a local vocabularies used, otherwise when the visitors is a foreigners so use two different languages for foreign visitors so that the information can be delivery well.
3. Obstacle in communication faced by tour guide could not be avoided because they are part of a job as a tour guide. Be more professional is needed as we face obstacles in the field. How to find the right solution so that they do not harm consumers especially.

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Implementation of E-Service Quality at Front Office Department to Increase Guest Satisfaction

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ABSTRACT

Purpose: The purpose of this research is to know the implementation of e-service quality Front Office Department in increasing guest satisfaction at a 5-star hotel located in Ubud, Bali.

Research methods: The data analysis techniques used in this research are servqual (service quality) and IPA (Importance Performance Analysis).

Results and discussions: The results of the research from servqual (service quality) show that the positive servqual score gap is more than the negative servqual score gap, where overall the e-service quality implemented at the hotel has provided satisfaction to guests and showed good service. Meanwhile, the results of the IPA (Importance Performance Analysis) research show that indicators that need to be improved are the availability of products displayed on electronic media (Q6) and consumer personal data protected on electronic media (Q7).

Implication: indicators that need to be maintained in this research are information related to credit cards or payments that can be guaranteed security carried out by FO Staff (Q8), FO Staff handle guest complaints quickly and swiftly (Q9), Hotels have a refund mechanism (refunds). for payment transactions (Q10) and the hotel has 24 hours customer service by the FO Staff (Q11).

Keywords: E-service quality, guest satisfaction, front office department.

INTRODUCTION

The development of the tourism sector in Indonesia is no less competitive with developed countries in the world, where Indonesia's tourism development is carried out in a sustainable manner. The tourism development is carried out through a complete, integrated and participatory system approach using economic, technical, socio-cultural, energy-saving, nature and environmental conservation criteria (Rahmi, 2016).

Bali and tourism are already familiar to be discussed, because Bali is a tourism icon that is already very well known with the support of all potential aspects that have been optimized. Tourism itself has always been important for the improvement of the global economy (Kurniasari et al, 2022). However, the emergence of the Covid-19 pandemic that has hit the world has had a major

impact on the tourism industry in Indonesia, especially tourism in Bali (Mu et al, 2022). The Covid-19 pandemic has made Bali's tourism conditions experience a slump with the decline in tourist visits to Bali. The weakening of tourism conditions has a major impact on the economy of the local community and the government because tourism is the backbone that has been guaranteeing the income of the tourism actors. At the end of 2019 was the beginning of the emergence of the Covid-19 pandemic which resulted in the fall of tourism to result in losses from various aspects of life. It is estimated that nearly 12 million people who work in the tourism sector are affected by the Covid-19 pandemic in various forms, including reduced working hours as well as layoffs or job losses, the number of workers who lost their jobs during the pandemic is estimated at 400,000 people (Yuliza & Pramayoza, 2022). The Covid-19 pandemic, which requires the public to carry out large-scale social restrictions (PSBB) in order to break the chain of the virus. Of course, with the PSBB, the number of tourist visitors to Bali has decreased (Miswan et al, 2022). The following is data on the number of tourist visits to Bali in the last five years:

Table 1. Domestic and International Tourist Visits to Bali from 2017 to 2021

Year	Domestic		International	
	Total	Growth (%)	Total	Growth (%)
2017	8 735 633	1,06	5 697 739	15,62
2018	9 757 991	11,70	6 070 473	6,54
2019	10 545 039	8,07	6 275 210	3,37
2020	4 596 157	-56,51	1 069 473	-82,96
2021	4 301 592	-6,41	51	-100,00

[Source: Central Bureau of Statistics of Bali Province (reprocessed by the author in 2022)]

Table 1 shows that the number of tourist visits to Bali has decreased from 2020 due to the emergence of the Covid-19 pandemic. At the end of 2019 until now in 2022, it is still in the same condition, but the government has made various efforts to break the chain of the spread of the Covid-19 pandemic, so it must change the landscape of the tourism industry and the behavior of consumers or tourists who have adapted to new normal conditions. Apart from that, Bali is still a favorite tourist destination for tourists to seek security during conditions like now because some areas in Bali have natural panoramas that are still natural and far from crowds. Hospitality accommodation is growing day by day, where hospitality is one of the important components in the tourism sector that must receive attention from the government. One of the hotels in Gianyar Regency as an accommodation provider that is equipped with various facilities and services, namely The Kayon Jungle Resort.

The Kayon Jungle Resort is divided into several departments with different duties and responsibilities. As a five-star hotel in Bali The Kayon Jungle Resort, especially the Front Office Department is a department that has an important role as the creator of the hotel's image because it provides the first ser-

vice since tourists arrive. According to Bagyono (2016), the Front Office is the front office, in this context the department located at the front of the hotel, where this department has the task of welcoming guests when they first come to the hotel and is the busiest department and is the information center at the hotel. Because of the importance of the Front Office in a hotel, especially receptionists, the quality of receptionist services at hotels has a very significant effect on guest satisfaction (Safitri et al, 2021). In this digital era, with increasingly sophisticated and rapidly developing information technology facilities, it can be utilized as a service facility that is fast, easy, and affordable. Mujahidin (2015) states that, green hotels are the basis of a great marketing strategy, the first step in marketing is to provide the wants and needs of guests staying at the hotel. Because the increase in consumers is an existence of a green hotel, it can create a positioning so that the market is increasing with good service quality. Service quality can be said to be good if it is able to meet the expectations of consumers (Sari et al, 2021). The tourism industry requires services for tourists in accordance with environmentally friendly services. Environmentally friendly services, in this case, namely, services that are carried out electronically or e-service in accordance with the facilities provided by the company to provide services to guests, especially guests who stay and make hotel reservations using e-service intermediaries or services carried out online. . So it can be explained that this e-service is one of the applications of the green hotel concept that is available in hotels that are environmentally friendly.

According to Virgianne et al (2019), E-Service Quality is a service that is carried out electronically through internet media such as websites that can effectively and efficiently facilitate users in performing online services such as online shopping, searching and finding the information users want on the internet. in the website. The related problems now show that electronic services are very much needed due to the pandemic situation and increasing digital developments. Services that are carried out conventionally during the current pandemic are not recommended by the government because they have to do social distancing, avoid crowds and avoid face-to-face or direct communication for too long. In terms of time and cost, conventional services can be said to be less effective and efficient compared to electronic services that are carried out digitally with fast and affordable information. As is the case at The Kayon Jungle Resort, providing electronic media that can be categorized as electronic services available at hotels such as websites, telephones, electronic data capture (EDC) machines, WhatsApp and other social media, which can effectively and efficiently facilitate users in making transactions. communication and search for hotel-related information. The availability of electronic service facilities (e-service) aims to make it easier for tourists to get hotel facilities and services such as hotel bookings, payments and other needs that can be assisted by Front Office staff quickly, accurately and with the best service.

RESEARCH METHODS

This research was conducted at The Kayon Jungle Resort for 6 months at the Front Office Department. It used qualitative data and quantitative data. Methods of data collection used are observation, questionnaires, interviews, and literature study. In this study, using a Likert scale to measure variables with

their respective indicators such as efficiency, reliability, fulfillment, privacy, responsiveness, compensation and contact. This study uses the accidental sampling technique, which is a sampling technique carried out to guests who coincidentally met by researchers can be used as samples, if by chance the respondents met are suitable as data sources. Indrawan & Yaniawati (2016), states that the sample size can be determined by multiplying the number of indicators by 5. While in this study the indicators were 11, so that 11×5 was obtained, which is 55. So the sample or respondents used in this study this study amounted to 55 respondents.

According to Sugiyono (2016), a valid and reliable instrument is an absolute requirement that must be done to obtain valid and reliable research results, by using an instrument that has been tested for validity and reliability, automatically the results of research data will become valid and reliable. The data analysis technique used is descriptive qualitative research which is intended to collect data or information about research subjects and the behavior of research subjects at certain times and periods (Mukhtar, 2013). Tjiptono & Chandra (2012) stated that the servqual model is based on consumer assumptions in comparing service performance of relevant attributes with ideal or perfect standards for each of these service attributes, and data analysis techniques Importance Performance Analysis (IPA) is a technique. The analysis used to find out the overall characteristics of the important service quality has been analyzed and described in a Cartesian diagram according to (Supranto, 2011).

Some studies about greenness in tourism industry were done by some scholars, such as Trisnayoni et al (2022) and Evryastuti et al (2022). However this study is very different from the two.

RESULTS AND DISCUSSION

Respondent Profile

1. Characteristics of Respondents Based on Nationality

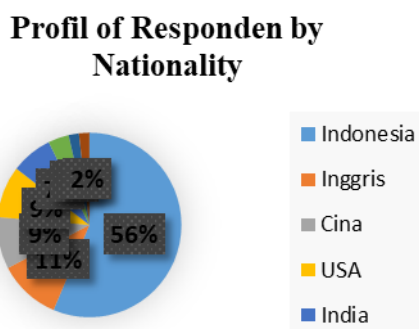


Figure 1. Profile of Respondents by Nationality
[Source: SPSS 26.0 output (data processed, 2022)]

Based on figure 1, it can be concluded that the guests who stay at The Kayon Jungle Resort are mostly Indonesian citizens.

2. Characteristics of respondents by occupation

Table 3. Profile of Respondents by Job

No	Job	Amount	Percentage (%)
1	Employee	23	41.8%
2	Student	19	34.5%
3	Other	13	23.6%
	Total	55	100.0%

[Source: SPSS 26.0 output (data processed, 2022)]

Based on table 3, it can be said that the guests who stay at The Kayon Jungle Resort mostly have jobs as employees.

3. Characteristics based on the purpose of visiting

Table 4. Profile of Respondents Based on Purpose of Visiting

No	Purpose of Visiting	Amount	Percentage (%)
1	Holiday	44	80.0%
2	Business	8	14.5%
3	Other	3	5.5%
	Total	55	100.0%

[Source: SPSS 26.0 output (data processed, 2022)]

Based on the table, it can be concluded that the guests who stay at The Kayon Jungle Resort mostly have a vacation destination.

4. Characteristics of respondents based on length of stay in Bali

Table 5. Profile of Respondents Based on Length of Stay in Bali

No	Length of Stay in Bali	Number	Percentage (%)
1	1 hari	2	3.6%
2	2 hari	21	38.2%
3	3 hari	17	30.9%
4	>3 hari	15	27.3%
	Total	55	100%

[Source: SPSS 26.0 output (data processed, 2022)]

Based on table 5, it can be concluded that guests who stay at The Kayon Jungle Resort mostly stay in Bali for 2 days.

Validity Test and Test Reliability of Expectations and Perceptions

This research has distributed questionnaires to 55 respondents who are guests staying at The Kayon Jungle Resort who meet the requirements as re-

spondents in this study. In this case, to ensure that the data or questionnaires used in this study are valid so that they can be used in the next test.

1. Expectation and Perception Validity Test

Table 6. Perception and Expectation Validity Test Results

Attribute	r	Expectation		Perceptions	
		Total Item Correlation	Description	Total Item Correlation	Description
Q1	0,266	0,457	Valid	0,516	Valid
Q2	0,266	0,397	Valid	0,475	Valid
Q3	0,266	0,558	Valid	0,599	Valid
Q4	0,266	0,588	Valid	0,343	Valid
Q5	0,266	0,650	Valid	0,518	Valid
Q6	0,266	0,421	Valid	0,355	Valid
Q7	0,266	0,312	Valid	0,299	Valid
Q8	0,266	0,363	Valid	0,282	Valid
Q9	0,266	0,310	Valid	0,428	Valid
Q10	0,266	0,344	Valid	0,269	Valid
Q11	0,266	0,303	Valid	0,373	Valid

[Source: SPSS 26.0 output (data processed, 2022)]

Based on the validity test that has been carried out, the criteria that can be explained are said to be valid if the total item correlation value is greater than $r = 2.66$. So it can be concluded that all statements in the questionnaire items are declared valid according to table 4.6 and can be used in this research. The results of the perception and expectation validity test using SPSS version 26.0.

2. Perception and Expectation Reliability Test.

Table 7. Results of the Questionnaire Reliability Expectation and Perceptions

Attribute	Expectation		Perceptions	
	Cronbach's Alpha	Description	Cronbach's Alpha	Description
Q1	0,757	Reliable	0,716	Reliable
Q2	0,764	Reliable	0,723	Reliable
Q3	0,743	Reliable	0,702	Reliable
Q4	0,739	Reliable	0,741	Reliable
Q5	0,731	Reliable	0,717	Reliable
Q6	0,761	Reliable	0,739	Reliable
Q7	0,774	Reliable	0,746	Reliable

Q8	0,767	Reliable	0,746	Reliable
Q9	0,773	Reliable	0,732	Reliable
Q10	0,769	Reliable	0,748	Reliable
Q11	0,774	Reliable	0,745	Reliable
<i>Cronbach's Alpha</i>			0,679	Reliable

[Source: SPSS output 26.0 (data processed, 2022), Appendix 7 and Appendix 8]

Based on the reliability tests that have been carried out, all the perception and expectation variables show that they have a Cronbach's Alpha value of 0.679 and a value greater than 0.60. An instrument that can be said to be reliable if it has a Cronbach's alpha value of 0.60 or greater than 0.60. So it can be concluded that the results of the reliability test of all questionnaires on the expectation and perception variables have a Cronbach's alpha value above 0.679, so this study is declared reliable and can be used in this study. The results of the perception and expectation reliability test using SPSS version 26.0.

E-Service Quality Front Office Department at The Kayon Jungle Resort

In this study, there are two assessments of the e-service quality score, namely a negative score (-) indicating that there is an indication of a gap in the attributes of e-service quality, while a positive value (+) indicates that an indication of the value of e-service quality can satisfy guests. Calculation of the e-service quality score that can be used to show the level of service quality digitally (e-service) from the Front Office Department staff at The Kayon Jungle Resort.

Based on the E-servqual calculations that have been carried out by the author by distributing questionnaires to 55 respondents at The Kayon Jungle Resort with the results of calculating the average level of expectation and perception assessment as well as the gap between the two, it can be seen in table 8.

Table 8. Test Results Average Expectations and Perceptions of E-Service Quality of the Front Office Department in Increasing Guest Satisfaction

No	Attribute	H	P	GAP	Desc.
Efficiency					
Q1	Electronic media can be accessed easily	4,40	4,42	0,02	Positive
Q2	Consumers can easily find and search for the products or hotel information needed according to the wishes of guests	4,45	4,51	0,06	Positive
Reliability					
Q3	Electronic media does not experience interference or errors.	4,51	4,55	0,04	Positive
Q4	Transactions can be done easily and quickly by Front Office staff	4,60	4,69	0,09	Positive

Fulfillment					
Q5	Electronic media displays accurate products	4,64	4,73	0,09	Positive
Q6	Availability of products displayed on electronic media	4,67	4,71	0,04	Positive
Privacy					
Q7	Consumer personal data is protected on electronic media	4,69	4,71	0,02	Positive
Q8	Information related to credit cards or payments can be guaranteed safely by the Front office Staff	4,80	4,82	0,02	Positive
Responsiveness					
Q9	Front Office Staff handle guest complaints quickly and swiftly	4,78	4,85	0,07	Positive
Compensation					
Q10	The hotel has a refund mechanism for payment transactions.	4,80	4,78	- 0,02	Negative
Contact					
Q11	The hotel has customer service (service to consumers) for 24 hours by the Front Office Staff.	4,95	4,96	0,01	Positive

[Source: Data processed, 2022 (appendix 9 and appendix 10)]

Based on the results of the calculation of the average expectation and perception test as well as the gap between the two related to the level of e-service quality of the Front Office Department in increasing guest satisfaction at The Kayon Jungle Resort, it can be concluded that of 11 indicators have an average positive score and one indicator has a score negative.

Importance Performance Analysis (IPA)

In this study, data analysis techniques of importance performance analysis were carried out to find out which e-service quality indicators need to be improved and maintained in e-service services to guests carried out by Front Office staff at The Kayon Jungle Resort. The technique used to measure is in the form of a Cartesian diagram, where the Cartesian diagram is divided into four parts or quadrants. The following can be seen in a Cartesian diagram showing the location of the 11 e-service quality indicators of the Front Office Department at The Kayon Jungle Resort.

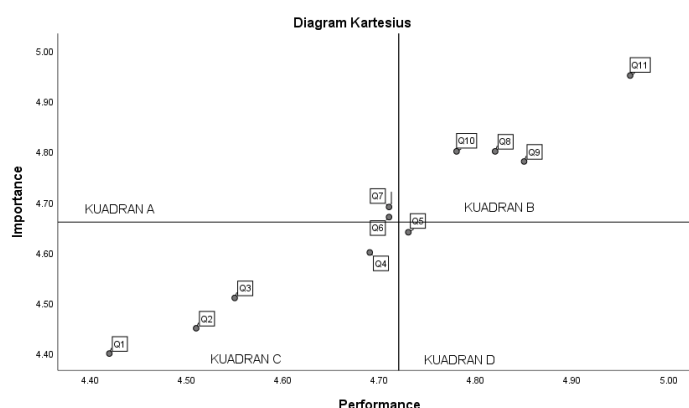


Figure 2. Cartesian Diagram Importance Performance Analysis.
[Source: SPSS version 26.0 output]

Based on the results of the calculation of the importance performance analysis presented in the Cartesian diagram, it is carried out to determine the e-service indicators that need to be improved and maintained in the e-service quality carried out by the Front Office Staff at The Kayon Jungle Resort. The results of the calculation of importance performance analysis presented in the Cartesian diagram show that 6 indicators are in quadrant B, 4 indicators are in quadrant C and 1 indicator is in quadrant D. Judging from the four positions of indicators in quadrant of the Cartesian diagram used for strategies to improve e-commerce. service quality at The Kayon Jungle Resort to the satisfaction of guests who stay. Figure 2 has explained the position of each indicator that has a major influence on guest satisfaction at The Kayon Jungle Resort in the quadram of the Cartesian diagram.

Based on the results of interviews with the Assistant Front Office Manager and Front Office Staff at The Kayon Jungle Resort, the researchers conducted interviews by giving several questions aimed at knowing the implementation of the e-service quality Front Office Department at The Kayon Jungle Resort. Where in the interview the Assistant FOM and Front Office Staff stated that, The Kayon Jungle Resort itself has indeed implemented an e-service that is used as a service that is carried out digitally, such as using the telephone as a communication tool, websites and social media as a place for communication. booking rooms online, transaction tools through bank transfers and other digital-ready activities that are carried out online. However, there are some services that have not been carried out digitally, such as when doing the check-in process in registration, filling in guest data, they still do it manually with the Front Office staff still providing the registration form.

In addition, electronic media at The Kayon Jungle Resort so far can be easily accessed by guests because the hotel management has programmed The Kayon Jungle Resort website to be a booking angine for the hotel itself. commission on Online Travel Agent. Judging from the Google reviews related to guest comments that dominate excellent, it can be said that the electronic media can be accessed easily. Products or information needed by guests on electronic media at The Kayon Jun-gle Resort which can be seen on the hotel website are made simple but in accordance with the times and the hotel always

tries to meet the needs and desires of guests, both products and information related to the hotel and at check out-in from the Front Office asks for guest access in the form of a whatsapp number where the Front Office will send information via whatsapp business in the form of a catalog so that guests are more comfortable seeing it than opening a manual book. Where in relation to electronic media that can be accessed without experiencing interference, it depends on the place where the guest is and according to network or internet conditions, but so far there have been no guest complaints related to interference with electronic media related to information sent either through the website, Whatsapp, and other social media. In addition, transactions carried out by staff with meetings related to payments as much as possible the staff tries to provide fast and easy service, for room payments it is flexible by the hotel where guests can pay in the room or directly at the Front Office using cash, EDC machines or bank transfer to make it easier for guests to use their mobile phones. Electronic media at The Kayon Jungle Resort displays products and accurate information according to those at the hotel and every month displays different products or promos and is always updated related to hotel products or information to guests. Then for guest personal data and guest credit cards on electronic media at The Kayon Jungle Resort it is said to be protected because it is highly protected by the hotel management so that guests feel satisfied and comfortable with their personal data and protecting guest personal data is also an SOP from the hotel as well as in making payments via credit cards is always done in front of the guests themselves.

At The Kayon Junge Resort, the Front Office staff in dealing with problems or guest complaints always tries to provide fast and swift service with the aim of getting positive guest comments. This is also stated in the hotel SOP, but it is more procedural in nature about how to handle guest complaints, starting from listening and then looking for solutions after that to resolve the problem. The Kayon Jungle Resort in terms of ordering a product or booking a room and having made a payment transaction also has a refund mechanism, especially the guest economy and the hotel does not know about the pandemic situation like now, so for refunds the hotel has done it with guests- guests who already have previous bookings in the previous year who have made payments but the refund itself takes quite a long time and cannot be done simultaneously. As for the electronic service (e-service), it is indeed carried out 24 hours, but there are still limitations that cannot be fully carried out by the staff, especially the Front Office staff because the e-service is carried out for 24 hours.

CONCLUSION

In the application or implementation carried out by The Kayon Jungle Resort itself on electronic media owned by the hotel, it has indeed implemented an e-service which is used as a service that is carried out digitally, such as using the telephone as a communication tool, websites and social media as a place for bookings. rooms online, transaction tools through bank transfers and other digitally prepared activities that are carried out online. However, there are some services that have not been done digitally, such as when doing the check-in process in the guest data entry registration, they still do it manually with the Front Office staff still providing the registration form.

Based on the results of the e-servqual calculations carried out, it can be concluded that the perceived service must experience positive and negative gaps. It shows expectation from the Front Office Department at The Kayon Jungle Resort is not always the same as the expectations of every guest who stays or is served through electronic media at The Kayon Jungle Resort. however, it can be said that from the overall indicators each dimension has provided good service. it can be seen that the positive score gap value (+) is more than the negative score gap value (-). So it can be concluded that the Front Office Staff at The Kayon Jungle Resort have provided the best and satisfying service to guests staying or staying guests and already using the hotel's electronic media, such as accessing websites or social media and booking rooms with travel agents via electronic media.

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Analysis of Lodging and Competition on the Island of Bali during Covid-19 with Big Data

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ABSTRACT

Purpose: This study aims to count the number of lodgings, map lodging density and its supporting facilities, and rank the county, as well as the lodgings available on the island of Bali during covid-19.

Research methods: This study uses data related to lodging and its supporting facilities such as tourist attractions, gas stations, malls, and marts. The data were collected using the web scrapping method utilizing big data sourced from hotel.com and booking.com. The data were collected during the Covid-19 period is from August to September 2021. Spatial analysis is employed using Geographic Information Systems. Also, it uses the scoring of lodgings, their supporting facilities, and consumer reviews.

Results and Discussions: The results showed that the number of lodgings on Bali Island during the Covid-19 period was 5,389 properties in a high-density area in South Bali. By taking into account the tourist supporting facilities of Badung, it has the highest level of competition.

Implication: The property with high competition is the Sol House Bali Legian hotel by Melia Hotels International.

Keywords: Big data, Covid-19, lodging, dispersion, competition.

INTRODUCTION

Bali is a province in Indonesia that is well known for its tourism. The large number of tourists who come to Bali has caused the rapid growth of the number of hotels on the island of Bali, it can even be said that the hotel industry is one of the key supporters of tourism. Hotels are not only resting places for tourists, but they can also serve as tourist attractions that provide food and beverage services and other recreational facilities. Hotels in Bali during the Covid-19 period are estimated to have decreased due to the large number of hotels that have stopped operating. Before Covid-19 period, there were several counties on Bali island that had a high level of density between adjacent hotels. This will trigger high competition between hotels. However, the decrease in hotel density does not mean that the competition is not high. In the period before Covid-19, hotel density continued to grow, especially in tourist-dense areas such as southern Bali, so competition between hotels was already fierce. Competition is getting tougher with the growth

of other types of lodging besides hotels. Other types of lodging can offer cheaper prices, such that homestays.

Competition is getting tougher with the decline in the number of tourists during the Covid-19 period, for example in March, April, and May 2020 as many as 156,876, down to 327, and reaching only 36 tourists. Meanwhile, in the period before the pandemic, for example, in December 2019 and from January to February 2020, the number of tourists still increased, up to 552,403, to 528,883, and to 363,937 (BPS Bali, 2021). Supporting facilities are important for the lodging industry, which includes tourist attractions, gas stations, malls, and marts. So that its existence is a factor that is taken into account in the hotel competition. Another thing that can be taken into account in hotel competition is the tourists' assessment/review of staying at the hotel.

During the Covid-19 period, lodging industries typically use online transactions, so the existing data are lodgings that operated during the Covid-19 period. Online transactions are common when the use of the internet has become a lifestyle during the Covid-19 period. Lodgings use the internet in their marketing so they provide lodging data, supporting facilities as well as tourist reviews obtained from various sources.

The formulation of the problem in this study is what is the number of lodgings and their distribution? How is the data and distribution of the lodging supporting facilities, and how are the reviews of consumers who use lodging during Covid-19? Understanding how a county or a hotel could win the competition during the Covid-19 period is needed for developing a strategic action.

This paper aims to find out the number of lodgings on the island of Bali. The second is to get an overview of lodging density and lodging supporting facilities. The third is to get a ranking of lodging at the county level, and the fourth is to get a ranking of lodging during the Covid-19 period.

RESEARCH METHODS

This research was conducted using a descriptive quantitative approach. Descriptive research aims to describe the characteristics of certain groups (Sugiyono, 1999). The research location is the coverage of the area on which the research is based. This research was conducted on Bali island which is determined intentionally (purposive). The data are collected online through web crawling and scraping techniques (Hanifah, 2014).

The population in this study is all lodging businesses in the Island of Bali area obtained from online data extraction by utilizing big data. The data, collected from hotel.com and booking.com, was taken during the Covid-19 period, namely from August to September 2021. The extracted data are data on lodging, tourist attractions, gas stations, malls and marts, and consumer review data.

Hotels can be defined as an accommodation that is managed commercially and professionally and provided for everyone to get lodging services, food and beverage services, and other services (Bagyono, 2014). A hotel is a building that is used for commercial purposes and provides professional services for guests including the provision of food and beverages and other commercially managed facilities (Tarmoezi and Manarung, 2000). From the two definitions, it can be concluded that a hotel is an accommodation that is managed professionally and commercially.

The dispersion of hotels includes other types of accommodation (e.g., homestay, guesthouse, etc.) that have grown before the Covid-19 period. Bali has lodgings that spread across nine counties namely Badung, Bangli, Buleleng, Gianyar, Jembrana, Karang Asem, Klungkung, Denpasar City and Tabanan. The rapid development of hotel development in Bali began in 2019 (Salain, 2015). The construction of the hotel is dominated in a big city because it is considered closer to travel anywhere.

Some of the conveniences of tourists are supported by the existence of tourist attractions, gas stations, malls, and marts. The supporting facilities can determine the competition for the lodging industry. From the results of the study, it was found that the location of the hotel close to the airport is one of the strengths of the hotel in developing its strategy (Krestanto, 2019). This also means that the location of the hotel adjacent to its supporting facilities is important in the competition.

Taylor, et al (2013) stated that many people refer to the opinions of others before choosing a product so that they will get the best results. Utami, et al (2015) also states that in hotel selection tourists tend to look for information from online reviews on the Internet hotel guests. It was found that the content of consumer reviews is the most important factor for consumers in choosing a hotel.

Previous research stated that the use of digital marketing has a positive impact on the Grand Asrilia Hotel during the Covid-19 pandemic (Kristiutami, 2021). This means that the use of Information Technology (IT) during the Covid-19 pandemic in hotel marketing is a must. Another study stated that the opportunity obtained from external conditions is that the use of online travel agents can increase the occupancy of the Mutiara Malioboro hotel (Hendriyati, 2019). Consumers decide on the hotel chosen by looking at the promotion on the internet. The importance of using the internet for entrepreneurs and hotel consumers has caused the use of the internet for lodging marketing to increase during the Covid-19 pandemic. All transaction data that uses the internet accumulates into big data.

The data in this study include data related to lodging which also includes tourist attractions, gas stations, malls, marts, and consumer reviews. The data available on the internet can be used by hotels to develop intelligence competitions and strategies (Lau et al., 2016). However, analysis of hotel competition using big data is still rarely done, although the cost and time required are less. This paper will provide a description of lodging competition on the island of Bali based on the dispersion of tourist supporting facilities and consumer reviews with big data.

Data analysis in this study uses spatial analysis, Geographic Information Systems. This technique will result in the distance between the lodgings, the distance of the lodgings to the tourist attraction, the distance from the lodgings to the gas station, the distance from the lodging to the Mall, and the distance from the lodgings to the Mart. Another result is the spread of lodgings and their supporting facilities within a certain radius. The ranking of lodgings and their supporting facilities in each county are weighted and ranked, which take into

account the supporting facilities of tourism, namely the number of lodgings, tourist attractions, gas stations, malls, and marts.

Lodging ranking is carried out by weighting and its supporting facilities. Furthermore, the weighting of consumer reviews with the highest value was given a score of 1. The weighting taken from consumer reviews resulted in the ranking of each hotel. Reviews from consumers at each lodging cover seven dimensions, namely: staff, comfort, free Wi-Fi, facilities, the price, cleanliness, and location. Then, the assessment of these seven criteria and then a score of each hotel are generated (Table 1).

Table 1. Consumer Review Score

Consumer reviews	Score	
	Min	Max
No rating	0	0
Poor	.1	5.9
Fair	6	6.9
Average	7	7.9
Good	8	8,5
Very Good	8.6	8.9
Extremely Good	9	9.4
Excellent	9.5	10

[Source: Booking.com]

RESULTS AND DISCUSSION

There are 17 types of lodging including boat accommodation, chalets, farm houses, guest houses, holiday parks, homestays, hostels, hotel capsules, hotels, inns, motels, campgrounds, resorts, entertainment houses, village houses, glamping tents, and villas. The type and number of lodgings are based on county level county-level of Bali. The type and number of lodgings by counties on the island of Bali can be seen in Table 2.

Table 2. Types and number of lodgings by County on the Island of Bali

No	Type of lodging	Badung	Bangle	Buleleng	Gianyar	Jembrana	Karang Asem	Klungkung	Denpasar	Tabanan	Total
1	Boat			1							1
2	Chalet			1			1				2
3	Farmhouse			2	1					1	4
4	Guest House	453	31	83	381	12	95	156	107	20	1338
5	Holiday Park	52	1	29	58	1	53	185	11	9	399
6	Homestay	126	7	34	132	2	42	48	46	21	458
7	Hostel	9			3			4	1		17
8	Hotel	621	18	61	194	15	54	79	199	19	1260
9	Capsule								1		1
10	Inn	4	3	2	16		7	7		6	45
11	Motel					1			1		2
12	Camp	1	10	1	4		1	1		1	19
13	Resort	124	1	34	133	5	22	19	18	13	369
14	Entertain House	16	2	4	16	1	7	2	5	6	59
15	Village house	1	1	3	1		2	2		2	12
16	Glamping	1	7	1	4		1	2		5	21
17	Villa	735	7	79	372	7	47	28	79	28	1382
Total		2143	88	335	1315	44	332	533	468	131	5389

[Source: Hotels.com, Booking.com, Google Maps]

Table 2 shows that there were 5,389 lodgings on the island of Bali during the Covid-19 period. From the data obtained, it is known that there are 17 types of lodging on the island of Bali, one of which is a hotel. The type of lodging with the most number is villas with a total of 1,382 properties, hotels rank third with a total of 1,260 properties. The second place is guest houses with a total of 1,338 properties.

The highest number of lodgings is found in Badung, which has about 2,143 properties, followed by Gianyar with 1,315 properties. Denpasar City ranks fourth with 468 properties. The results of Sari and Dewi's research (2018) show that the higher the number of hotels, the higher the income of the county or city.

The tightness shows whether or not the competition for lodging on the island of Bali is strong. The tighter between lodgings in a county, the higher the competition is. The density of lodging on the island of Bali within a radius of 3 km can be seen in Figure 1.

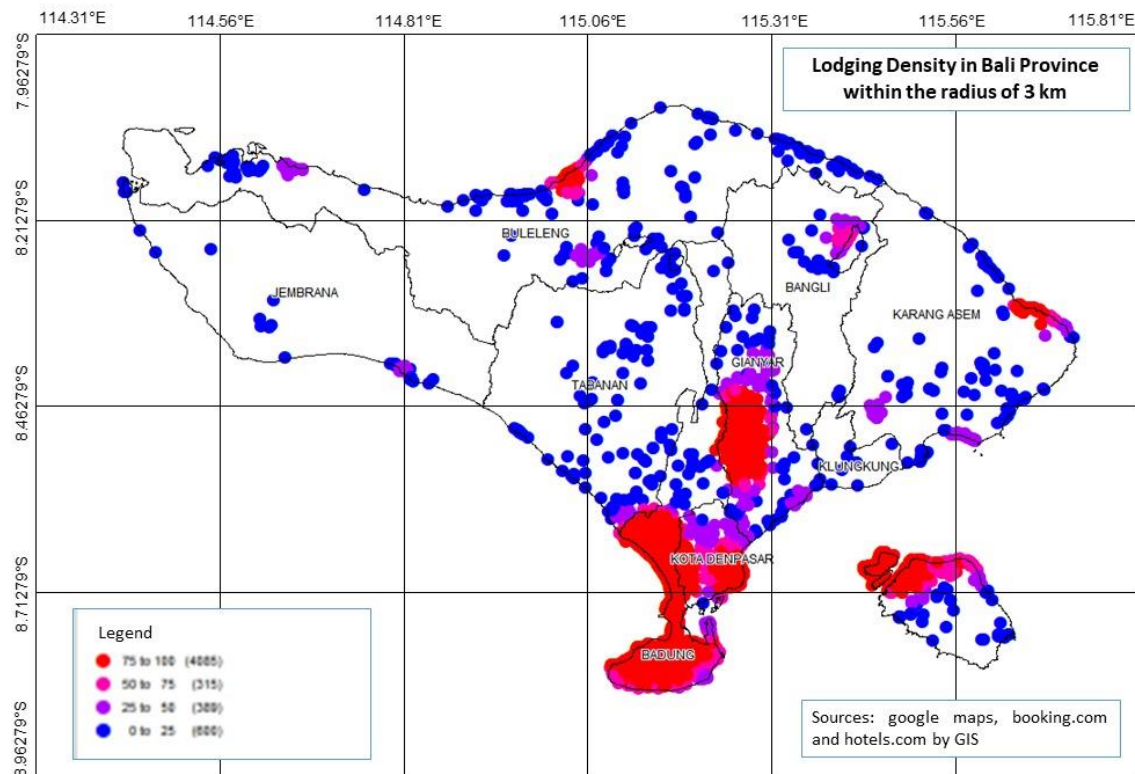


Figure 1. The Density of Bali island's Lodgings within a Radius of 3 km
[Source: Booking.com, Hotels.com, Google Maps]

Figure 1 shows that the distribution of lodging properties is found in every county (blue color), but lodgings with a high level of density are found in southern Bali. The high competition between lodgings is caused by the high density. These regencies include most of Badung, Denpasar, and Gianyar. The third is the district has 4,085 properties which have a distance to other properties of less than 3 km. Each property is surrounded by 75-100 other lodging properties.

According to the statement from Supriyatama and Wesnawa (2019) that the tourism industry on the island of Bali is still centered in South Bali such as in Badung, Denpasar City, and Gianyar. It is also stated that the development of tourism in the three counties includes having complete facilities, including lodgings.

While the blue part shows the lower lodging density, 600 properties on the island of Bali, each surrounded by other properties with as many as 0-25 lodgings within a radius of 3 km. This is mostly the case in all counties.

Likewise with pink and purple colors. The pink color indicates that there are 315 properties within a radius of 3 km on the island of Bali. Each property is surrounded by 50-75 other properties. The purple color indicates that there are 389 lodgings within a radius of 3 km. More foreigners are surrounded by other lodgings of 25-50 properties.

The tourism supporting facilities available in big data are lodgings, tourist attractions, gas stations, malls, and marts as determinants of competition for lodging in each county and the lodging itself. The number of each tourist supporting facility per county can be seen in Table 3.

Table 3. The Number of Tourist Supporting Facilities per County

County	Total Lodging	Total Tourist Object	Total Gas Station	Total Mall	Total Mart
Badung	2143	62	44	20	235
Bangli	88	11	10	0	16
Buleleng	335	47	14	0	100
Gianyar	1315	51	51	0	85
Jembrana	51	3	10	0	7
Karang Asem	332	4	10	0	11
Klungkung	533	2	12	0	5
Denpasar	468	5	5	10	73
Tabanan	131	9	9	0	96
Total	5396	194	165	30	628

[Source: Booking.com, Hotels.com, Google Maps]

Table 3 shows that there are lodgings in each regency accompanied by the supporting facilities, namely the presence of tourist attractions, gas stations, malls, and marts. While the Mall is only owned by Badung and Denpasar. For example, in Badung, there are 2,143 properties, 62 tourist attractions, 44 gas stations, 20 malls, and 235 marts.

Most tourist motorcycle taxis are found in Badung, which has about 235 vehicles, the second place in Gianyar, which has about 51 vehicles, then the third place is Buleleng, which has 47 vehicles. The results showed that the greater the number of tourist attractions in a county, the more it will increase the income of the county (Sari and Dewi, 2018). Meanwhile, research by Alyani and Siwi (2020) shows that the number of tourist attractions and the number of hotels together affect the original regional income in West Sumatra Province. This means that both of them support each other's presence of tourists in an area.

Table 3 also shows the number of tourist objects, the total number of tourist attractions identified is 194 objects. Each of them is a temple, beach, and swimming pool. The beach is the most common tourist attraction encountered when on the island of Bali. The county with the most tourist objects is Badung with 62 objects, then Gianyar with 51 objects and Buleleng with 47 objects. The distance to the tourist objects is one of the reasons for choosing the lodgings. This means that lodgings sought after are the ones that are close to the tourist objects. Besides that, there are other factors in the choice of lodgings. The data that can be identified are gas stations, malls, and marts. The density of tourist objects from the lodgings within a radius of 5 km can be seen in Figure 2.

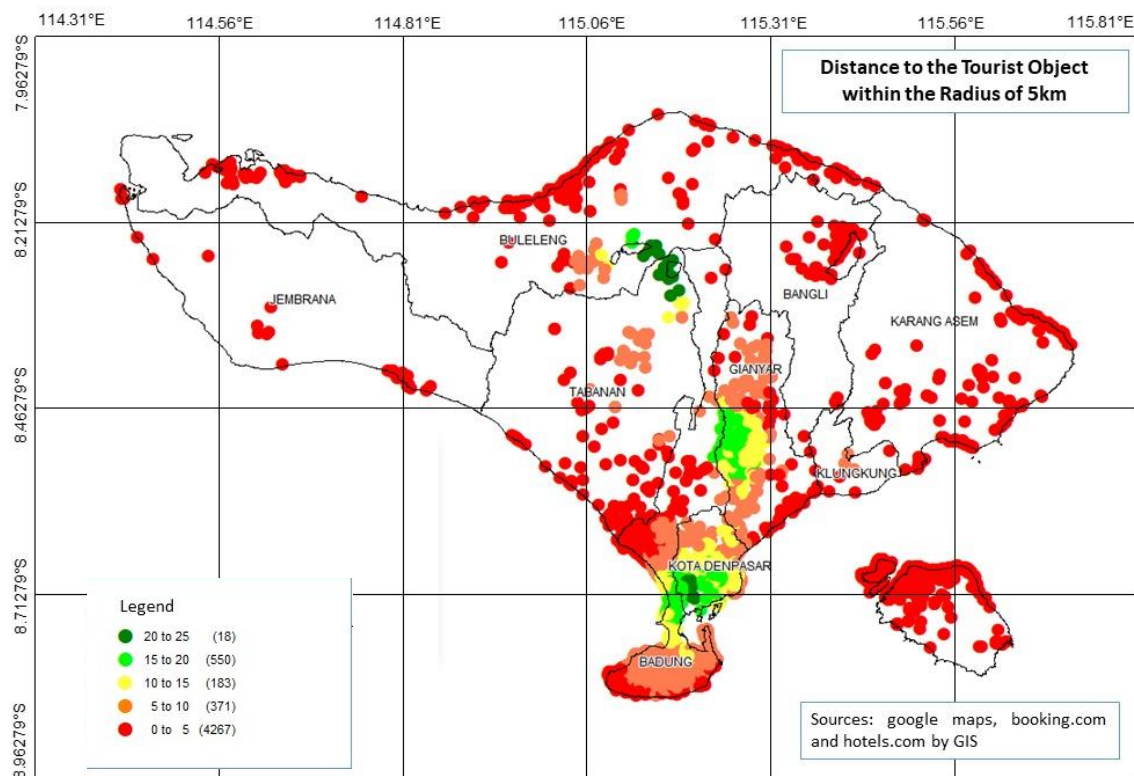


Figure 2. The Tourist Object Density of the Lodgings within a Radius of 5 km
[Source: Booking.com, Hotels.com, Google Maps]

Figure 2 shows that the tourist objects' distance is highest towards some lodgings in green. There are 28 properties surrounded by tourist objects of less than a 5 km radius. Each property can be surrounded by 28-35 tourist objects. This partly happened in Denpasar City, Buleleng, and Tabanan. The lowest density is that there are 2,044 properties that have a distance to the object of less than 5 km. Each property is only surrounded by 0-7 attractions. This is the case in almost all counties. Meanwhile, a gas station from the properties at a radius of 3 km can be seen in Figure 3.

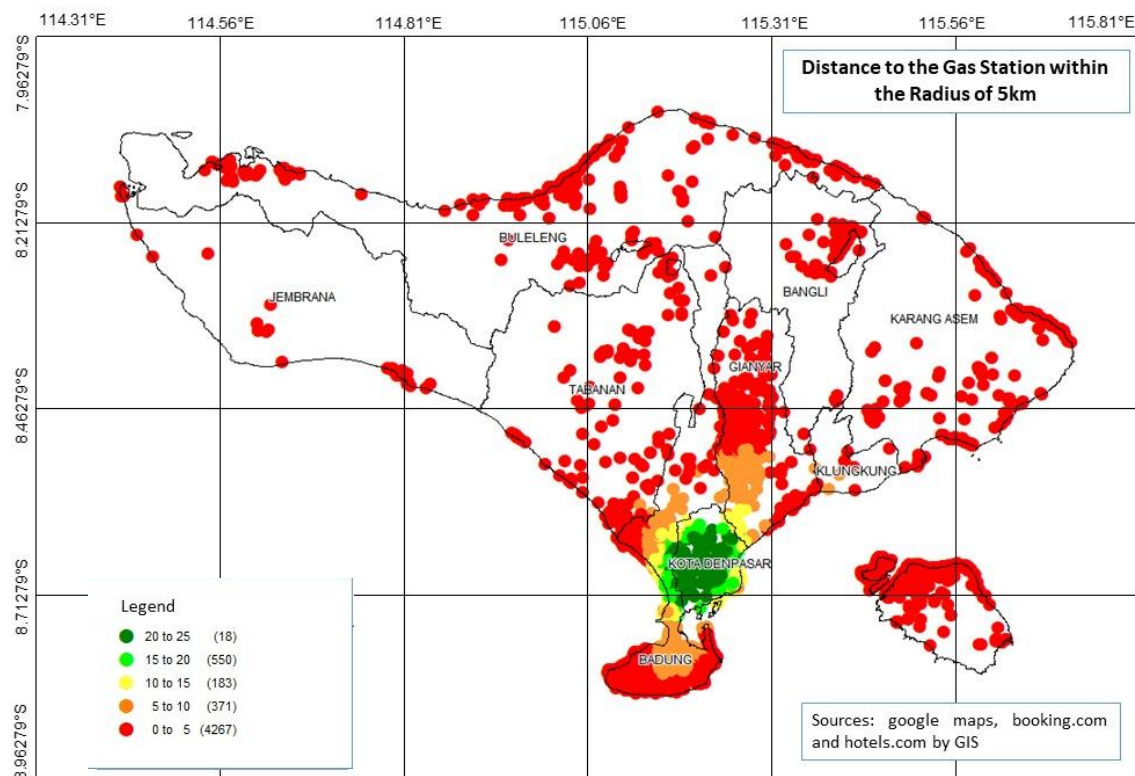


Figure 3. Distance to the Gas station in a Radius of 5 km
[Source: Booking.com, Hotels.com, Google Maps]

Figure 3 shows that there is a high density of gas stations around Denpasar City. There are 304 lodgings that have a distance to gas stations of less than 5 km. Each lodging property can be surrounded by 40-50 gas stations. The lowest density of gas stations, namely 3184 lodgings, has a distance from the gas station of less than 5 km. Each of them is surrounded by 0 – 10 gas stations. Gas stations support the transportation for travel. Research by Suprptini and Supriyadi (2020) states that transportation facilities and accommodation together have a positive effect on tourist satisfaction. Gas stations are one of the transportation-related facilities while accommodation is a means of lodging including hotels. This is almost the case in all counties. The distance of mall from the lodging property at a radius of 5 km can be seen in Figure 4.

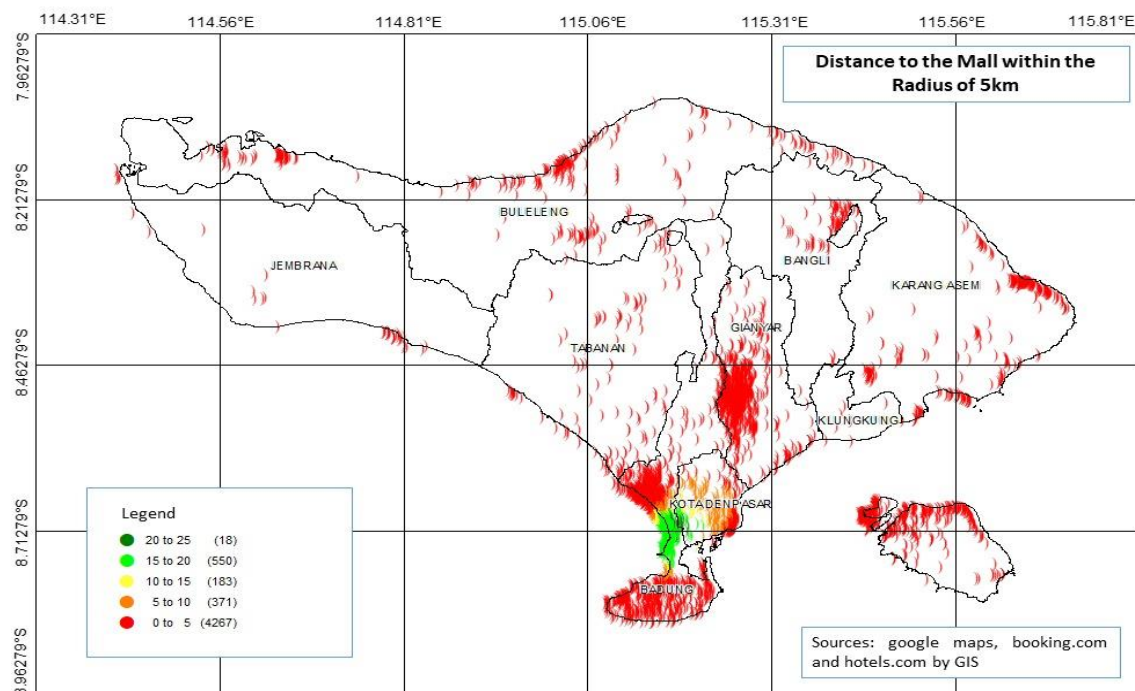


Figure 4. Mall Density from Lodging at a Radius of 5 km
[Source: Booking.com, Hotels.com, Google Maps]

Figure 4 shows that there are 18 lodging properties that have a distance to the mall of less than 5 km. Each property can be surrounded by 20-25 malls. This happens in Denpasar City. The condition of low density is that there are 4,267 properties having a distance to the mall of less than 5 km. Each lodging can be surrounded by 0 –5 malls. This happened in Buleleng. Meanwhile, the mart density from the properties within a radius of 5 km can be seen in Figure 5.

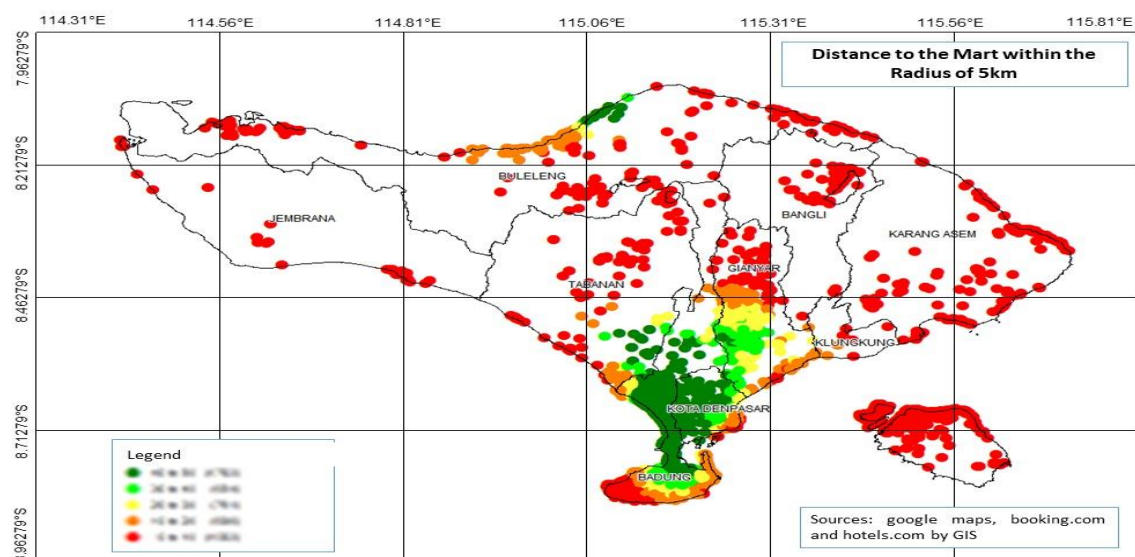


Figure 5. The Density of Marts in a Radius of 5 km
[Source: Booking.com, Hotels.com, Google Maps]

Figure 5 shows that there are 1,783 lodgings that have a distance to the marts of less than 5 km. Each inn can be surrounded by 40-50 Marts. This happened, among others, in Badung, Denpasar, and Buleleng. Another condition with low density there are 1,563 lodgings that have a distance to the mart of less than 5 km. Each mart can be surrounded by 0 – 10 marts. This happens in all counties.

Lodging competition based on weighting (score) and ranking of lodgings, tourist attractions, gas stations, malls, and marts can be carried out. For this reason, scoring is carried out to get the county with the highest level of competition. The scoring for lodgings, tourist objects, gas stations, malls, and marts in each district can be seen in Table 4.

Table 4. Scoring for Lodging, Tourist Objects, Gas Stations, Malls, and Marts in Each County

County	Lodging score	Tourist object score	Gas station score	Mall score	Mart score	Total score	Ranking
Badung	9	8	8	20	9	42	1
Bangli	2	3	1	0	4	10	8
Buleleng	5	6	5	0	8	24	5
Gianyar	8	7	7	0	6	28	3
Jembrana	1	1	2	0	2	6	9
Karang Asem	4	4	3	0	3	14	6
Klungkung	7	3	4	0	1	15	7
Denpasar	6	5	9	9	5	34	2
Tabanan	3	9	6	0	7	25	4

[Source: Authors]

Table 4 shows that from the scores of lodging, tourist objects, gas stations, malls and marts in each county, it shows that the highest-ranking is owned by Badung, which is the highest score of 42. Badung has 2,143 lodgings, 8 tourist objects, 44 gas stations, 20 malls, and 235 marts. From the density map at a radius of 3 km between lodgings, it is found that among them Badung has 4,085 of lodgings that have a distance to other lodgings of less than 3 km. Each lodging property can be surrounded by 75-100 other lodgings. Badung contributed 1,783 lodging that has a distance to the mart of less than 5 km. Each lodging property is surrounded by 40-50 Marts.

The results of the consumer review per county can be seen in Table 5. In the results of the review, there are only 6 assessments, namely, staff, comfort, free Wi-Fi, facilities, the price is worth it, cleanliness and location. The results of the consumer review per county can be seen in Table 5.

Table 5. Results of Consumer Reviews per-County

County	No rating	Poor	Fair	Average	Good	Very Good	Extremely Good	Excellent	Total
Badung	506	16	45	261	413	342	390	170	2143
Bangli	26		3	6	11	8	20	14	88
Buleleng	56		5	22	52	57	96	47	335
Gianyar	244	2	7	57	171	251	400	183	1315
Jembrana	6		4	6	5	7	9	7	44
Karang Asem	57		3	15	61	71	84	41	332
Klungkung	60	2	2	38	92	99	156	84	533
Denpasar	124	11	27	87	80	53	66	20	468
Tabanan	45	1	3	9	18	17	24	14	131

[Source: Booking.com]

Table 5 shows that consumers give the highest special value to lodgings in Gianyar, which is 183 lodging properties. The second place with special value is Badung with 170 lodging properties, and the third place in Klungkung is 84 properties. On the contrary, the scores of no rating, namely in Badung with 522 lodgings, second place in Gianyar, which was 246 lodging properties and third place was Denpasar City with 135 lodging properties. Then the data in the form of an assessment score is used to determine the ranking of lodging on the island of Bali (Table 6).

Out of the 5,389 lodgings on the island of Bali, the 10 highest ranks were obtained with the supporting of tourist attractions, gas stations, malls and marts. On this weighting and ranking consumer reviews are also taken into account (Table 6).

Table 6. Lodging with the Highest Ranking Based on Other Lodgings, Tourist Objects, Gas Stations, Malls, Marts and Consumer Reviews

Rank	Name	County	Score					
			50%					
			Review	Tourist object	Gas station	Mall	Mart	Total Score
1	Sol House Bali Legian****	Badung	.9100	.7272	.7800	1.0000	1.0000	.8057
2	Sleepwell Seminyak**	Badung	.9300	.6744	.7000	1.0000	1.0000	.8024
3	The Magani Hotel and Spa****	Badung	.9200	.7427	.6400	1.0000	1.0000	.7983
4	B Hotel & Spa****	Denpasar	.8500	.6642	1.0000	1.0000	1.0000	.7914

5	The Kana Kuta Hotel****	Badung	.8800	.7132	.8000	1.0000	1.0000	.7913
6	Juada Garden Villa****	Badung	.8900	.7134	.70000	1.0000	1.0000	.7863
7	Double Six Luxury Hotel Seminyak*****	Badung	.9200	.7380	.5200	1.0000	1.0000	.7858
8	Grand La Walon Hotel Seminyak*****	Badung	.8800	.7711	.6800	1.0000	1.0000	.7851
9	Yan's House Hotel***	Badung	.9100	.7904	.5000	1.0000	1.0000	.7840
10	Beach Hut Hostel***	Badung	.9400	.7440	.3800	1.0000	1.0000	.7824

[Source: Authors]

Table 6 shows that from the weighting with its supporting facilities of each lodging property found that the Sol House Bali Legian by Melia Hotels International Hotel has the highest ranking with a weight of .8079. Followed by The Hotel Magani Hotel and Spa with a weight of .9038. The third place is occupied by the Sleepwell Hotel Seminyak with a weight of .8024. Ten lodgings with the highest ranking out of 5,389 lodgings all in Badung. The type of lodging is dominated by 'hotel'. From the theory, it is found that the types of hotels are managed commercially and professionally (Bagyono (2014) and Tarmoezi and Manarung (2000)).

It should also be remembered that consumer reviews were taken during the Covid-19 pandemic with the condition that almost all hotels were closed, except they could survive by laying off employees permanently or temporarily, limiting the use of hotel facilities, the efficiency of managing expenses, sales of non-room products online, bookings by changing the visit schedule (Nuruddin *et al.* 2020). Even during the Covid-19 period, the hotel must still provide good service. The commitment of lodging to provide service must be improved, considering in previous research there is a relationship between service orientation and organizational commitment (Bhudiharty, 2018).

CONCLUSION

Research shows that there are 5,389 lodgings on the island of Bali. The lodging density map, among others, occurs in Badung Regency, Denpasar City and Gianyar occupying the highest density. Taking into account its supporting facilities, Badung has the highest level of competition with the number of lodgings 2,143 lodging properties, 8 tourist objects, 44 gas stations, 20 malls, and 235 mart. The lodging has high competition taking into account consumer reviews is Hotel Sol House Bali Legian by Melia Hotels International.

The Bali Provincial Government should consider the licensing of new hotel establishments in areas with high lodging density, for example, South Bali, especially Badung Regency, Denpasar City and Gianyar. For the hotel during the Covid-19 period, hotels should do what the Sol House Bali Legian by Melia Hotels International Hotel does, namely implementing CHSE certification (Cleanliness,

Health, Safety and Cleanliness, and Environment Sustainability) instructed by the Indonesian Ministry of Tourism.

Further research to determine the highest score can be done by inviting experts and stakeholders to determine what factors affect the level of competition for lodging/hotels during the Covid-19 period.

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Analysis of Healthy Food Menu at SaladBar by Hadikitchen, Mall Kelapa Gading

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ABSTRACT

Purpose : The menu is a list of human foods that are displayed, healthy food aims to make the body feel comfortable, have more energy for activities and avoid disease, indicators of healthy food, namely, a plant-based diet, high antioxidants and animal protein, food is a basic need that is needed at all times . This study will discuss the potential contained in healthy food menus in restaurants and draw conclusions from the results, to find out healthy food is a trend icon for one of the consumers and the SaladBar by Hadikitchen conceptualizes a healthy food menu for consumers.

Research methods: Research method uses a qualitative descriptive analysis method with an interactive data analysis technique approach, from observation, interviews, documentation, data reduction, presentation, drawing conclusions and is included with the validity of the data, namely validity and reliability tests.

Results and Discussions: A healthy lifestyle is something that cannot be abandoned by everyone, this lifestyle is a trend in the present time, because in this era there continue to be many new diseases, healthy in the fundamental sense is all the things that are trying to share good results or consequences for our body, a healthy lifestyle is something that is very suitable for doing our life, on the contrary, a healthy lifestyle is a path that must be taken to get a healthy body physically and spiritually.

Implication: The healthy food menu is a consumer icon trend because of its unique use of raw materials.

Keywords: restaurant, menu, healthy food.

INTRODUCTION

At this time in this instantaneous modern era, various creative inspirations have begun to emerge in producing various types of food. Various types of packaged food have grown in the daily lives of residents ranging from street food or what we usually know with food streets, as well as restaurants. The emergence of various types of food that are not known by consumers so that at this time many residents are still wrong in sorting out healthy meals so

that it needs to be balanced with a decent amount of exercise in carrying out activities every day. The 4 healthy 5 perfect menu has many balanced nutrients such as vitamins, proteins, fiber, carbohydrates, and minerals as well as unsaturated fats that can make the body grow perfectly. To help share understanding with residents if healthy food is very meaningful for health to the point of the need to maintain, correct protect the quality of life and always practice a healthy lifestyle. The selection of a healthy food menu does not have to be expensive and can be consumed by all groups, such as the need for a complete healthy food menu, one of which is on the salad menu. Healthy food is a food that is free of harmful ingredients and contains nutrients that are beneficial to our body. Healthy foods that are dominated by organic matter usually tend not to use many food additives such as dyes, preservatives, and fortified substances so they tend to have a tasteless taste. With innovations in the development of healthy food products and can be reached by many entrepreneurs who have begun their careers to develop businesses in healthy food products such as salads which are already widely loved by the public. Preference for food is defined as the degree of liking or dislike for food and this preference will affect food consumption (Nathaniel, et al. 2018)

Established since 2019 SaladBar by HadiKitchen is a restaurant that has the concept of a dining menu and healthy drinks that has several branches in the city or outside the city. SaladBar by HadiKitchen has many menus and a variety of interesting menus and uses bottom ingredients with good quality so as to support the feasibility of consuming the salad, and is located in a strategic position. The content in healthy foods to meet the needs of 4 healthy 5 is perfect, such as protein, vitamins, fiber, and minerals that help the body's metabolism. The antioxidant content of polyphenols is found in many fruits and vegetables that can ward off free radicals in the body so that it helps in reducing degenerative diseases such as coroner's heart disease, diabetes, and asthma. The concept of health is important to help provide awareness to the public about the importance of overarching health, awareness. Health is a concern and effort to be good and motivated in improving, maintaining, maintaining health and quality of life by implementing a healthy lifestyle. A healthy lifestyle needs to be applied from the beginning in order to have a positive impact on the body. Many things are unknowingly far from healthy lifestyle habits. Lazy to do physical activity because you are already in your comfort zone, consume fast food because of limited time, stay up too much, do a lot of work or even unimportant things (Nathaniel, et al. 2018). The restaurant has a salad flavor that matches the selling point so that it is much loved by residents. In salads there are many properties listed in it, one of which is a vegetable that is useful for our body. In making salads, it is tried by filling the dining menu according to the caloric needs of each person and making the body feel energized again.

According to Asmira Sutarto, a healthy food menu means that the daily dish arrangement contains all the substances needed by the body, free from germs that can cause disease (Jannah, 2018). A healthy food menu is a food arrangement that contains the principle of four healthy five perfect, namely a balanced menu pattern that when arranged properly contains all the nutrients needed by the body (Jannah, 2018). Plant-based is a "diet on consumption sourced from plants and various nuts", a large anti-oxidant plays a role in

avoiding and correcting cell destruction in the body, on the contrary, animal protein is a protein derived from animals, including ruminant meat such as; cows, goats, deer. Instead poultry meat is kind of; duck, chicken, sea food not only that there are also eggs and milk. Melli Suryanty, Reswita. (2016). Fish has omega 3 contents such as salmon, tuna. Great antioxidants are present in fruits quoted from Deli et al. (2016) not only animals and poultry, there are also fruits that have very good properties for the body, namely:

1. Blueberry fruit, can strengthen the immune system because it has a lot of vit and minerals, antioxidants in blueberry can help humans from the effects of heart disease and cancer.
2. Strawberry fruits, have the property to degrade the level of bad cholesterol.
3. Many plums have vit C and anti-oxidants such as phenols which function to prevent free radicals in the body so that they can reduce the destruction of cells and DNA in the body.
4. Grapes are fruits that contain vit C and selenium so that they can increase the immune system in the body.
5. Oranges have antioxidants that can help the body in preventing the destruction that is intertwined in cells and can be the farthest from substances that are at risk.

In marketing theory, there is the term niche market strategy, is a marketing concept that concentrates its marketing activities on a certain group of customers as its target (Mashudi 2015), in a niche market can be distinguished two (2) approaches are:

1. Marketing as a creative process
Is the process of carving out of a market whose small part of needs are not met with customer specialization, products, markets and marketing mixes, and the industry can customize according to its needs.
2. Marketing as the final step of segmentation
Is a session that is sequentially targeting, segmented, niching and positioning. For Kotler (Muid: 2016) it is clear that the niche market has the following characteristics:
 - a. Each consumer certainly has different needs.
 - b. Each consumer pays a premium price to meet the needs.
 - c. The industry wants to share the best with consumers.
 - d. Niche Markets have their specific consumer segments.
 - e. The industry obtains certain advantages through specialization.
 - f. Niche Markets have profits, dimensions and potential developments.

Oetoro, Parengkuam & Parengkuam (2012) wrote healthy meals are, "nutrient-rich meals that have macronutrients (Carbohydrates, proteins, and healthy fats) and micronutrients (vit and minerals), but are not very calorie dense, not exceeding the body's needs for calories every day".

Pramono (2012: 136) narrated about consumer attention is "the consumer session has their options, including some brands that are members of the option feature, in conclusion carrying out a purchase on something alternative that he likes very much or the process that consumers go through to buy something or services based on various considerations". According to Widartika (2018), part of the menu is as follows:

1. Menu as a marketing equipment that has ties to dining services to satisfy consumers
2. Menu as a control equipment in the management of the dining system (creation and distribution process).
3. Menu as a counseling or learning equipment for consumers.
4. Menu as a tool to display industrial finances.
5. Menu as a data equipment and communication between elements in the food administration sub-system
6. As a data facility for cooking methods, prices and service procedures for each meal provided.
7. Menu as a fixture to determine the ingredients to be purchased, the method of purchase, the equipment and the number of employees needed
8. As an aspect that ensures in sorting out the layout of the kitchen, equipment and planning of the means of creation
9. As a equipment to attract consumers to buy and consume the dishes served.
10. Change the use of food ingredients or dishes so that they can be arranged to stay away from boredom.

RESEARCH METHODS

According to Sugiyono (2017: 8), qualitative research procedures are often said to be naturalistic research procedures because the research is tried in a natural state (natural setting). It is also pronounced as an ethnographic procedure, because in the beginning this ordinance was more widely used for research in the field of cultural anthropology. It is pronounced as a qualitative procedure, because the information collected and the analysis are more qualitative in nature.

This research uses qualitative descriptive analysis procedures. Moleong (2016: 6) states qualitative research is research that aims to master the reality of what the subject/researcher feels such as attitudes, assumptions, motivations, actions, etc". According to Moleong (2016: 11), descriptive is information in the form of words, photos and not numbers". Descriptive research is more focused on the topic. Information obtained is sourced from the results of interviews, observations, documentation, management individual information, and formal documents.

Table 1. Analysis of Healthy Food Menu at Restaurant SaladBar by Hadikitchen in Mall Kelapa Gading

No	Variable	Sub-variables	Indicators
1	Healthy Food	a. Plant Based (vegetable protein). Jurnal S1 Ilmu Gizi Fakultas Ilmu Keperawatan dan Kesehatan UMS	The most vegetable protein comes from legumes and the processed products are easier to get by the public. Fruits, vegetables, as well as dading and fish, produce antioxidant
		b. High Antioxidant. Surya Octagon Interdisciplinary Journal of Technology,	types in the form of flavonoids and polyphenols. Carriers of hereditary traits from

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- | | |
|---|--|
| c. Animal Proteins. (Melli Suryanty dan Reswita) AGRISEP Vol 16 No.1 Maret 2016 Hal: 101 – 110. | generation to generation and also play a role in the process of development of human intelligence. |
|---|--|
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RESULTS AND DISCUSSION

Saladbar by Hadikitchen is a healthy dining restaurant established in 2019 located at the base of the Hadikitchen Healthy Catering, the brand focuses on dietary and healthy dining. Therefore, the concept of salad at an affordable price was created by not forgetting the deliciousness and quality of the salad itself which is known under the name "Saladbar by Hadikitchen". Menus are served with salads, smoothies by introducing instant methods, delicious for people who want to eat vegetables and fruits. Currently, Saladbar by Hadikitchen has spread in 5 major cities in Indonesia (Jakarta, Tangerang, Semarang, Medan, and Bandung).

The healthy dining menu is one of the consumer trends at this time. Residents have an understanding of the meaning of health at this time, the trend of organic and vegan dining at this time continues to grow, at this time there are businesses such as restaurants and cafes that offer organic dining products. Why this healthy meal is one of the trend icons of consumers, because salads have their own uniqueness is wearing hydroponic salads grown by the restaurant owner himself, there are also in some menus by wearing salads mixed with tempeh, all ingredients are always fresh without using preservatives, with flavors that can arouse the taste buds. Options that influence a healthy lifestyle for a healthy life, are:

1. Healthy diet

The initial thing that influences consumers to practice a healthy lifestyle is diet, each meal is a meaningful thing to lead to a healthy lifestyle, we are expected to avoid foods that have a lot of carbohydrates and fats listed as preservatives. Start making consumption sourced from vegetables, plants, nuts, vegetables and fruits so that the body gets good fiber.

2. A hefty rest pattern

The resting pattern also ensures that for the health of the body, our body needs a minimum of 7 hours a day so that it can repeat damaged cells so that when we end up resting, our body is ready to reactivate. Always try to get a decent rest time and stay away from sleeping late so that our bodies are always healthy and fresh.

3. Orderly exercise pattern

Exercising activities greatly affect a healthy lifestyle, because exercising activities that are tried regularly and orderly not only make the body fit but also improve blood circulation and help repeat cells in the body against the invasion of various diseases.

A healthy lifestyle is something that cannot be abandoned by everyone, this lifestyle is a trend in the present time, because in this era there continue to be many new diseases, healthy in the fundamental sense is all the things that are trying to share good results or consequences for our body, a healthy

lifestyle style is something that is very suitable for doing our life, on the contrary, a healthy lifestyle is a path that must be taken to get a healthy body physically and spiritually.

Some examples of the benefits that can be obtained in a healthy lifestyle in life every day are:

1. Able to think healthy.
2. Able to sleep better.
3. Can be free from various diseases.
4. Able to learn better and focus.
5. Live well and relate socially.
6. Can feel happier and look fit.

In this salad using hydroponic lettuce, hydroponics is one of the procedures in the cultivation of growing using water without using soil media. With an emphasis on meeting the needs of nutrients for plants, the need for water in hydroponics is less than the need for water in cultivation with soil.

Hydroponics uses water that is lebin effective, so it is very suitable to be applied to areas that have a limited water supply, hydroponics has a free interpretation of the method of farming with an emphasis on meeting nutritional needs for plants, or in the interpretation of daily farming without soil, from this interpretation it appears that the emergence of hydroponic farming methods is started by continuing to be a high level of human attention should mean the need for fertilizer for plant. Lettuce is quite popularly found in burgers, hotdogs, or salads. Lettuce is listed as one type of dish that can be used as an aesthetic enhancer for dining. Some of the properties of hydroponic lettuce are:

1. Able to improve the body's immune system.
2. Able to nourish the heart.
3. Able to nourish the eyes.
4. Able to help shrink body weight.
5. Very good for pregnant mothers.
6. Able to cope can not sleep.
7. Able to get rid of toxins in the body.
8. Able to control blood sugar.

As we know at this time in order to enjoy a healthy dining menu is not very often, the average restaurant that is often and can be found is a junk food restaurant. therefore SaladBar by Hadikitchen made a restaurant with the concept of a healthy dining menu, so that residents can enjoy a healthy meal menu, with the presence of the restaurant, it is hoped that it will be one of the pioneers in providing a healthy dining menu, so that people who consume healthy food and have a decent time, in this saladbar listed how many calories and we can recognize carbohydrates, protein and fat, the concept of this healthy dining menu consists of vegetables, meat, fish, chicken, not wearing preservatives at all, to be comfortable for all groups of residents to eat.

Not only are food changes limited, young people also tend not to want to spend time digesting meals, while to get a healthy meal, something is needed to be the right activity in sorting out the ingredients, clean processing and proper storage. Along with the passage of time, healthy meals must be enjoyed anywhere, with wide access and innovation in healthy dining menus, so it is hoped that young people can continue to be interested in consuming fruits and

vegetables. Filling the market void in healthy dining products for the young, Saladbar by Hadikitchen appears to ensure that healthy food can be processed in a short time and enjoyed anywhere without eliminating the complete health factor of the dining product. Saladbar by Hadikitchen opens its outlets in places such as malls and food courts that make healthy dining look more modern and not inferior to other restaurants that carry the concept of fast food that tends to be less healthy.

Fast food is a meal that has a delicious taste, is easy and can be appetizing. Fast food or what is known as junk food is usually liked by residents, listed by young people because it has a delicious taste, the aspect that causes fast food to have a delicious taste is the high content of oil, salt and sugar, fast food restaurants are usually competing to make new food changes with delicious tastes so that they match the tastes of residents. Fast food has a delicious taste because it has monosodium glutamate (MSG), sodium salt, sugar, fat and addictive substances that cause addiction to the delicious and savory taste. Consequences of consuming fast food for health:

1. Can increase obesity or obesity.
2. Can increase the risk aspect of high blood pressure (hypertension).
3. Can increase the risk aspect of diabetics.
4. Can increase the risk aspect of cancer.
5. Can increase the risk aspect of heart disease.
6. Can increase the risk aspect of stroke.

Fast food is a meal that is not good for residents if eaten very much. Therefore, this restaurant has the concept of a healthy dining menu. There are several criteria that need to be observed to meet the factors of healthy eating needs such as:

1. Have a lot of fiber.
Fiber is a substance that is very beneficial for the body because it can help improve digestion and also protect the body so that it is always full
2. It doesn't have MSG.
The characteristic of healthy eating is that it does not have MSG or other flavoring ingredients, if it is very often consumed, meals that have MSG can cause digestive problems, headaches, risk of obesity, risk of heart beating faster.
3. Stay away from using used cooking oil.
Food that is fried, especially with a large amount of oil, does not have good consequences for the body, especially if the oil is leftover oil that has been fried for the umpteenth time, the oil can be changed into used cooking oil which can cause cancer, not only that frying the meal in the oil causes the substances listed in the meal to be damaged.
4. Has a balanced and various compositions.
Our body certainly needs a variety of nutrients such as carbohydrates, proteins, fats, vit and minerals. However, these nutrients cannot be found in only one type of meal, so that the body's needs can be met, it is mandatory to consume nutritional food balance so that the body is always healthy.
5. Has great antioxidants.
Antioxidants are one of the substances needed by the body, these substances play a role in preventing free radicals that function in the onset

of cancer, antioxidant also function in protecting immune energy. A large meal of antioxidants belongs to many fruits from among the berries such as strawberries, purple cabbage, grapes, blueberries and many more.

6. Not much through the processing process.

Continue to be a little process of the stages of processing the meal, until it continues to be good for the quality of the meal, if the processing process is very long, it can make the contents in the meal decrease or let alone disappear.

7. Hygienic.

So that the meal is comfortable and healthy to be eaten, the meal must be processed in clean conditions and served hygienically. Unclean meals can cause various diseases, such as diarrhea, typhus to salmonellosis, to maybe a large meal free from bacteria and germs are at risk. The concept of a healthy meal menu is very meaningful for residents, because we want people around us to live healthy, have a healthy dining pattern as well.

a. Validity test

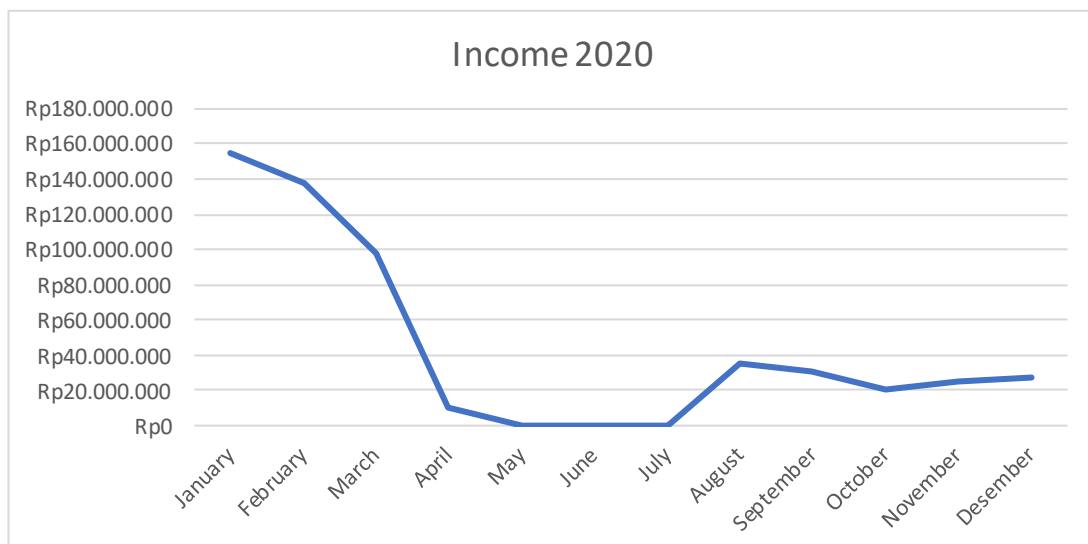


Figure 1. Turnover chart
[Source: Marketing data: 2020]

In figure 1, it can be concluded that the graph data in accordance with the turnover of the assimilation from January to December 2020 is complete, which is declared valid.

b. Reliability Test

The reliability test was declared valid because from the validity test listed starting from the beginning of the month of January income increased, why from April to July decreased, due to the Covid-19 pandemic and the implementation of restrictions on community activities (PPKM) which made sales less and income decreased as in the chart. The test used is an interactive technique.

c. Here is the data on the menu of favorite foods that are often ordered at Saladbar by Hadikitchen in mall kelapa gading.

Table 2. Data on the menu of favorite foods that are often ordered at Saladbar by Hadikitchen in mall kelapa gading

Name ▲	SKU ▲	Category ▲	Items Sold ▼
Caesar Supreme - Wrap		Salad	30653
Salad Wrap ala Dennis hadi - Wrap		Salad	19946
Paket 1 Salad + Smoothies		Promo	14632
Mamamia - Wrap		Salad	10318
Under the Sea - Wrap		Salad	8282
Viva La Vegan - Wrap		Salad	5719
Caesar Supreme - Bowl		Salad	4353
Roostu Toasty		Healthy Toast	4253
Creamy Waldrof - Wrap		Salad	3708
Berry Nice - Cup		Smoothies	3423

[Source: Marketing data: 2020]

This data is also included in the research section so as to make it accurate.

CONCLUSION

Healthy dining menus at the Saladbar by Hadikitchen restaurant in Kelapa Gading mall, include: (1) Healthy dining menus are a trend icon of consumers because of their uniqueness in using hydroponic salad ingredients. (2) The healthy dining menu is a consumer icon because usually consumers already have knowledge of a healthy diet. After confirming the conclusions until the researchers submit suggestions, they are: (1) Saladbar by Hadikitchen should provide a more varied healthy menu so as not to cause boredom to consumers. (2) Healthy dining menus should use local organic ingredients so as to reduce creation fees and healthy meals SaladBar by Hadikitchen has a competitive energy that can be accepted by consumers.

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Tourists' Perceptions of Local Street Food: Angkringan, Yogyakarta's Culinary Icon

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ABSTRAK

Purpose: Angkringan is one of the culinary icons of Yogyakarta which is famous for its being street food. With the development of Yogyakarta's culinary as a tourist attraction, the purpose of this study is to determine tourists' perceptions of Angkringan.

Research methods: This study employs a quantitative approach, with a survey conducted via WhatsApp broadcast messages. Purposive sampling was used, and the sample size was 100 respondents. The data analysis method applied is quantitative descriptive statistics.

Results and discussion: Angkringan in Yogyakarta is well-liked by tourists. Food quality has the highest average value, followed by portions, promotions, menu variations, service quality, and prices in a certain order. The last three indicators, that is cleanliness, taste, and atmosphere, all share the same average value.

Implication: Understanding how tourists perceive Angkringan can provide suggestions for the development of community Angkringan businesses, particularly in Yogyakarta, this research has theoretical and practical implications.

Keywords: angkringan, culinary, street food, local food, perception.

INTRODUCTION

Food is now more than just a means of satisfying physiological needs; it has also evolved into a tourist attraction. Culinary tourism is one of the special interest tourism that has emerged as a result of the development of modern tourism. Indonesia, with its diverse culinary delights from each region, has enormous potential for culinary tourism development. Street food is one of the culinary tourism attractions in Yogyakarta. Street food is food sold by street vendors, on the side of the road, at gas stations, in markets, residential areas, and other similar locations. According to WHO (2006), local street food is food and beverages served or sold by street vendors on the streets and in public places that are eaten or consumed immediately without further processing.

Yogyakarta is well-known for its street food, with Angkringan being one of the most popular. This location has also become an icon of roadside food in the

city of Yogyakarta, with the atmosphere of the city's busy streets attracting Angkringan visitors. Some visitors may simply come to photograph the Angkringan atmosphere. However, there are those who seek to fill their stomachs, despite the fact that the food in the Angkringan is small.

The role of tourists as consumers cannot be separated from the sustainability of local culinary businesses or local street food in Yogyakarta. As a result, more discussion about local street food from the perspective of tourists is required in order to obtain future information about the development of local street food. Studies on local street food Angkringan are still limited to food characteristics and marketing strategies. For example, Setiawan and Alwi's (2022) research discusses the Angkringan business strategy with a SWOT analysis. Moreover, Hakim et al. (2022) conducted research on Angkringan's marketing strategy using Instagram social media. While the study of local culinary in the context of tourists is still underdeveloped. Katmanto's (2020) research examines the impact of service quality, price, and customer satisfaction on consumer loyalty to Angkringan stalls in general.

Perception, according to Slameto (2010), is a process that involves the entry of messages or information into the human brain through human perception that is constantly in contact with the environment. Meanwhile, perception, according to Arindita (2003), is a process of giving meaning to the environment. In this case, perception includes object interpretation.

The following are people's perceptions of the subject of this study, namely local street food: (1) Food quality. According to Potter and Hotchkiss (2012), food quality is a consumer-acceptable quality characteristic of food, such as size, shape, colour, consistency, texture, and taste. Thus, one of the most effective ways to attract customers is through food quality. Meanwhile, Wood and Harger (2006) state that food quality broadly consists of: (2). Menu variations. Creating variety in the products offered provides consumers with a variety of options for selecting and purchasing various menus based on their preferences. (3) Food portion sizes. Every food served adheres to a predetermined standard, also known as a standard portion size. (4).

Cleanliness. An appealing food presentation will be an added value in attracting customers. By paying attention to cleanliness in food and the environment in accordance with hygiene and sanitation rules. (5) Taste. The tongue's taste point is the ability to detect basic flavors such as sweet, sour, bitter, and salty. Food must have a distinct flavor in order to be enjoyable. (6) Promotion. Promotion is communication that explains and persuades potential customers about a product with the goal of attracting, increasing, and persuading customers Buchari (2006). (7) Service quality. The customer can only feel the quality of service, so it must be done as well as possible. Because good service has a significant impact on the number of customers. (8) The atmosphere. The atmosphere is one of the conditions that influence the customer's value for the product being sold. (9). Price. The price as perceived by consumers is the price. Many customers do not remember the price of the product they purchased, but they can estimate whether a product is expensive or cheap based on the quality of the food served. According to Esingger and Wylie (2003), price perceptions broadly include: (a) Reasonable and affordable prices; and (b) Prices that are in line with the benefits received by consumers.

Street food is food sold by street vendors, on the side of the road, at gas stations, in markets, residential areas, and other similar locations. According to WHO (2006), local street food is food and beverages served or sold by street vendors on the streets and in public places that are eaten or consumed immediately without further processing. The price of food sold on the street is usually lower than the price of food sold in restaurants or bars. This is because traders are looking for low-cost rental prices for selling locations that are easily accessible to buyers from anywhere.

Meanwhile, Judarwanto (2008) defines street food or street snacks as food prepared and sold by street vendors on the streets of public crowded places and eaten directly without further processing or preparation. Local street food, on the other hand, refers to street food that sells regional specialties. For example, Angkringan from Yogyakarta, ketoprak from DKI Jakarta, and batagor from Bandung.

Yogyakarta has the potential to develop as a gastronomic city, not just a culinary city. However, it has the meaning of enjoying food while also learning about its history and culture. Every special food offered in the city of Yogyakarta preserves the city's history and culture. Yogyakarta is well-known for its street food, including Angkringan, gudeg, tiwul, bakpia, and oseng-oseng firecracker.

Angkringan is a community-based economic enterprise that has existed for decades. It is believed that Angkringan first appeared in the 1950s, particularly in the Special Region of Yogyakarta (DIY). Angkringan, which derives from the word "angkring," has been practiced in Bengawan City for over a century, long before it spread to Yogyakarta. Angkringan are still present in the community. Surya Dewi (2019) Taufik and Handayani (2017) The most popular Angkringan menu item is Nasi Kucing, which is rice accompanied by dry chili tempeh, fried anchovies, quail egg satay, intestine satay, and so on. In terms of beverages, they typically sell traditional Javanese beverages such as ginger wedang, ginger milk, sweet tea, and coffee.

As a result, the objective of this research is to discover how tourists perceive local street food, specifically Angkringan. This is done in order to provide advice and input on the development of culinary tourism in Indonesia, particularly in Yogyakarta.

RESEARCH METHODS

A quantitative approach is used in this study. This study's population consisted of domestic tourists visiting Yogyakarta. Purposive sampling was used in this study, with the criteria of a sample of tourists visiting Yogyakarta, aged over 17, and consuming Angkringan while traveling. The study's target sample size was 100 respondents, based on Roscoe's recommendation of 30-500 people for quantitative research (Sekaran, 2006). The questionnaire includes indicators of street food perception variables such as food quality (menu variety, food portions, cleanliness, taste, promotion, service quality, and atmosphere) and price (price feasibility and price suitability with benefits). Data collection methods such as online questionnaires (Google forms) are disseminated through WhatsApp broadcast messages. The questionnaire's validity and reliability were evaluated. The data analysis technique used in this

study was descriptive statistics, which included calculating the mean and frequency distribution.

RESULTS AND DISCUSSION

Respondent Profile and Characteristics

According to the profile and characteristics of the respondents in this study, women outnumbered men by as much as 51 percent. Meanwhile, respondents aged 21-25 years make up the majority, accounting for 84% of the total. High school graduates (51 percent) and Bachelor Degree holders dominate the last education (41 percent). Students accounted for up to 72 percent of respondents' occupations, with entrepreneurs accounting for up to 11 percent. Table 1 displays profile data and respondent characteristics.

Table 1. Respondent Profile and Characteristics

Respondent Profile and Characteristics	Options	Frequency
Gender	Female	51.0
	Male	49.0
Age	17-20 years old	11.0
	21-25 years old	84.0
	26-30 years old	3.0
	31-35 years old	2.0
Education	Senior High School	51.0
	Associate Degree	8.0
	Bachelor Degree	41.0
Occupation	Student	4.0
	College	72.0
	Government employees	3.0
	Self-employed	11.0
	Other	10.0

Questionnaire Validity and Reliability Test

The value of $r\text{-count} > r\text{-table}$ (0.915) for the number of respondents is 100, and the value of $\alpha = 0.05$ is based on the results of the respondent's validity test of 18 (eighteen) variable question items. This demonstrates that all statements have been declared valid. Meanwhile, the Cronbach's Alpha value was 0.670 in the reliability test. If the value is greater than 0.6, it is considered reliable (Sinaga, 2019). Table 2 shows the results of the reliability test.

Table 2. The results of the reliability test of tourists' perceptions of local street food (Angkringan) in Yogyakarta

Cronbach Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,668	0,670	18

Descriptive Statistical Test of Tourist Perceptions of Local Street Food in Yogyakarta (Angkringan Case Study)

Table 3 shows the results of descriptive statistical tests on tourist perceptions of Yogyakarta's local street food, Angkringan. Food quality, menu variety, portions, cleanliness, taste, promotion, service quality, atmosphere, and price are among the nine factors considered by tourists.

Table 3. Descriptive statistical test results of tourist perceptions of local street food in Yogyakarta

Indicator	Statement	Mean
Food Quality	The quality of the food in Angkringan because it's good in my opinion	4.15
	I like the quality of the food at the Angkringan because it arouses my appetite	4.37
	Total	4.44
Menu Variations	I like to eat at Angkringan because there are many choices of food and drink menus	4.16
	Many variations of the menu arouse my taste	4.45
	Total	4.30
Portion	The portion of food at the Angkringan is quite suitable for me	4.33
	With a small portion of Angkringan food, I can taste other menu variants	4.33
	Total	4.33
Cleanliness	A place to eat Angkringan which is located on the side of the road makes me doubt about its cleanliness	4.14
	The cleanliness of food and places to eat Angkringan is very well maintained	4.13
	Total	4.13
Flavor	I like Angkringan food because it tastes delicious	4.16
	Angkringan really represents the taste of typical Indonesian food	4.11
	Total	4.13
Promotion	I know Angkringan because of suggestions from social media	4.33
	I know Angkringan because of the advice of my relatives	4.31
	Total	4.32

Service quality	I am satisfied with the quality of service at Angkringan	4.3
	Angkringan sellers are very friendly and polite in serving customers	4.14
	Total	4.22
Atmosphere	I really like the typical atmosphere when enjoying Angkringan in Yogyakarta	4.17
	I am happy with the characteristics of the atmosphere of eating at Angkringan in Yogyakarta	4.1
	Total	4.13
Price	The price offered by Angkringan is very cheap and in accordance with what is offered	4.08
	With an affordable price I can get a delicious taste	4.23
	Total	4.15

According to Table 3, the overall perception indicators received high marks from respondents. Food quality indicators have the highest average value based on respondents' level of agreement with the questionnaire's statement items, followed by portions, promotions, menu variations, service quality, and prices. The last three indicators, cleanliness, taste, and atmosphere, all have the same average value.

Profile and Characteristics of Respondents

According to the survey results in this study, tourists aged 21-25 years dominated the age of the respondents by as much as 84 percent, followed by tourists aged 17-20 years by as much as 11 percent. This demonstrates that Generation Z tourists enjoy Angkringan. People born between 1995 and 2010 are known as Generation Z. (Chou, 2012). According to Sardanto and Ratnanto (2016), Angkringan is a meeting place for young people to talk and interact. This is supported by research by Handayani and Taufik (201) that Angkringan is preferred by students, who are the intended audience for this Angkringan business. With its evolution, Angkringan with simple facilities gave way to modern Angkringan with more complete facilities such as parking, internet, and more comfortable seating.

Women outnumber men in terms of gender dominance. This is consistent with the findings of Wachyuni et al (2021), who discovered that women are more interested in culinary matters than men. Even in terms of travel, Manik et al (2016) stated that generally, tourism activities are dominated by men, but that with time and gender equality, female tourists are increasingly showing developments.

According to the most recent education, there are more tourists with student education (51 percent), with Bachelor/S1 education coming in second (41 percent). According to the findings of the study, students prefer to go on

street food culinary tours in Yogyakarta, particularly Angkringan. This demonstrates that one of the Angkringan fans is a scholar. Meanwhile, students (72 percent) and entrepreneurs are the most common occupations (11 percent). This is appropriate given that the majority of respondents are young and have a steady income. As a result, students and entrepreneurs are a subset of the Angkringan market.

Yogyakarta Tourists' Perceptions of Local Street Food

According to the findings of the data description of tourist perceptions of Angkringan in Yogyakarta, all indicators have an average value that tends to be high. This demonstrates that Angkringan is regarded favourably across nine indicators. The higher the indicator's average value, the better it is perceived. Food quality has the highest average value, followed by portions, promotions, menu variations, service quality, and prices in that order. The last three indicators, cleanliness, taste, and atmosphere, all have the same average value.

The food quality indicator has the highest average value in Angkringan, where the food is thought to whet tourists' appetites. This is supported by Lupiyoadi (2013), who claims that product quality is one of the most important factors influencing consumer satisfaction. According to Wardani's (2018) research, product quality has a positive effect on the satisfaction of Angkringan consumers on Ponorogo City's streets.

Furthermore, in terms of the portion indicator, the portion of food in Angkringan is deemed suitable for tourists. Tourists like it because, with the small portion of food in Angkringan, they can sample other menu options. According to Wardani (2018), one aspect of product quality that has a significant impact on consumer satisfaction is portion.

In terms of promotion indicators, Angkringan is well-known among tourists thanks to social media. This is due to the fact that the majority of tourists in this study are from Generation Z. According to Chou (2012), Generation Z is the digital generation that has access to all information via the internet. Similarly, according to several other studies, Generation Z cannot be separated from the internet in almost all of their activities, including travel (Wiweka et al., 2019) and selecting accommodation (Wachyuni et al., 2018), to selecting food (Kusumaningrum et al., 2019; Kusumaningrum & Wachyuni, 2020). Furthermore, according to the survey results, many tourists get advice from relatives to try Angkringan. According to the research Wachyuni et al (2021), friends are the second most common source of reference in the selection of local culinary after social media Instagram. This finding indicates that friends have a large influence on local culinary purchasing decisions.

Meanwhile, the menu variation indicator also displays a high average value. Tourists are pleased with the variety of food and beverage menus offered by Angkringan. Menu variations are also thought to be appealing to tourists, causing them to want to try it. This is consistent with the findings of Sardanto and Ratnanto (2016), who discovered that product diversity has a positive influence on Angkringan purchasing decisions in Kediri. Product diversity perceptions are a collection of all products and goods that a specific seller offers to buyers (Kotler & Keller, 2016).

Tourists also agree that the service quality of Angkringan is good because the seller serves customers in a friendly and polite manner. Tourists were also pleased with the quality of Angkringan services. According to Sutedjo (2007), service is an activity or benefit that can be provided by one party to another, whereas Sopiah (2008) defines customer service as a behavior displayed by the seller in accordance with what the buyer desires in order to satisfy his needs and desires. According to Sardanto and Ratnanto (2016) research, perceptions of service quality are related to Angkringan purchasing decisions.

Tourists agree on the price indicator that the price of Angkringan is very low and in line with what is offered. Tourists also agree that they can enjoy the delicious taste of food at an affordable price. This is supported by Fathudin (2015), who discovered that price had a positive effect on purchasing decisions for Angkringan in Kulon Progo. Similarly, Wardani's (2018) study found that price has a positive effect on consumer satisfaction in Angkringan along the streets of Ponorogo City.

Furthermore, the average value of the indicators of cleanliness, taste, and atmosphere is the same. Even though they are usually located on the side of the road, respondents stated that the cleanliness of food and Angkringan places to eat is very well maintained. Wachyuni et al., (2022) support this finding by stating that taste, atmosphere, and cleanliness are indicators that influence local culinary purchasing decisions. Tourists like and perceive the taste of Angkringan in Yogyakarta as delicious, and it is considered very representative of Indonesian food.

CONCLUSION

According to its findings, this research concludes that the majority of tourists who make up the Angkringan market segment in Yogyakarta are Generation Z. Angkringan is a popular hangout for young tourists who want to eat and socialize. The Generation Z character exemplifies the current tourist market segment, in which the majority of them seek culinary information from the internet via social media. This study has theoretical implications, namely that the nine indicators of tourist perceptions of Angkringan are considered positive. Starting from the average value of the highest agreement, the order of tourists' perceptions of Angkringan is an indicator of food quality, portions, promotions, menu variations, service quality, price, cleanliness, taste, and atmosphere. This study has practical implications in that business actors can develop product quality, promotion methods, services, and locations based on tourist demands by understanding the Angkringan market segment. Similarly, knowing the order of indicators of tourist perceptions of Angkringan can help business actors, culinary tourism destination managers, and the government develop Angkringan as a typical Javanese cuisine in Indonesia.

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Literature Analysis on the Bornean Orangutan (*Pongo Pygmaeus*) Conservation Ecotourism in Tanjung Puting National Park, Waringin Barat City, Central Kalimantan

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ABSTRACT

Purpose: The purpose of the study is to analyze the development of orangutans conservation ecotourism in Tanjung Puting National Park based on previous studies.

Research Methods: The methodology used in this study is a literature review approach. Data collection was carried out by collecting data and information in the form of related journals from previous research.

Results and Discussion: Synchronization and collaboration between stakeholders is important in improving the management of TPNP and implementing policies so that they are effective and optimal

Implication: The dynamics of orangutan conservation are not being implemented according to their natural habitat.

Keywords: ecotourism, conservation, Bornean orangutan (*pongo pygmaeus*).

INTRODUCTION

Kotawaringin Barat City is located in the western part of Central Kalimantan Province, with the capital city in Pangkalan Bun. The area of West Kotawaringin Regency is recorded at 10,759 Km² or 6.2% of the total area of Central Kalimantan Province. The topographical conditions of West Kotawaringin City are classified into 4 (four) parts, namely plains, flat waves, and hilly wave areas. The area of West Kotawaringin City around the Kumai, Arut, and Lamandau rivers is easily inundated, swampy and is a deposit area and is organic and acidic. Areas that provide protection for the area below (protected forest) have a slope score, soil type, rainfall > 175; slope > 40% and altitude > 500 m above sea level. Areas that provide protection below, consist of protected forests, peat and water catchment areas, local protected areas. The diversity of mammal species that exist on large islands such as the island of Borneo. This is based on the island biographical theory which states that the number of species found on an island can be

determined by the size of the island. Currently, the island of Borneo has $\pm$ 222 species of mammals and 44 species of which are endemic (BAPPENAS 2003).

Tanjung Puting National Park has several types of ecosystems, namely lowland tropical forest, dry land forest (heath forest), freshwater swamp forest, peat swamp forest, mangrove or mangrove forest, coastal forest, and secondary forest. Tanjung Puting National Park has an area of 4,150 km². This National Park is the center of orangutan research and conservation throughout the world. In the heath forest area inhabited by insect-eating plant flora such as pitcher plant (*Nepenthes* sp). True peat swamp forest is found in the center of the area and on the banks of several rivers, and there are plants with knee roots, and aerial roots. Along the banks of all the rivers in this area is true freshwater (*alluvial*) swamp forest, containing complex plant species and large and small woody vines, epiphytes and ferns in abundance. In the north to the south of the area there are fields with extensive shrub species, the result of the destruction of heath forests due to logging and burning. Generally found in pockets along the Sekonyer River and its tributaries. Plants in the upstream area of the main river consist of grass swamps which are dominated by *Pandanus* sp. and floating macrophytes (*daffodils*) such as *Crinum* sp. In coastal areas there is mangrove forest cover and further inland, namely in brackish areas at estuaries along the main rivers, there are native nipah plants (*Nypa fruticans*) that grow inland as far as rivers, and indicate the level of intrusion of brackish water into the sea. land. The coastal areas on sandy beaches are overgrown with the genera *Casuarina*, *Pandanus*, *Podocarpus*, *Scaevola*, and *Barringtonia*. The TNTP area is inhabited by about 38 species of mammals. Seven of them are well-known and protected primates such as the Bornean orangutan (*Pongo pygmaeus*), the proboscis monkey (*Nasalis larvatus*), the Kalimantan gibbon (*Hylobates agilis*), and the sun bear (*Helarctos malayanus*). Types of large mammals such as the sambar deer, muntjac deer (*Muntiacus muntjak*), deer mouse (*Tragulus javanicus*), and beard pigs (*Sus barbatus*) can be found in this area. In fact, several types of aquatic mammals such as dugongs and dolphins have been reported to have been seen in the waters around the Tanjung Puting National Park area.

The orangutan population is currently experiencing a significant decline. The threat to this population is because their habitat is narrowing due to irresponsible human activities such as forest destruction, conversion of land to plantations, forest fires and land exploitation so that orangutans need to be preserved (Anonymous, 2016). The tactical approach used by the region (local or national government agency) will make or break how ecotourism is perceived by local people, according to MacKinnon (1995).

The threats of orangutan sustainability will increase along with the rate of forest degradation and fragmentation forest where land use around Tanjung Puting National Park tends to develop and the natural environment, culture and local communities of protected areas are in a constantly changing balance, affected by internal and external forces.

During the pandemic, on 26 March 2022, 13 rehabilitated orangutans were released in stages in the Tanjung Putting National Park (TNTP) area, Central

Kalimantan Province. The process of returning orangutans to their habitat is carried out by the Tanjung Puting National Park Office in collaboration with the Central Kalimantan Natural Resources Conservation Agency (KSDA) and the Orangutan Foundation International (OFI). These protected animals came from the community's surrender and the results of the rescue of the Central Kalimantan KSDA team who were entrusted with the Orangutan Care Center and Quarantine OFI in Pangkalan Bun. The released animals have previously been assessed and declared eligible to return to their habitat. If he is able to find and choose the type of feed in nature, is able to build a nest, has no physical defects that make it difficult for him to move, and has been declared healthy through a health test and a PCR test with negative results. In releasing animals, Tanjung Puting National Park believes that it has applied the principles through a one health approach for orangutan conservation. The purpose of this study is to analyze the development of ecotourism based on orangutan conservation in Tanjung Puting National Park based on previous studies.

RESEARCH METHODS

The methodology used in this study is a literature review approach. Data collection in this study was carried out by collecting data and information in the form of related journals from previous research. Researchers review some literature on concept of conservation as tourism development in ecotourism.

This literature review described by Cooper in Creswell (2010) has several objectives, namely to inform readers of the results of other studies that are closely related to the research conducted at that time, to link the research with the existing literature, and to fill gaps in previous studies. Further, the required data in research can be obtained from sources library or document and variables on literature study research is non-standard (Melfianora, 2017).

The analyzed data are secondary data obtained from around literature related to ecotourism. The tools used to search journals or scientific writings are Perish. Perish is software as a helping tool that can be used for free, which makes searching process for articles easier and connected in various publication sites such as Google Scholar and Scopus, so it can provide convenience for researchers in finding articles that can be used as reference material in the literature study.

Furthermore, the collected data is analyzed using the literature review method. researchers conducted data searches through literature reviews starting from April to May 2022. In addition, researchers also use journals, textbooks, government reports and website data that have a period of 10 years as data sources in the literature review of this research. The literature study was focused with the qualification of the selected articles that having a research on the development of conservation-based ecotourism. The literature review conducted in this study is to review the dynamics of ecotourism in Tanjung Puting National Park and the efforts that can be made to maintain the habitat of the orangutan (*Pongo Pygmaeus*) in Tanjung Puting National Park in Central Kalimantan.

Researchers get twenty articles related to the development based conservation ecotourism. Research focus then more adjusted with the dynamics of ecotourism in conservation and the results obtained ten articles related to the research focus analyzed. These articles have a research period of ten years back.

Table 1. Previous Researches

No.	Literature Title	Authors, Publication Year, Source	Research Method	Conclusion
1.	Analysis of Social Economic Conditions of the Community to the Existence of Tanjung Puting National Park in Kumai Hulu Kelurahan Kotawaringin Barat	Agustina, A., & Itta, D, 2021, Jurnal Sylvia Scientiae, Vol.4	Qualitative Descriptive Analysis	The impact of TNTP on social conditions in Kumai Hulu Village is high and for economic conditions is being seen with increasing economic opportunities such as trade, lodging and klotok transportation business
2.	Community Empowerment through Rural Tourism Development and Its Implications for Regional Socio-Cultural Resilience (Study in Penglipuran Bali Tourism Village).	Andayani, A. A. I., Martono, E., & Muhamad, M, 2017, Jurnal Ketahanan Nasional	Qualitative Descriptive Analysis	The results of the study revealed that the community empowerment process in Penglipuran Tourism Village took place in three stages, namely the stage of awareness, capacity building and empowerment. Other forms of community empowerment involve community participation starting from planning, implementation and evaluation. Community empowerment through the development of tourist villages has

No.	Literature Title	Authors, Publication Year, Source	Research Method	Conclusion
				implications for regional socio-cultural resilience in the form of strengthening and several changes to social, cultural and environmental values.
3.	Habitat Suitability Model of the Bornean Orangutan (<i>Pongo Pygmaeus Wurmii</i>) in the Lamandau River Wildlife Refuge, Central Kalimantan.	Fitriana, F, 2021, Jurnal Agropimatech Vol. 5	Principal Component Analysis (PCA)	The Lamandau River wildlife Sanctuary is the habitat of the Bornean orangutan and has an important value because it is a rehabilitation location for orangutans in Kalimantan. Modeling the suitability of orangutan habitat Kalimantan is done by identifying the nesting points of the Bornean orangutans spatially on habitat factors, namely the distance to the river and the value of NDVI (Normalized Difference Vegetation), and disturbance factors. Validation for low suitability class level 0%, medium suitability class 60.87% and high suitability 39.13%. Habitat suitability model Bornean orangutans can be accepted with 100% validation in the

No.	Literature Title	Authors, Publication Year, Source	Research Method	Conclusion
				medium and high suitability.
4.	Tanjung Putting National Park Spatial Planning Strategy, Central Kalimantan	Ernady Syaodih, 2013, Prosiding SNaPP2012: Sains, Teknologi, dan Kesehatan	Qualitative method	Research results in National Park Planning Tanjung Putting is Tanjung Putting National Park has a weakness in border security, the potential for forest fires, weak systems security control, slow rehabilitation of critical land in the Tanjung Putting National Park area, not yet optimal cooperation in partnership and forest protection, community empowerment, enclave villages, area management, biodiversity management, environmental service management, implementation of conservation education, research and development of science
5.	Community Based Ecotourism influence the condition of Ecology, Social and Economic	Emma, H., & Rina, M, 2014, Jurnal Sosiologi Pedesaan	Quantitative with SPSS analysis	. The results showed that the presence of community based ecotourism Batusuhunan give change for the community especially

No.	Literature Title	Authors, Publication Year, Source	Research Method	Conclusion
				in the ecological and social aspects. On ecological aspect, the population has had the awareness to protect the environment by disposing of waste in place and environmentally friendly lifestyle. In the social aspect, ecotourism increase cooperation of community especially in the field ecotourism. Social activities in the community often held in line with the development of ecotourism. On the economic, employment opportunities derived from ecotourism sector could be extra income for the family
6.	Orangutan Conservation and Rehabilitation Center in Kutai National Park	Purwadita, A., Poerbantaoe, B, 2021, Jurnal e-Dimensi Arsitektur	The design approach used is an ecological approach with consideration of how to minimize destruction of nature and produce designs that	Design of Orangutan Conservation and Rehabilitation Center in Kutai National Park was designed after see the condition of the orangutans that are approaching extinct so it needs to be preserved. The depth of the design taken is spatial to maximize the

No.	Literature Title	Authors, Publication Year, Source	Research Method	Conclusion
			are blend in with the surrounding environment.	correlation between anthropometry humans and orangutans in realizing building architecture.
7.	Participation of Ecotourism Actors in Conservation Efforts in Tanjung Puting National Park, Central Kalimantan.	Hastari, B., & Girsang, S. R. M, 2020, Daun: Jurnal Ilmiah Pertanian dan Kehutanan	This research is a combination of qualitative descriptive and quantitative methods with respondent survey, and scoring analysis methods.	The result showed that the value of participation of ecotourism actors is 1.486 which is categorized as medium participation level. The level of participation for conservation efforts by ecotourism actors has been good, they are awareness about conservation likely silence on feeding area, not disposing of waste and taking forest resources, and involvement in ecotourism activities.
8.	Behavior Dynamics of the Bornean Orangutan (<i>Pongo pygmaeus wurmbii</i>) in Sebangau National Park, Central Kalimantan	Panda, A., 2020, Jurnal Jejaring Matematika dan Sains	Descriptive exploratory study, using a non-invasive observation method	The results show confirmation of walking on the forest floor as a new part of the orangutan association of behavior. Based on this, the conclusion drawn is that the dynamics of orangutan behavior develop dynamically in response to changes in natural habitat conditions.

No.	Literature Title	Authors, Publication Year, Source	Research Method	Conclusion
9.	Investment Opportunities in the Tanjung Puting National Park (TNTP) Tourism Area in West Kotawaringin Regency, Central Kalimantan Province with a Built Operate Transfer (BOT) System.	Parayogi, L. M., Anwar, M. R., & Pujiraharjo, A, 2014, Jurnal Rekayasa Sipil	The research method used questionnaire for tourist at TNTP, and count financial feasibility with Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PP), Profitability Index (PI), and descriptive statistical analysis methods	The result of this research is that the facility is needed, campground cottage - inn, restaurant, boat kelotok, audio visual room, trackking area, gift shop, health clinic, and investment in the area of TNTP judged worth doing with BOT for maximum concession periode 18 years. If investment more than 18 years, prefer doing without BOT.
10.	Nature Tourism Responds to Climate Change Challenges; Case Study in Tanjung Puting National Park	Setiawan, J, 2015, Jurnal Nasional Pariwisata	Quantitative method	The results of this study are as follows: (1). the tourism market of TPNP has a feature of 'eco-tourist' with a high awareness and concern towards environmental issues, including the threat of climate change phenomena, (2). The visitors of TPNP realize that climate change is a serious challenge and need a concrete action, 3). The visitors were

No.	Literature Title	Authors, Publication Year, Source	Research Method	Conclusion
				unwilling joined with other guests into any public boat of a large capacity, in order to keep fuel efficiency and GHG mitigation

Based on the previous researches, it can be identified some research gaps. According to (Sandberg & Alvesson (2011), research gap is problems that have not been thoroughly researched or never been investigated by research previously, and generally used to differentiate between one research and another. The following is added value and research gap that was found from various previous research:

Table 2. Research Gap

No.	Added Value	Research Gap
1.	Methodology	There is a methodological gap, where the majority of previous researchers mostly use method Quantitative. It is still necessary to use literature review to find out which study literature is the most appropriate to answer the development of conservation-based ecotourism for Orang Utan in Tanjung Putting National Park
2.	Research Object	There is a gap in the object research, where the majority previous research focus on the physical condition of the environment and the economic side that can be generated in the utilization of Tanjung Putting National Park. Even though it is important to know the dynamics of harmony in Orangutan conservation and development ecotourism in Tajung Puting National Park.
3.	Impact of Ecotourism on Orangutan Conservation in Tanjung Puting National Park	Mostly in previous research, they only tell the positive impact of Tanjung Putting National Park and not tell the opposite impact/negative impact of Tanjung Putting National Park.
4.	Subject of Ecotourism Development in Tanjung Putting National Park	Majority in previous research, focus on the phenomenon of ecotourism related to the local community and local government. In

Fact, the development of Tanjung Puting National Park conservation also requires the cooperation of non-profit organizations, for example NGO

Based on the research gap, in this study the author tries to look at problems related to ecotourism development in Tanjung Puting National Park from a different perspective and make some novelty compared with previous research, such as:

Table 3: Research Novelty

No.	Novelty
1.	Methodology research in this journal is using literature. We try to collect data from ten literature study and try to analyze it. By using literature review, we hope can get an answer the development of conservation-based ecotourism for Orang Utan in Tanjung Puting National Park.
2.	The object research in this journal focus on the dynamics of harmony in Orangutan conservation and development ecotourism in Tanjung Puting National Park.
3.	Researcher try to see from different perspective of problem that occur ecotourism dynamics of Orang Utan in Tanjung Puting National Park
4.	The development of Tanjung Puting National Park conservation need a good cooperation in all aspect like local community, government, non-profit organizations, etc

The focus of the discussion in this study is about the development of ecotourism based on orangutan conservation in Tanjung Puting National Park in Central Kalimantan. The limitations of this study are based on a literature review and the results reported by previous studies due to limited time and research costs so only the literature review method can be used. Another issue of this research is there are not many studies discuss about conservation-based ecotourism in Indonesia, so it is difficult for researchers to get more data related to this research.

RESULTS AND DISCUSSION

The Bornean Orangutan (*Pongo pygmaeus*) is an endemic species that is generally can be found in the lowland forest in Indonesia, especially in Kalimantan. Directorate General Conservation of Natural Resources and Ecosystems (KSDAE) noted that in the last 10 years there has been a tendency to decrease the population of the Bornean Orangutan from 0.45-0.76 individuals/Km² to 0.13-0.47 individuals/Km². KSDAE also conducted a Population Viability Analysis (PVA) of orangutans with the result that the minimum number of populations that will survive in a habitat is 200 orangutans for a probability of extinction of less than 1% in 100 years and less than 10% in 500 years. It is also known that there are 500 orangutans to maintain the quality and genetic variation. Based on the results

analysis of KSDAE, it shows that the threat to Orangutan sustainability is increasing as a result of degradation and fragmentation rate of Orangutan habitat forest due to forest conversion outside forestry functions such as plantations, and industry development. Orangutan life is very dependent on forest conditions and as primates Orangutans need fruit as their main food source. However, Orangutan habitat is increasingly threatened, and it causing the Orangutan population to decrease. With this continuous forest degradation condition, it is possible that one day Orangutans will become the first ape species to become extinct from the wild (Kuswanda, 2014).

Besides, to the conversion of forest land into plantations, threats to the survival of Orangutan (*Pongo pygmaeus*) population also occur due to poaching. The surrounding community considers Orangutans to be pests that must be exterminated, even this condition is getting worse since many Orangutans baby are traded illegally. In fact, Orangutans are animals that are protected by National Law based on UU 5, year 1990 concerning Conservation of Biological Natural Resources and Their Ecosystems. In CITES (2021) the status of Orangutans is Appendix I, which means that they are endangered species that are protected and should not be hunted or traded. Conflicts between orangutans and humans by hunting activities have caused the decline of Orangutans for 25 percent in the last 10 years (Parayogi *et al.*, 2014). With the destruction of the orangutan's natural habitat, this condition forces the orangutans to enter residential areas. Stress arising from the lack of food, drink and the lack of comfortable shelters forced Orangutans to carry out biological invasions by entering residential areas. Habitat modification and infrastructure development that occur in the original environment without paying attention to the survival of the species provide opportunities for the species of the area to carry out biological invasions into the surrounding area (Ballantyne & Packer, 2013). Furthermore, according to Ballantyne & Packer (2013), prevention of biological invasion of species can be done through the selection of good risk management strategies, for example through periodic monitoring of important species in protected areas and conservation areas. Tanjung Puting National Park (TNTP) as one of the locations for conservation and research of Orangutans (*Pongo pygmaeus*). It is an alternative for conserving the habitat of Orangutans and other endangered species, especially in Kalimantan.

Moreover, the conservation building design model also affects the adaptation of the Bornean orangutan habitat. Purwadita, *et al.* (2021) in their research find that consideration of correlation between good anthropometry and building functions will save more orangutans abandoned by using an ecological approach as well make this facility closer to nature both meaning and function. The functional design of the medical area circulation makes it easy for the circulation flow to rescue orangutans that need help. Supporting facilities that are quite complete also help in the recovery process. In addition, the location far from human areas is very influential in accelerating the rehabilitation process for orangutans being cared for.

In addition, the habitat suitability model of the Bornean Orangutan is very much needed as a basis for orangutan habitat management. The existence of

information on habitat suitability models can be used as basic data in conservation management and as a basis for taking further steps to protect the habitat of the Bornean orangutan. From the research conducted by Fitriana (2021), it is known that the construction of spatial models of the habitat suitability of the Bornean Orangutan is carried out by analyzing the assessment of the Life Requisites of the Bornean Orangutan on habitat factors and disturbance factors. Habitat factors used are water availability which is represented by river distance and NDVI (Normalization Difference Vegetation Index), while the disturbance factors come from human activities which are identified by distance from the road and distance from the village. The results showed that the Bornean Orangutan Habitat had a high habitat suitability with the acceptable Bornean Orangutan habitat model.

Hall (2007) in Ballantyne & Packer (2013) states that biodiversity conservation is an integral part of the continuity of ecotourism. Milgrath (1989) argues that humans have the value of being able to maintain survival that has naturally evolved into certain concerns and values for others. Sustainable development by prioritizing the balance between economic, social and ecological systems makes it very relevant to the tourism industry. McCool (1985) believe that in order for sustainable tourism to succeed, humans should consider the following:

1. How tourists assess and use the natural environment;
2. How society is improved through tourism;
3. Identify the social and ecological impact of tourism;
4. Management of these impacts.

Consulting and Audit Canada (1995) in Fennell, (2015) developed guidelines for the development of core indicators and site-specific indicators of sustainable ecotourism as follows:

Table 3: Table Core Indicator and Site Specific of Sustainable Ecotourism

No.	Core Indicator	Site Specific
1.	Site Protection	Category of site protection according to IUCN index
2.	Stress	Tourist numbers visiting site (per annum/peak month)
3.	Use intensity	Intensity of use in peak period (persons /hectare)
4.	Social impact	Ratio of tourists to locals (peak period and over time)
5.	Development control	Existence of environmental review procedure or formal controls over development of site and use densities
6.	Waste management	Percentage of sewage from site receiving treatment (additional indicators may include structural limits of other infrastructural capacity on site, such as water supply)
7.	Planning process	Existence of organized regional plan for tourist destination region (including tourism component)
8.	Critical	Number of rare or endangered species

	ecosystems	
9.	Consumer satisfaction	Level of satisfaction by visitors (survey- based)
10.	Local satisfaction	Level of satisfaction by locals (survey- based)
11.	Tourism contribution to local economy	Proportion of total economic activity generated by tourism
12.	Carrying capacity	Composite early warning measure of key factors affecting the ability of the site to support different levels of tourism
13.	Site stress	Composite measure of levels of impact on the site (its natural/cultural attributes due to tourism and other sector cumulative stress)
14.	Attractivity	Qualitative measure of those site attributes that make it attractive to tourism and can change over time

[Source: Consulting and Audit Canada, 1995]

According to WWF, the Orangutan (*Pongo pygmaeus*) is currently listed as Critically Endangered species based on IUCN Red List, with estimated total population are 57.350 individuals which spread across Indonesia and Malaysia. So to preserve the orangutan population, the establishment of Tanjung Puting National Park as an orangutan conservation center is important. Ecotourism concept conservation areas, especially in National parks is doing management National Parks for action-based use of nature tourism conservation. It is hoped that through ecotourism development in the National Park, not only has an economic impact improvement for the community and area but also at the same time carry out conservation missions (Hastari & Girsang, 2020). In the core stress indicator, the tourist number is still in a suitable condition, as shown in the table below:

Table 4: Table Number of Tourist Visiting Waringin Barat City

Regional Development	Performance Achievement				
	2012	2013	2014	2015	2016
Tourist Number	12.286	13.355	16.035	12.564	15.106

[Source: RKPD Waringin Barat, 2019]

With the number of tourists compared to the area of West Kotawaringin City, especially Tanjung Puting National Park, the number of tourists who come is still in good levels and the presence of tourists is expected not to put pressure or stress on orangutans.

The other core ecotourism indicator is social Impact. The socio-economic aspects of the community around the ecotourism location will impact on the existence of community-based ecotourism, as well as Tanjung Puting National

Park. The impact of tourism development in Tanjung Puting National Park on social aspect is high, such as improving community living standards by creating new jobs and increasing community's income in Kumai Hulu Village, West Kotawaringin City (Agustina & Itta, 2021). From research It is known that the social impact of Tanjung Puting National Park has a positive impact on the level of cooperation between residents locally by forming the Kumai Klotok (boat) Tour Association and Indonesia Tour Guide Association. The vision and the mission of this association is to prosper community and tourism klotok business in Kumai

Ecotourism is a responsible tourism journey of natural sustainability and well-being local community. In addition of ecotourism indicator, tourism contribution to local economy has also make positive impact to improve economic of society. The economic impact is felt by communities around ecotourism areas with community-based ecotourism (Emma & Rina, 2014). Positive impact from the economic aspect with the existence of Tanjung Puting National Park, namely increasing local standard of living and income for community, create many new jobs for the local community, indirectly increase community skills in economic aspects and help the local community in the local infrastructure. Agustina & Itta (2021) also state in their research that tourism development in Tanjung Puting National Park also provide business opportunities for the surrounding community, by opening small souvenirs shop and groceries shop.

Public local also can take part in terms of participation starting from planning activities to implementation, is also used for evaluation (Andayani *et al.*, 2017). This statements that community involvement participation in ecotourism is expected to make changes for environment and ecology aspects, such as awareness community on local hygiene. Community can also take part in the preservation of natural beauty in Tanjung Puting National Park. Tourism activities are not exploitative, but only exploratory, people can enjoy the beauty of nature without destroying conservation area. This is the value added from the existence of ecotourism which based on conservation like a National Park (Supriyanto & Sari, 2013). In research analysis by (Hastari & Girsang (2020), participation rate for conservation effort in Tanjung Puting National Park by ecotourism community has quite well done, namely the existence of an understanding of conservation such as no make noise at the feeding location, no littering and taking forest resources and get involve in ecotourism activities. Enhanced conservation campaigns through ecotourism is important, same like the education about conservation for ecotourism communities.

In addition to the local public, tourists who come to Tanjung Puting National Park also have a role in increasing ecotourism in the area. Setiawan (2015) in his research, found that the Tanjung Puting National Park market public has an ecotourism factor with a high awareness of environmental concerns, including the threat of climate change. Tourists who come have high ethics towards nature and local culture. They realize that climate change is a serious challenge and requires real action. Multiple adaptation programs are made by tourist, such as fundraising program to conservation of orangutans and their habitat, encourage the manager to do some innovation and technology improvisation of Klotok (boat) so it will not

make any loud noise, and also limit the number of visitors so as to protect tourism resource. Changes in social aspect of ecotourism are expected to create communities work together to develop ecotourism in Tanjung Puting National Park (Agustina & Itta, 2021)

But not all Tanjung Putting National Park potential can be developed as one of the potential investment. One of the barriers is the limitation of funds and Government resources in developing this sector. Parayogi *et al.* (2014) in their research find that very large cost needed for the development of Tanjung Puting National Park become the main obstacle for the government of West Kotawaringin City. Government and private partnership emerges for cooperation in investment of Tanjung Puting National Park tourism area development. From the result analysis of feasibility calculation results investment, noted that this investment is worth to invest, through at worst condition. This Government and Private Sector cooperation in ecotourism development of Tanjung Puting National Park can be used in all local development aspect. The success of Tanjung Puting National Park ecotourism is of course the shared responsibility of all parties involved (government, local public, community, private sector, and market tourism)

In reality today, Tanjung Puting National Park does not meet the criteria for a biosphere reserve. Land use around the National park tends to develop activities that are not in accordance with the function National Park Conservation (Syadiah, 2012). Physically, every biosphere reserve must consist of three elements, namely: first core zone, which is a protected area for biodiversity conservation, monitoring disturbed ecosystems, and conducting research activities non-destructive and other low-impact activities (such as education); the two buffer zones surrounding or adjacent to the core zone, and utilized for cooperative activities that are not mutually ecology, including environmental education, recreation, ecotourism and applied research and base; and the three transition zones, or transition zones, which can contain activities agriculture, settlement and other land uses. In the transition zone of society, research institutions, NGOs, indigenous peoples and other stakeholders can work together to manage and develop resources in a sustainable manner (UNESCO). To avoid further damage, intervention is needed in the form of Tanjung Puting National Park spatial planning policy and its buffer zone according to the characteristics of the area as a National Strategic Area (KSN) with an angle of interest in the function and carrying capacity of the environment.

CONCLUSION

The condition of ecotourism based on orangutan conservation in Tanjung Puting National Park (TPNP) is very potential to be developed because the area has lots of interesting spots with natural scenery typical of lowland forests, and animals that are easy to find, one of which is the Bornean orangutans (*Pongo pygmaeus*) became the main attraction for tourists. However, the life of orangutans is strongly dependent on forest conditions where the orangutan habitat is increasingly threatened, caused the orangutan population is being reduced.

One of the obstacles in developing the potential of Tanjung Puting National Park is the limited funds and government resources in managing and developing sustainable ecotourism in Tanjung Puting National Park in Central Kalimantan.

The orangutan population is currently experiencing a significant decline. The threat to this population is because their habitat is decreasing due to irresponsible human activities such as destroying forests, changing the function of forest land into community plantations, forest fires and also land exploitation so that orangutans really need to be preserved.

In the final results, there are 14 indicators of sustainable ecotourism locations that have the opportunity to be developed in conservation-based ecotourism, namely: site protection, stress, use intensity, social impact, development control, waste management, planning process, critical ecosystems, consumer satisfaction, local satisfaction, tourism contribution to local economy, carrying capacity, site stress, attractiveness.

It is important to pursue synchronization and cooperation between stakeholders in improving the management of Tanjung Puting National Park in an integrated and professional manner, as well as implementing policies so that they are effective and optimal. In this case, the regional government must apply strict sanctions against environmental and ecosystem destruction, conduct socialization and education to the community about licensing and utilization of forest resources, and continue to firmly ensure the boundaries of orangutan conservation forest zone with community gardens so that there is no animal conflict that results in the disruption of the orangutans habitat.

In addition, the development of ecotourism in Tanjung Puting National Park also requires significant financial investment. Therefore, a framework for cooperation between the government and the private sector is needed; in this case, investors, to cooperate in investing in sustainable ecotourism development in Tanjung Puting National Park in Central Kalimantan.

Local governments should be expected to be able to manage and implement policies that are balanced between the economy, the environment and society- In order to development of ecotourism based on orangutan conservation to be successful, it requires cooperation of all stakeholders directly involved, both managers and employees, local government and local communities.

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Marketing Mix Implementation to Increase Meeting Room Sales at The Jayakarta Lombok Beach Resort & Spa

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ABSTRACT

Purpose: This research aims to determine the implementation of the marketing to the sales of meeting room in The Jayakarta Lombok Beach Resort & Spa. The problem outlined in this research is what strategy to do by the sales & marketing in increasing meeting room sales at The Jayakarta Lombok Beach Resort & Spa.

Research methods: This research was conducted on the sales & marketing parties that is sales & marketing managers and sales executives at The Jayakarta Lombok Beach Resort & Spa. Analysis of the data used a qualitative descriptive analysis that elaborates information from the interviews and links with theories that support the discussion related to the marketing mix conducted by The Jayakarta Lombok Beach Resort & Spa.

Results and discussion: The results obtained are the marketing mix strategy carried out at The Jayakarta Lombok Beach Resort & Spa, especially in the meeting section, which is quite good, but has a lack of promotion. The strategy implemented to increase sales are also quite effective.

Implication: The development that can be done is to increase online and offline promotions and also keep communication between the sales team and consumers.

Keywords: hotel, room sales, meeting room, marketing mix.

INTRODUCTION

The development of the tourism industry in Indonesia is currently growing rapidly (Narakusuma, 2022). Every hotel needs to prepare the right marketing implementation to face competition in the business world (Kusuma et al, 2022; Murhadi et al, 2022; Wirantari et al, 2022; Yenny et al, 2022), because not all hotels are able to compete and survive and dominate the market in accordance with the targets that have been set, especially in the current economic situation.

West Nusa Tenggara is one of the provinces that is the choice of tourists to visit with the aim of enjoying the natural beauty and life of the people of West Nusa Tenggara. In addition, tourists who visit West Nusa Tenggara to participate in or organize important activities such as meetings. Meeting means a

meeting of a group of people who are members of an association who have the same interests with the goals and interests of discussing a problem together (Sifatu, 2015). In Table 1, the numbers of foreign tourists and domestic tourists visiting West Nusa Tenggara from 2017 to 2019 according to the Central Statistics Agency of West Nusa Tenggara Province are as follows.

Table 1. West Nusa Tenggara Tourist Visits

Year	Foreign Tourist	Domestic Tourist	Amount
2017	668,895	826,533	1,465,419
2018	1,204,556	1,607,823	2,812,379
2019	413,847	633,479	1,047,326

[Source: Central Statistics Agency NTB Province, 2019]

Based on Table 1, the number of foreign tourist visits and domestic tourists increased in 2018. The increase in visits was due to the stipulation of Lombok as the World Best Halal Tourism and World Best Halal Honeymoon Destination on 10 to 21 October 2015 in The World Halal Travel event. Summit/Exhibition announced in the United Arab Emirates, this causes Lombok to be visited by tourists throughout the year. In addition, in West Nusa Tenggara, there is a Middle Eastern-style mosque that stands majestically in the capital city of West Nusa Tenggara Province which is used as the venue for the 26th national MTQ event which was attended by 5,000 people from 34 provinces in Indonesia called the Islamic Center Mosque.

The increasing number of hotel developments has triggered increasingly fierce competition, so to win the competition, a company needs to apply the right marketing. One of the marketing strategies that can be applied is the marketing mix. According to Budi (2013), marketing mix is a tool for marketers that consists of various elements of a marketing program that are considered so that the implementation of the established marketing strategy and positioning can run well. Marketing mix carried out by a hotel has been applied for example in a study about meeting event in a 5-star hotel in Bali researched by Wirantari et al (2022).

Lumanauw (2019) explains that a hotel in the face of competition in terms of the point of view of the implementation of the marketing mix which includes product, price, place, promotion, process, people and physical evidence or known as the 7P marketing mix. Based on this research, the application of proper marketing is very important in order to achieve the desired goals, one of which is to increase sales at the hotel. As for other research according to Nurul (2021) say that In increasing sales, efforts are made to improve products, promotions, places, prices, processes, human resources, and physical evidence. Yanti (2020) also explained that the application of a marketing mix strategy that uses the 7P variable is able to increase sales volume, increase the number of customers and can provide benefits for businesses.

One hotel that uses a marketing mix in Lombok is The Jayakarta Lombok Beach Resort & Spa. The Jayakarta Lombok Beach Resort & Spa is a 4-star

hotel located in the Senggigi area with beautiful beach views. One of the facilities offered is a meeting room. A meeting room is a meeting room that has a smaller room capacity than the conference hall which is offered to potential customers by being given a choice of meeting packages that suit the needs and desires of potential consumers. The Jayakarta Lombok Beach Resort & Spa offers four meeting packages, namely the light meeting package, half day meeting package, one day package, and full day package. meeting room sales data at The Jayakarta Lombok Beach Resort & Spa.

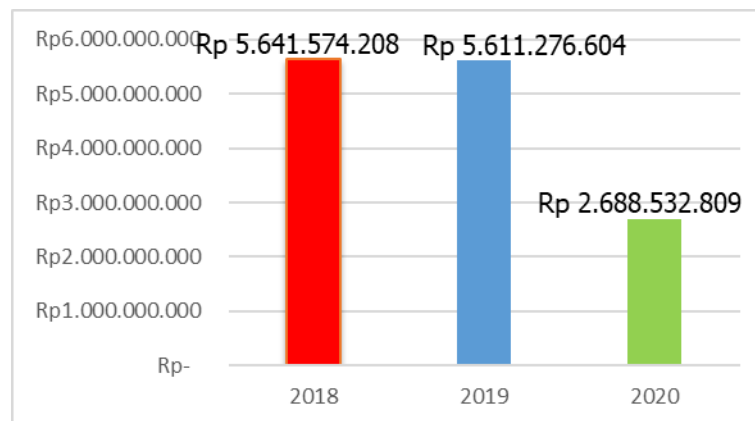


Figure 1. Meeting Room Sales At The Jayakarta Lombok Beach Resort & Spa
2018 – 2020

[Source: The Jayakarta Lombok Beach Resort & Spa, 2021]

Based on the data in Figure 1, it shows that the decline in meeting room sales every year, especially in 2020, experienced a very drastic decline. In 2018 sales of meeting activities were IDR 5,641,574,208, then in 2019 it decreased by 0.5% to become IDR 5,611,276,604, and in 2020 the decline in meeting room sales was very drastic, namely 52% to become IDR 2,688,532,809. One of the reasons for this decline is the pandemic. This needs serious attention from the management so that sales of meeting rooms will increase in the following year.

The results of previous studies are described as references in writing research conducted by the author. The first research is by Setyorini et al (2016) with the title "Marketing Strategy Analysis Using SWOT Matrix and QSPM (Case Study: WS Soekarno Hatta Restaurant Malang)". The difference lies in the analytical technique used in Hany Setyorini et al's research, namely SWOT and QSPM analysis while in this research This study uses qualitative descriptive, in addition to the research of Hany Setyorini, et al. discusses the topic of restaurant marketing while in this study discusses the topic of meeting room sales. The second research is by Lumanuw (2019) with the title "Implementation of the Marketing Mix Incentive Conference Exhibition at the Bali Nusa Dua Convention Center". The difference lies in Nelsye Lumanuw's research discussing the topic of MICE sales, while in this study it discusses the topic of meeting sales. The third research is by Nurhayati & Wulandari (2017) with the title "Application of Marketing Strategy at Kamojang Green Hotel & Resort Garut in 2017". The difference lies in the topics discussed by Nurhayati and Wulandari

about hotels while in this study discusses meeting room sales. The fourth research is by Oematan (2017) with the title "Marketing Mix Analysis at Hotel Sasando Kupang". The difference lies in the topics discussed by FadyOeman regarding hotels while in this study discusses meeting room sales. The fifth research is by Kamau et al (2015) with the title "The Effects of the Marketing Mix on Choice of Tourist Accommodation by Domestic Tourists in Kenya". The difference lies in the analytical technique used in the research of Florence Kamau, et al, which uses quantitative while in this study using In addition to qualitative analysis, the topic discussed by Florence Kamau, et al is regarding the choice of tourist accommodation, while in this study it is about selling meeting rooms. The sixth research is by Bithara et al (2020) with the title "Analysis of Marketing Mix Strategies in Increasing Room Revenue on Grand Inna Kuta Bali". The difference lies in the analytical technique used in the research of Bibit Bintang Bithara, et al, which uses SWOT while in this study uses descriptive qualitative analysis in addition to the topic which is discussed by Bibit Bintang Bithara, et al about room revenue, while in this study it is about selling meeting rooms. The seventh research is by Wahyuntari et al (2020) with the title "The Implementation of Marketing Mix to Increase Room Sales". The difference lies in the analytical technique used in the research of Wahyuntari, et al, which uses multiple regression analysis while in this study uses descriptive qualitative analysis in addition to the topics discussed by Wahyuntari , et al regarding the sale of rooms while in this study discusses the sale of meeting rooms. The eighth research is by Ali & Kaldeen (2017) entitled "Impact of Marketing Mix Strategies on Performance Of Tourist Hotels in The Eastern Province, Sri Lanka. The difference lies in the analytical technique used in the research of MS Ishar Ali & Mubarak Kaldeen, which is using multiple regression, while in this study using descriptive qualitative analysis. sales of meeting rooms. The ninth research is by Bintariani et al (2018) with the title "Promotion Strategy Wedding Package (A Case Study At Karma Kandara Resorts Bali)". The difference lies in the variable used is the wedding package while in this study the meeting package. The tenth research is by Permatasari (2015) with the title "The Effect of the Marketing Communication Mix on the Meeting Package Purchase Decision". The difference lies in the analysis technique used by Karima Ayu Permatasari, et al, namely path analysis, while in this study using descriptive qualitative other than that the variables used are 7 marketing communication models while in this study using 7P.

Based on the background, the authors are interested in raising the title of the research "Marketing Implementation in Increasing Meeting Room Sales at The Jayakarta Lombok Beach Resort & Spa".

RESEARCH METHODS

The research was conducted at The Jayakarta Lombok Beach Resort & Spa located at Jalan Raya Senggigi KM.4, Batu Layar, Kabupaten Lombok Barat, Nusa Tenggara Barat. The variable used in this research is the indicators of promotion mix by (Kotler, 2016) that consists of product, price, place, promotion, people, physical evidence, and process. There are two types of data: qualitative and quantitative, while the sources of data used are primary and secondary data. Data collection methods used interviews with the Sales & Marketing Manager and Sales Executive at The Jayakarta Lombok Beach Resort & Spa.

The informant determination method used in this research is purposive sampling which is a sampling technique with certain considerations. In this study, the informants were employees of the Sales & Marketing Department of The Jayakarta Lombok Beach Resort & Spa which researchers considered to know about marketing implementation as an strategy to increase sales of meeting rooms at The Jayakarta Lombok Beach Resort & Spa which consisted of Sales & Marketing Manager and Sales Executives. Analytical technique used is qualitative descriptive analysis technique. Qualitative descriptive analysis was used to describe the information obtained through interviews from sales & marketing and relate it to the theories that support the discussion related to marketing conducted by The Jayakarta Lombok Beach Resort & Spa so as to be able to formulate the strategy made at the hotel so as to increase sales of meeting rooms. At the time of the interview, the researcher had analyzed the answers of the interviewees. If the answers interviewed after being analyzed are not satisfactory, the researcher will continue to a certain stage and obtain credible data.

The steps taken in data analysis according to Sugiyono (2015), which is as follows: The first is data reduction means summarizing, choosing the main things, focusing on the things that are important so that it will provide a clearer picture and make it easier for researchers to carry out further data collection. The second is data display, in qualitative research, narrative texts are the most frequently used data presentation techniques. The third is conclusion drawing or verification supported by valid evidence, so the conclusions put forward are credible conclusions.

RESULTS AND DISCUSSION

The Jayakarta Lombok Beach Resort & Spa has facilities as 171 rooms (24 standard garden view, 83 deluxe garden view, 48 cottage ocean view, 48 cottage ocean view, and 4 jayakarta suite room), restaurant, swimming pool, fitness center, spa & treatment, tennis court, and meeting room. The development of sales of meeting packages at this hotel in 2020 experienced a very drastic decline.

The application to the product aspect carried out at The Jayakarta Lombok Beach Resort & Spa is that this hotel has 4 packages including light meeting, half day package, one day meeting, full day meeting. Light meeting is a meeting package whose demand is not as much as other meeting packages, usually those who have this meeting package are not many consumers who participate in these activities and other reasons are also not much budget. The second package is the half day package, this package is a meeting package that has a lot of enthusiasts because apart from the facilities it provides, the price is also affordable. Usually consumers who choose this package are consumers who have meeting activities with a fairly large number of participants and have a moderate budget. The third package is the one day package, this package is the second type of package that is most in demand by consumers because the facilities obtained are more than the two previous packages, besides that the meeting time can be longer according to the agreement of both parties, namely between the organizers and responsible sales staff. Finally, the full day package. This package is in the third place that is most in demand by consumers because the facilities obtained are more than the previous three

packages and also the implementation can take longer but the price is more expensive than the other packages.

The prices offered by The Jayakarta Lombok Beach Resort & Spa have differences in each package because the facilities available in each package are different and have their respective advantages. Based on the "publish rate" for the light meeting package, the price is IDR 100,000 net/person with . Then the second package costs IDR 300,000 net/person, the third package is one day meeting at IDR 375,000 net/person, full day meeting at IDR 550,000 net/person. In selling meeting packages, of course The Jayakarta Lombok Beach Resort & Spa offers various other additional facilities outside the package to support the implementation of meetings, at affordable prices guests can consider whether to use additional facilities or not,

From the aspect of accessibility, The Jayakarta Lombok Beach Resort & Spa has good access because the Senggigi area has less congestion. Meanwhile, the accessibility of consumers in obtaining information, especially on meeting packages, is about what packages are offered, prices and also the facilities obtained on the hotel website. Meanwhile, from the aspect of visibility, The Jayakarta Lombok Beach Resort & Spa building is majestic and classic, has a design that is in accordance with the typical Lombok in the form of a barn on the front of the building, and is equipped with a green garden that makes consumers feel calm when entering the hotel area plus views of the sea. off that feels behind the hotel. On the other hand, the location of The Jayakarta Lombok Beach Resort & Spa has a strategic location for consumers to find.

Promotions applied there are 2 The Jayakarta Lombok Beach Resort & Spa, namely online and offline. Online promotions are carried out through whatsapp blast by offering meeting packages and also through the website by uploading meeting room decorations along with other information related to meeting packages. While offline promotion is by making a sales call where the sales team visits a place and promotes the package directly to potential customers.

The human resources at The Jayakarta Lombok Beach Resort & Spa, especially in the sales & marketing department, are 8 people, but those who are directly responsible for meeting sales are 5 people consisting of 3 sales executives, 1 banquet sales, and 1 sales & marketing manager. All staff from the sales & marketing department are very professional in serving consumers because they already know how the standard of service is, besides The Jayakarta Lombok Beach Resort & Spa is famous for MICE hotels and is famous for serving government meetings in particular.

The Jayakarta Lombok Beach Resort & Spa itself has 6 meeting rooms including the Senggigi room which can accommodate up to 200 pax, the Mataram room can accommodate up to 120 pax, the Rinjani room can accommodate 60 pax to 100 pax, Gili Trawangan room, Gili Air room has a capacity of no more than 35 pax, and a Gili Meno room.

The initial process of meeting package sales activities is to offer meeting packages to guests, then negotiations take place to reach the desired decision, which is then followed by the sales team will send a confirmation letter which contains the terms and conditions along with the facilities obtained. The next stage is that consumers make payments, the payment system for meeting

activities is in the confirmation letter with 2 stages of payment, the first or 1st deposit is 50% of the total payment, the second payment is the last payment, which is 50% with the provision that repayment must be completed in 1 (one) week before the event takes place. Preparations by all departments and before the implementation of activities the sales staff who hold the event will have another meeting with consumers

The decline that occurred in meeting room sales at The Jayakarta Lombok Beach Resort & Spa became the basis for research to determine the marketing model strategy carried out by the management during the pandemic in increasing sales of meeting packages. Based on the results of interviews conducted by the author with both sources from sales & marketing, namely sales & marketing managers and sales executives at The Jayakarta Lombok Beach Resort & Spa, the implementation of the 7P marketing strategy (*product, price, place, promotion, people, physical evidence, process*) used at The Jayakarta Lombok Beach Resort & Spa is very influential in increasing sales of meeting room packages. However, during this pandemic, The Jayakarta Lombok Beach Resort & Spa focuses more on three marketing strategies because The Jayakarta Lombok Beach Resort & Spa feels that these three aspects need to be maximized and improved again. The three marketing strategies are as follows.

First, the product is certainly a major factor in making a consumer's decision. The Jayakarta Lombok Beach Resort & Spa chooses a strategy that prioritizes meeting the needs of the consumer so that consumers will feel privileged, this strategy is considered capable of attracting consumers to buy meeting packages offered by The Jayakarta Lombok Beach Resort & Spa, which in the end is able to increase meeting package sales.

Second, the pricing strategy by offering prices to consumers does not refer to the price, which is to ask the consumer's budget first, of course after reaching an agreement between the two parties. If consumers want a cheap price, the sales team will explain what they get at that price. This strategy is considered capable of attracting consumers to buy meeting packages offered by The Jayakarta Lombok Beach Resort & Spa because consumers can still carry out activities according to their budget without having to reduce the quality of service.

Third, in addition to promotions on social media, promotions carried out by The Jayakarta Lombok Beach Resort & Spa are: provide extra facilities or services to guests. For example, you can give swimming vouchers or pizza, given more facilities to the committee, or give hotel souvenirs that are given to the committee or their leaders so that they feel happy. Giving this can be before or after the deal. If before, it means that the sales team is fishing so that potential customers want to come to The Jayakarta Lombok Beach Resort & Spa to carry out activities, whereas after the deal, the prospective customer will feel privileged so that there is a possibility that they will return to carry out activities again at The Jayakarta Lombok Beach Resort & Spa and there is the possibility of giving information to other people that they are given more facilities at The Jayakarta Lombok Beach Resort & Spa (word of mouth).

CONCLUSION

The implementation of the 7P marketing mix carried out by The Jayakarta Lombok Beach Resort & Spa to sell its meeting packages, starting from the product, namely the meeting package The Jayakarta Lombok Beach Resort & Spa as the main product with 4 types of packages and all the facilities included in the package, while the product supporting facilities, namely spa, food & beverage, cafe, bar and other supporting facilities. Furthermore, the pricing of meeting package products is given based on several considerations of the facilities used and offers with consumers. Then The Jayakarta Lombok Beach Resort & Spa is in a strategic location because customers will get benefits such as after the meeting they can go to tourist attractions to senggigi then if there is a work visit from the hotel to the city then they will take a close trip, besides that The Jayakarta Lombok Beach Resort & Spa is in the path is quite good because the level of congestion is not too dense. Promotions carried out by The Jayakarta Lombok Beach Resort & Spa have 2 methods, namely online in the form of a website, and whatsapp blast by offering meeting packages owned by The Jayakarta Lombok Beach Resort & Spa. and offline promotions by conducting sales calls, namely by holding face-to-face meetings to explain the packages owned by The Jayakarta Lombok Beach Resort & Spa.

The Jayakarta Lombok Beach Resort & Spa has 5 people to handle meeting room sales so they are not overwhelmed in handling meeting room rental requests. The initial process of selling meeting package activities is to offer meeting packages to guests, then negotiations take place to reach the desired decision, which is then followed by the sales team sending a confirmation letter which contains the terms and conditions along with the facilities obtained. The next stage is that consumers make payments, preparations by all departments and prior to the implementation of activities the sales staff who hold the event will meet again with consumers. The Jayakarta Lombok Beach Resort & Spa has 6 meeting rooms namely Senggigi Room, Mataram Room, Rinjani Room, Gili Trawangan Room, Gili Air Room, and Gili Meno Room. However, the room used for meeting activities is only 4 (four). There are three types of table settings, namely theater, class, and u-shape. The existing table decorations and arrangements adjust to the place, number of guests and consumer desires.

During this pandemic the strategy used by The Jayakarta Lombok Beach Resort & Spa in increasing meeting package sales focused on three promotional mixes, namely product, price, and promotion.

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