THE DEVELOPMENT OF PASAR BARU AREA AS TOURIST DESTINATIONS IN CENTRAL JAKARTA

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ABSTRACT

The Purpose of this study to determine the efforts that can be made to increase the number of visitors to the Pasar Baru area, Central Jakarta because this area has a lot of tourist attractions that can be managed properly, that can become an attractive attraction in Pasar Baru area and also this area is full supported by the local government, which is always trying to develop tourism potential in Pasar Baru area. The research method used in this research is descriptive qualitative research method. Data collection was done by interview, observation, and literature study. This research activity was held from January - June 2021. Based on the results of research in the field that Pasar Baru area has various kinds of tourist activities that can be enjoyed by tourists such as: shopping, sightseeing, enjoying historical buildings, taking pictures and others. To make Pasar Baru as one of the tourist destinations of choice, the local government already has a planning for the development of the Pasar Baru tourist destination in the form of a revitalization plan for Pasar Baru area. Have to builds a good collaboration from all elements such as: business people, media partners, academics and the public who participate in the development of Pasar Baru Area as a one of favorite tourism destination in Central Jakarta.

Keywords: Tourism development; tourism destination; tourism.

ABSTRAK


Kata Kunci : Pengembangan pariwisata; destinasi wisata; pariwisata
INTRODUCTION

The tourism sector in Indonesia is one of the service economic sectors that has bright prospects. Indonesia itself is at number 42 in the tourism ranking (The Travel & Tourism Competitiveness report, 2017). Tourism activity according to Gamal (2004), tourism is a journey undertaken by one or more persons with the aim of, among other things, to get pleasure and fulfill the desire to know something. Meanwhile, a.j. Burkart and s. Medic in Soekadijo (2000) defines tourism activities as temporary moving activities with a purpose outside the place where they usually live and work. Tourism as an activity leaving the place of origin with the aim of making oneself as a consumer of cultural and economic civilization to fulfill the needs or desires of life (Kurt Morgenroth in Fajri, 2016).

Indonesia is the largest archipelagic country in the world which is located on the equator. The area of marine waters is more than 75% which reaches 5.8 million km² with 17,500 islands and a coastline of about 81,000 km (Ikhsan, 2017). Indonesia with 34 provinces that have a variety of cultures and customs, each region has its own uniqueness and charm. One of them is DKI Jakarta province.

DKI Jakarta Province has a wide selection of tourist destinations that can be visited and has its own charm for domestic tourists to foreign tourists, ranging from recreational parks, shopping centers, festival events, culinary tourism, historical tourism, cultural tourism, marine tourism to religious tourism. In addition, DKI Jakarta Province has sufficient public facilities, tourist facilities, and accessibility to support the development of the tourism industry.

Based on data obtained from (Jakarta.bps.go.id, 2021) the following is a list of featured tourist attractions in DKI Jakarta, including: Ancol Dreamland, TMII, Ragunan, National Monument, National Museum, Satria Mandala Museum, Museum The history of Jakarta, Sunda Kelapa Harbor, with the number of visits that always increases every year except during the Covid 19 pandemic which experienced a very significant decrease in the number of visits, with the total number of visits in 2018 : 32,222,616, 2019 : 32,982,472 and 2020 : 4, 792,342.

In addition, DKI Jakarta also has one of the historical tourist attractions that has the potential to be developed, namely Pasar Baru shopping area. Pasar Baru is one of the oldest shopping centers in Jakarta, which has been operating since the 19th century, namely in 1820. The location of Pasar Baru is very strategic because it is close to the current government center and has also been designated as an international standard shopping area through the DKI Jakarta Governor's Decree No. 3048 of 2000. In addition, the Mayor of Central Jakarta Administrative City at that time was occupied by Mr. Saefullah, a Decree of the Mayor of Central Jakarta Administrative City No. 276 of 2014 was issued on 8 April 2014 concerning List of Eight (8) City Administration Tourist Destinations Areas Central Jakarta, one of which is the Pasar Baru area.

The results from observations in the field are that Pasar Baru needs to be reorganized to make it look neater and more well-maintained to increase visitor comfort considering that the Pasar Baru is the oldest shopping center so it is necessary to revitalize the shopping area in Pasar Baru area (Karta et all, 2019). Based on the problems above, the focus of the research is the development of Pasar Baru as a tourist destination in Central Jakarta. Tourism development is a series of efforts to achieve integration in the use of various tourism resources, integrating all forms of aspects outside of tourism that are directly or indirectly related to the continuity of tourism development (Swarbrooke in Saut, 2016).

The purpose of this research is to find out what development efforts can be made so that Pasar Baru can become a favorite tourist destination in
Central Jakarta. The development of tourism in an area or region has indeed been proven to bring many benefits to the surrounding community, from social, cultural or economic aspects. However, if the development is not prepared and managed properly, it will cause various problems or may even be detrimental to the local community. To ensure that tourism can develop properly and sustainably as well as bring benefits to the community and minimize the negative impacts that may arise, tourism development needs to be preceded by a study, namely by conducting research on all supporting resources from the development of the tourist destination itself.

LITERATURE REVIEW
Tourism
Tourism activities as temporary moving activities with destinations outside the places where they usually live and work A.J. Burkart and S. Medik in Soekadijo (2000). Tourism as an activity leaving the place of origin with the aim of making oneself as a consumer of cultural and economic civilization to fulfill the needs or desires of life (Kurt Morgenroth in Fajri, 2016). Tourism is the activity of temporarily moving people to destinations outside their homes and places of work and carrying out activities while at the destination and also the preparation of facilities to meet their needs. Mathieson & Wall in Pitana and Gayatri (2005).

Tourism development is a series of efforts to achieve integration in the use of various tourism resources, integrating all forms of aspects outside of tourism that are directly or indirectly related to the continuity of tourism development (Swarbrooke in Samuel Saut, 2016). Tourism development is a part of a plan in an effort to advance, improve and improve the real conditions of an area or tourist destination so that it can provide value and benefit the community around the tourist area, tourists and the local government itself. Kaiser and Helber in Yoeti (2008:71) explain that the levels of tourism planning start from regional tourism development or regional tourism development which includes the physical development of tourist objects and attractions to be sold, public services, tourist transportation, accommodation facilities, restaurants, and promotion planning to be carried out.

According to Hermantoro (2011), tourist destinations have meaning, which is the most important thing in having an attraction or attraction that can attract the attention of tourists, both psychologically and physically. The definition of a tourism destination was then clarified again by the Research and Development Center for Tourism-Kemenparekraf RI in the World Tourism Organization (2006) which explains that a tourism destination is an entity that covers a certain geographical area in which there are components of tourism products such as tourist attractions, amenities and accessibility as well as services and other supports. such as the community, tourism industry players and development institutions that form synergies in creating a visit motivation and the totality of the tourist visiting experience.

METHODOLOGY
This research used descriptive qualitative method. descriptive research aims to define a situation or phenomenon as it is (Sukmadinata, 2009:18) by obtaining the data needed to support the completion of the research. To obtain data related to the research topic, use primary data and secondary data. Data were collected based on the results of interviews with informants consisting of: Central Jakarta DKI Tourism & Creative Economy Sub-Department, visitors to Pasar Baru area and local communities in the Pasar Baru area. Interview is a face-to-face situation between interviewer and respondent which is intended to gather information expected, and aims to obtain data on respondents with minimum bias and maximum efficiency (Singh, 2002 in Hakim, 2013). In addition to interviews, researchers
carried out direct observations in the field and reference books related to the research topic. The time of the research on: March s.d. June 2021 in Pasar Baru area, Jalan Pasar Baru, RW 04, Sawah Besar District, Central Jakarta 10710.

RESULT AND DISCUSSION

Pasar Baru (Pasar Baroe) Shopping center, located in Sawah Besar District, Central Jakarta. Historically, Pasar Baru is known as one of the oldest trading areas in the City of Jakarta, and is one of the few historical places that still survives, along with the rapid growth of the modern trading center in this city. According to history, the market which was founded around 1820 AD is a legacy from the Dutch era, precisely during the VOC (Verenigde Oost Indische Compagnie) reign in Batavia. Previously, Pasar Baru was known as an elite shopping area because of its location close to the Rijswijk area (which is now Jalan Veteran, Central Jakarta), an area for the elite in Batavia. The name Pasar Baru is said to have been passed down from generation to generation since the VOC era, with the exact spelling Passer Baroe. The entrance gate still has the words Passer Baroe written on it, although people still call it Pasar Baru.

Pasar Baru provides a variety of merchandise, ranging from primary, secondary to tertiary necessities. The shops in Pasar Baru are shaped like buildings in Europe and China that sell a variety of goods, ranging from clothing, shoes, sports equipment, cloth, glasses, watches, batik, salon equipment, to food and tailoring services. Besides shopping, tourists can also watch the annual event (coinciding with the anniversary of the City of Jakarta, which is every June 22), which is regularly held at Pasar Baru, namely the "Pasar Baru Festival". This festival is usually centered on the Ciliwung River where it is adjacent to the market and is held from morning to evening. Events that are served in this festival include a boat tug competition, boat decoration competition, shop decorating competition, and a modification competition for crocodile bread (a Betawi specialty bread). According to the story, this annual festival is a continuation of the tradition of the Peh Cun party held by the Chinese community in Pasar Baru.

Potential Attraction Pasar Baru

According to the results of the author's interview with one of the informants, namely Mrs. Sherly Yuliana as Head of the Attractions & Promotions Section of the Central Jakarta Tourism and Creative Economy Sub-Department, the potential tourist attraction of Pasar Baru in fulfilling element 3A is as follows:

a. What to see
There are historical buildings or cultural heritage that can be found in Pasar Baru, including:

Figure 1. Antara Building
(Source: Researcher Documentation)

Figure 2. Sin Tek Bio Temple
(Source: Researcher Documentation)
b. **What to do**

Things that tourists can do when visiting Pasar Baru area, which include: culinary tour, shopping, walking tours or historical tours to cultural heritage and historical buildings in Pasar Baru area, religious tours, there are various houses of worship in the Pasar Baru area, such as the chicken market church, the sin tek bio pagoda, the Lautze mosque.

c. **What to buy**

Various legendary culinary delights in Pasar Baru area, such as bakery bistros, hopping meatballs, bakmi alley rabbits, soto padang h. St. Mangkuto, noodles aboen, and others. As well as, various primary, secondary, tertiary necessities. The availability of facilities and infrastructure in a tourist attraction is important, in Pasar Baru area accommodation, transportation, restaurants, toilets, parking areas and places of worship are also available.

**Tourism Destination Development Pasar Baru**

The results during this study show that the growth of the tourism industry in the Pasar Baru area is increasingly experiencing a decline in the number of visitors compared to the era of the 1970s to the early 2000s. This is according to the results of research that has been carried out, it is known that the main problems faced include the loss of the glory of Pasar Baru with the development of modern shopping centers that are now standing in DKI Jakarta as an external factor. In addition, there are also internal factors such as inadequate facilities for the comfort and safety of visitors such as insufficient parking space, unclean public toilets, lack of availability of trash cans, pedestrians that are not used according to their functions, the number of street vendors, which causes irregular shopping locations, and other public facilities that are poorly managed so that visitors choose to switch to more adequate places. Therefore, the government and local communities need to take steps and play a role in the development of Pasar Baru urban tourism so that historical heritage and cultural tourism can continue to be preserved.

Pasar Baru in the past looks more traditional, the buildings in Pasar Baru are still very thick with the ancient batavia culture, and have a Dutch nuance. The number of immigrants, sellers and buyers looks very crowded. In its heyday, there were many immigrants from outside Jakarta and abroad. Meanwhile, in the early days of development and the establishment of Pasar Baru, the Pasar Baru was a shopping center leisure center for the elite of the Dutch nation. Pasar Baru at that time also functioned as a transaction center and a meeting place for indigenous traders who sold agricultural products with grocery traders who came from ethnic Chinese.

Meanwhile, Pasar Baru today looks more modern with the development of infrastructure from the buildings around the Pasar Baru. Much better renovations have been done to the buildings around Pasar Baru, it's just very unfortunate that the renovation activities carried out reduce the theme of the old building and the true identity of Pasar Baru. Pasar Baru area has now become more strategic. All the facilities, and infrastructure continue to be optimized development.
a. Collaboration between stakeholders

Pasar baru will become a heritage tourism area by bringing back the diversity and identity of a Pasar baru. The development of heritage tourism can be done by collaborating with communities that are active in exploring Pasar baru. This will be the identity of the development of this area. Synergy between related parties, both from the internal government together with business actors in new markets, and various communities can be achieved through collaborative efforts. As a real example, namely providing advice and input for managers and being responsible professionally regarding concepts, strategies, preparation, training, implementation, supervision and quality control, events, sales & marketing, development, coordination and alignment between governments related to all stakeholders.

b. Maintenance and optimization the use of facilities and infrastructure

The Facilities and infrastructure that are already available in Pasar baru area include: accommodation, transportation, restaurants, public toilets, parking areas, places of worship. However, the availability of these facilities as a whole cannot be said to be in good condition because the management is still not optimal so that there has not been a sense of security and comfort for visitors related to supporting facilities in Pasar baru area. There are also facilities that are not used properly, such as a parking building that is not used for reasons of lack of parking processing management, while pedestrian areas are used as parking lots. So it needs to be regularly socialized regarding the implementation of cleanliness, safety and comfort in Pasar baru area to increase the comfort of the visitors.

c. Optimizing the Utilization of Public Transportation

The role of the DKI Jakarta Provincial Government in optimizing public transportation is already good. DKI Jakarta in this case has been able to facilitate optimally. To reach the Pasar Baru tourist destination, there are various public transportation options in the form of using TransJakarta or providing KRL (electric rail train) from departures from Jakarta, Bogor, Depok, Bekasi etc. and there is a TransJakarta bus stop right in front of the Pasar Baru location and the Pasar Baru location which is close to Juanda train station is within walking distance.

d. Organizing the events regularly

Before being hit by the Covid-19 virus outbreak, the Tourism Festival Event in Central Jakarta, especially in the Pasar Baru area, was held regularly every year. Based on the Decree of the Mayor of the City of Central Jakarta Administration Number 276 of 2014 concerning the Designation of Eight (8) Tourist Destinations Areas of the Central Jakarta Administrative City. The implementation of the Jakarta Walking Tour activity which was held before the Covid-19 hit was an implementation of the Decree of the Mayor of the Central Jakarta City Administration Number 149 of 2019 concerning Walking Tour Routes in the Central Jakarta Administrative City Area, one of the routes is the Pasar Baru area with a route of 2 km and duration from 2 hours to 2 hours 30 minutes.

However, apart from that, the DKI Jakarta Provincial Government along with the slowing of daily cases of Covid-19 in Jakarta and as an effort to restore the Indonesian tourism sector in DKI Jakarta, especially the DKI Jakarta Tourism Office and the Central
Jakarta Tourism Sub-department, as of early 2021, have designed a budget for preparations, holding street festivals, parades, live performances, and so on, which will begin in middle of 2021 in the new normal era. The approach used is to sell experience-based value for visitors.

The Implementation of a Tourism Festival implementation plan, a budget planning has been made and in collaboration with the Central Jakarta Sports Sub-Department which will fill the event with the concept of a Boat Race and there is also a regular exhibition of Central Jakarta's superior product bazaars.

e. Promotion Strategy
In addition to organizing events or festivals, it is also necessary to actively promote through online media, especially during this pandemic a promotional strategy that can be done only by optimizing the use of online media such as: website, Instagram, Facebook and collaborating with online mass media.

f. Pasar Baru Area Revitalization
The Central Jakarta tourism department has a Pasar Baru development plan that focuses on several aspects, including: structuring infrastructure, procurement of public space, regulating vehicle and pedestrian circulation, procuring activities or activities that attract the public, and centralizing street vendors. These things have been designed by the Jakarta tourism office in collaboration with the Central Jakarta tourism department and all stakeholders involved in the new market revitalization design, with a concept map of the revitalization work as follows:

Figure 4 pasar baru revitalization concept map
(Source: Central Jakarta Tourism office)

From the picture above, it can be seen that there are 8 points of location placement that are the main focus for the new market revitalization target, including:
1. filateli post office
2. Antara building
3. Posing street
4. Chicken church
5. Tanah pasar raya
6. Metro atom
7. Gate little india

Figure 5 old building re-activation concept map
(Source: Central Jakarta Tourism office)

Figure 5 show that the concept map of the re-activation of old buildings in pasar baru, in this concept map there are 5 focus locations and the work plans are as follows: philatelic post office, antara building, kompak shop, chicken church and gate little india.

1. filateli post office
The reactivation of the old Philatelic Post Office building will be converted into a public creative space with the main target being millennial youth,
the Government in collaboration with PT Ruang Riang will immediately rebrand the Philatelic Post Office into "Pos Bloc" which is referenced from M Bloc Space in South Jakarta with the following concept map:

Figure 6 Future Development Masterplan of Pos Bloc  
(Source: Central Jakarta Tourism office)

Figure 7: Pos Bloc Plans  
(Source: Central Jakarta Tourism office)

From the floor plan above, it is known that in the construction of the public creative space 'Pos Bloc' there are several new developments in this area in the form of a prayer room, garden, meeting room, office, kitchen, maker studio, secretary, exhibition hall and space for stand shop and F&B (Food and Beverage), it is hoped that with the Pos Bloc it can complement the facilities and infrastructure of the Pasar Baru area itself which can then attract more visitors.

2. Antara Building

The reactivation will be carried out at the Antara Building location with the construction of a connecting bridge from the Antara Building to the Pos Bloc location with the following perspective concepts:

Figure 8: The Bridge Design Concept Jl. Antara–Pos Bloc  
(Source: Central Jakarta Tourism office)

3. Kompak Building, Ayam church, and Gate Little India in the Pasar Baru revitalization plan will be reactivated to become a Visitor Center, with a building concept design inspired by the Visitor Center Orchard, China Town, Fuk Tak Chi Museum in Singapore.

With the reactivation of these cultural heritage buildings, it is hoped that the heritage nuances as the identity of Pasar Baru can continue to be preserved with thematic decorations that can sell value-based experiences for tourists or visitors who will later travel to the Pasar Baru area. Meanwhile, other location points are focused on the revitalization concept plan in; the form of structuring a centralized location for street vendors with the following concept map:
4. Gang Poseng

Gang Poseng In the Pasar Baru revitalization plan, the function will be transferred as a creative shop location and a center for street vendors with the following plan:

Revitalisasi The revitalization of the Pasar Baru in the form of centralizing street vendors with the aim of controlling it in the form of a creative shop, there are several developments in Poseng Gang, namely the creation of a green area on the ground floor, the vendor area on the ground floor, then the placement of creative shop areas and food & beverage on the 2nd and 3rd floors.

5. Tanah Pasar Raya

Optimization of the location of Tanah Pasar Raya in the revitalization of Pasar Baru as a centralized location for street vendors whose concept is referenced by the Sudirman Street buildings in Bandung, Daddad Market and Rod Fai Thailand. Metro Atom: Metro Atom sendiri rencananya akan di lakukan penertiban pedagang yang diharapkan dapat terciptanya kenyamanan bagi para customers, Metro Atom sebagai lokasi sentralisasi pedagang mengambil konsep bangunan dengan referensi The Hallway Space dan Pasar Kosambi, Bandung yang memiliki ruang kreatif bagi anak-anak muda untuk mengembangkan industri kreatif dengan menyediakan 52 stand local brand dan 25 tenant kuliner.

Then, apart from the revitalization plan in the form of reactivation of old buildings and the centralization of street vendors above, the government in this Pasar Baru revitalization plan also focuses on improving and optimizing facilities and infrastructure in Pasar Baru, as well as special attention to the cycle of vehicle and pedestrian flows. at Pasar Baru. With the design concept of the flow of vehicles and pedestrians as follows:

Figure 9 Street Vendor Centralized Location Concept Map
(Source: Central Jakarta Tourism office)

Figure 10 Gang Poseng Plan
(Source: Central Jakarta Tourism office)

Figure 11 Vehicle flow
(Source: Central Jakarta Tourism office)

Figure 12 pedestrian path
(Source: Central Jakarta Tourism office)
In the picture above, in the design of the vehicle flow on the main road, Pasar Baru street, it will be updated with a size of 6 meters for both lanes, minimizing the existing vehicle lanes are expected to regulate vehicle speed in order to slow down the vehicle speed when passing Jalan Pasar Baru. Then for the Pedestrian Circulation in the picture above, the concept design that will be made includes the provision of a canopy with transparent glass material so that the facade of the old building can still be seen but visitors feel safe from the weather, planting tree rows to create a shady atmosphere in the Pasar Baru area, using paving blocks on pedestrian paths and provision of absorption areas with permeable grass block materials, and arrangement of street furniture such as benches, tables, chairs and bicycle parking areas. In addition, there are several reforms in an effort to optimize existing facilities and infrastructure in Pasar Baru area with the aim and purpose of creating a sense of security and comfort for new market visitors, renewal of facilities, facilities and infrastructure for new markets, among others by adding the provision of new market points. lights available every 10 meters, installation of environmental graphic design every 50 meters, adding a trash can every 20 meters, to providing a map of the visitor center spot for Pasar Baru area.

CONCLUSION

The revitalization of the historic pasar baru shopping area is urgently needed at this time to increase the attractiveness from pasar baru so that it can still exist and adapt to the times and current trends which are expected to increase the socio-economic value in the area. The existence of a pasar baru has an important role for the community, and has good potential for economic activity, it's just that many infrastructure facilities are not maximized so that it has not become a favorite shopping center compared to modern shopping centers that are currently in the capital city. For this reason, pasar baru deserves to be optimized in terms of management so that it can compete with modern shopping centers.

It is necessary to improve the physical quality of buildings and optimize attractiveness in the pasar baru area, create adequate pedestrian paths and sidewalks specifically for visitors who walk and make special lanes for vehicles, so that there is no accumulation of vehicles that create an uncomfortable environment. Rearrangement of public facilities and infrastructure in pasar baru such as roads, toilets, parking and others. In addition, cultural activities such as cultural festivals and events in new markets are held to promote and preserve the cultural identity of the new market itself. Currently these efforts have become the main focus and concentration for the local government, a design has been made and a deeper review has even begun to carry out revitalization of pasar baru which are expected to restore the image of shopping centers in Jakarta with the charm of unique cultural tourism in pasar baru with the aim of can attract tourist interest.

REFERENCES


