

THE USE OF IMPORTANCE PERFORMANCE ANALYSIS (IPA) ON BETAWI CULTURAL VILLAGE IN SETU BABAKAN, JAKARTA, INDONESIA

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Submission: 12/8/2020
Revision: 1/5/2021
Accept: 2/9/2021

ABSTRACT

Research Aims: this research aims to identify the internal and external environment towards the Betawi Cultural Village as the tourism destination, based on the currently-available features; attractions, facilities and services, event/festival of tourism activities, culinary, homestay and tour packages.

Design/Methodology/Approach: this research relied on 3-step FGD to formulate the Importance Performance Analysis from a total of 110 business practitioners in the Betawi Cultural Village, and an additional of 15 individuals, who are historians, community leaders, government officers, artists, and customers.

Research Findings: The findings showed that the Betawi Cultural Village should focus on tour packages, community attractions, homestay, and culinary as the top activities as they can draw crowds.

Theoretical Contribution/Originality: this research identifies the main activities to be emphasized in the Betawi Cultural Village; tour packages, community attraction, homestay,

and culinary, using the importance-performance analysis (IPA). These activities have the necessary supporting individuals and have shown to have the ability to bring crowds into the area. Other available features may not have the same level of attractiveness.

Practitioner/Policy Implication: this research formulated insights for marketers, policymakers, and tour operators to better understand how the Betawi Cultural Village in Lake Babakan can be sustained. All of the currently-available features may not have the same level of attractiveness. The research highlights 4 main activities to bring crowds in visiting the Betawi Cultural Village via tour packages, community attraction, homestay, and culinary. These findings are expected to facilitate marketers, and tour operators in sustaining the business operations, and for policymakers in approaching their decision-making strategy

Research Limitation: this study emphasizes on the Betawi Cultural Village in Lake Babakan, the general application of the findings may not be objective into other areas. Hence, further studies should include other areas to have more variations in the samples.

Keywords: Betawi Cultural Village, Culinary, Heritage Tourism, Hospitality Management, Importance-Performance Analysis, Tourism Management

JEL Classification: M3, Z3, Z32, Z33

1. INTRODUCTION

The tourism industry in Indonesia is positioned on number 2 based on the total revenue generated, just behind the CPO. The Indonesian tourism sector generated US\$12,225 billion in 2015, US\$ 13,568 billion in 2016 (Chandra & Damarjati, 2017), US\$15.2 billion in 2017, and targets for US\$20 billion in 2019 (The Insider Stories, 2018). The statistics for the Indonesian tourism show that Indonesian is ranked 9th in the world, 3rd in Asia, and 1st in ASEAN as the fastest-growing tourism. Indonesia needs to ensure the constant growth of the country's tourism industry for years to come.

With the country's diversity, Indonesia has countless of heritage to be explored. The top-five ethnicity in Indonesia; Javanese, Sundanese, Malay, Madurese, and Batak, only cover 67.9% of all ethnicities in the country (Van der Schaar Investment BV, 2017). Heritage tourism has certainly emerged to become another option for travelers. Heritage tourism becomes important alternatives to preserve, particularly in developing and emerging countries (Global Heritage Fund, 2010; Richards, 2007). Combining with the richness of countries' culture, heritage tourism activities have certainly boosted the industry

attractiveness even more (Richards, 2007; Carvalho, Ferreira & Figueira, 2016).

Considering the Indonesian own culture, creativity must be induced to betterment the experience of travelers. Creative tourism refers to travel experiences that foster the creative potentials (Richards & Raymond, 2000; Picard, 1996). Richards (2007), Adriani and Rosyidie (2013), and Lemy and Nathalia (2014) stated that the creative potentials with active participations, engagement (King, 2009), and process of learning (Allan, 2009; Carvalho, Ferreira & Figueira, 2016) of tourists in programs and events in the destinations are mutually-supporting each other to boost the memorable experience (King, 2009; Hoarau-Heemstra & Eide, 2013).

The recent emergence of culinary in tourism can undoubtedly add value to the tourism destinations. Visiting places and enjoying food/beverage products have become the inseparable combination for tourists (Frochot, 2008). This must be carefully considered since one-third tourists' spending is directly allocated toward culinary (Saleh, Hermawan & Chozin, 2013; Lahari & Kumar, 2019; Ahn & Lee, 2020; Rathor & Parkash, 2019). Development on the country's culinary products is important toward sustaining the tourism destinations because it pushes for the customer satisfaction and profitability (Waller, 1996). The statistics for Indonesian tourism have increased of about 10% over the years (Chandra & Damarjati, 2017).

Referring to the Law No. 10 Year 2009 of the Republic of Indonesia on Tourism, Tourism Destination Region or Tourism Destination, tourism is a regarded as the geographical area within one or more administrative areas within which there are tourist attractions, public facilities, tourism facilities, accessibility, and interrelated communities and complete the realization of tourism. Alongside with this Indonesian law, Stankovic and Dukic (2009) stated that the tourism-destination products must include; (1) attraction, (2) accessibility, (3) amenities, (4) available packages, (5) activities, and (6) additional services, or ancillary services. From a slightly different perspective, there are also elements to be considered for tourism destinations (Mdusm, 2016), such as; (1) the complex nature of production and marketing, (2) minimal management and marketing control for the destination marketers on the tourism destinations, (3) tourism destinations are often marketed without end experience and the derived values since tourists are knitting together the available products and services in the tourism destinations, (4) minimal possibilities for partners and players in the tourism destination to exit the industry, (5) difficult to reach mutual agreements

on the brands to be marketed, (6) politically-driven tourism destination as the vehicle to increase the public image of certain political groups, (7) unequal power of players, and (8) tourism destinations experience cyclical changes. Hence, though the tourism-destination products are required to meet some considerations, as mentioned above, it is actually wondered if, in fact, all tourism destinations have those elements in-place appropriately and readily to pamper the tourists.

This study concentrates on the area of Betawi Cultural Village in the Southern part of Jakarta. Jakarta is the capital of the Republic of Indonesia. In this small area, the population is consisted of mostly the people of Betawi, who aim to preserve the culture that includes all ideas, wisdom and artifacts, such as: arts, customs, folklore, literature and linguistics, welfare and building designs. The intended functions of the Betawi Cultural Village are to provide the historical wisdom, culture, customs, including the religious facilities, information center, art and culture facilities, research facilities, means of preservation and development, and tourism facilities. Since the day of its enactment, the Betawi Cultural Village has become the icon for cultural heritage area of the people of Betawi.

The Betawi Cultural Village in Lake Babakan has a vital role in preserving customs, norms, and the order of life of the people of Betawi. Nonetheless, though it was set up as one of the tourist destinations, the Betawi Cultural Village in Lake Babakan still face various issues. Referring to the basic “ingredients” of tourism-destination (Mdusm, 2016; Stanković & Dukić, 2009), and considering the actual conditions, there are multiple issues to be addressed.

Those multiple issues include the following, such as; minimal government commitments to the management of tourist destinations, minimal participation, awareness and commitment of the local communities in the management of tourist destinations, difficulties in managing the Betawi Cultural Village due to its specific nature only about the people of Betawi, less than optimum roles and contributions from stakeholders toward the development on a tourism destination, incomplete “inventory list” of the tourism potentials, lack of studies concerning the internal and external environments of the Betawi Cultural Village in Lake Babakan, and inadequate reviews on tourism destination management to cover attractions, intra and inter-destination transportation, infrastructure, facilities and services, events and festivals, and tourism activities. Since the day of enactment, this Betawi Cultural Village in Lake Babakan has not shown substantial development as originally

expected.

Based on the above-mentioned issues, it can be concluded that until now there is no particular models to be directly applied into the continuous development of the Betawi Cultural Village in Lake Babakan to boost its unique heritage and/or any activities to support the Betawi-based culinary products.

This research activities attempt to study and identify the internal and external environment of the Betawi Cultural Village in Lake Babakan to evaluate the priority of potentials. To successfully achieve the intention of this study, focus group discussions are organized to gauge the priorities in its development by using the Importance Performance Analysis (IPA).

2. LITERATURE REVIEW

Since there have been no substantial development in the Betawi Cultural Village in Lake Babakan, and preserving the heritage of Betawi culture face some hurdles, it is necessary to use the perspective on creative tourism to be applied into the heritage nature of the Betawi Cultural Village. According to Richards and Raymond (2000), creative tourism is a travel experience that provides opportunities for tourists to develop their creative potential.

Furthermore, Richards (2007) stated that the creative potential of tourists arises through the active participation in various programs and learning experiences in accordance with the characteristics of the destinations visited. Meanwhile, King (2009) argued that in creative tourism, authentic engagement and experience are the main things that must exist. In addition, in creative tourism, art, heritage, and special characters of a place serve as the forum on participatory learning for tourists.

This provides opportunities for tourists to make contact with the local community (Allan, 2009; Carvalho, Ferreira & Figueira, 2016). Though focusing their studies in different areas, nevertheless Adriani and Rosyidie (2013), including Lemy and Nathalia (2014), have certainly support the issues surrounding the creative tourism.

Culinary in the context of tourism activities can provide its own value for tourism and society. Consuming food products serves as a representation of one of the fun activities and is considered in visiting a country (Frochot, 2008). Even in research work by Saleh, Hermawan and Chozin (2013) stated that one-third of the tourists' budgets are used to consume culinary products.

It appears that the culinary sector is an exciting opportunity for the global tourism sector where the development of culinary tourism tends to increase visitors' interests. Continuous development on the country's culinary products is an important element in sustaining the country's tourism. The demand of tourists is quite large on the traditional culinary products that reflect the uniqueness, scarcity and identity of a country or region that cannot be found in other countries or regions.

Product development can be defined as examination of products and services in order to identify improvement opportunities, customer satisfaction and profitability (Waller, 1996). For Indonesia, this is crucial as the tourism sector generated US\$12,225 billion in 2015 and US\$ 13,568 billion in 2016 (Chandra & Damarjati, 2017). This tourism industry was only second to the income received from CPO.

Historically, culinary is originally a Latin word, which is associated with the kitchen or cooking activities (Dictionary.com, LLC, 2018; Oxford University Press, 2018). Culinary refers to the richness of traditional food varieties, food, snacks and drinks, which refer to the regional identity of specific ethnic groups (Almerico, 2014; Belasco, 2006). As previously mentioned, tourists are reducing their budget on other activities to spare as much as one-third of their budgets into culinary products (Saleh, Hermawan & Chozin, 2013).

According to Frochot (2008, p. 79), consuming food products is a representative of a fun activity and may likely be considered in country' visits. Hence, to evaluate the priority on the varieties of food, snacks and drinks, culinary can be considered as an important element to have in Betawi Cultural Village in Lake Babakan.

Referring to the previously mentioned tourism-destination products, Stankovic and Dukic (2009) provided 6 basic must-have products; (1) attraction (natural or manmade-built to show the purpose of any special events and have historical values), (2) accessibility (whole transport system that includes routes, terminals and vehicles available), (3) amenities (accommodation and drinking, retail and other travel services), (4) available packages (packages that have been arranged by intermediaries and principals), (5) activities (all activities are available in a destination, and things that tourists can do during their visits), and (6) additional services, or ancillary services (various additional services used by travelers such as banks, telecommunications stores, hospitals, for instance).

Hence, though the tourism-destination products are required to meet some

considerations, as mentioned above, it is actually wondered if, in fact, all tourism destinations have those elements in-place appropriately and readily to pamper the tourists. Hence, to evaluate the importance of attraction (such as; special/various events), accessibility (such as; facilities and infrastructure), amenities (such as; homestay), available packages (such as; tour packages), activities (such as; community participations and agro-tourism), and additional services (such as; availability of various souvenirs), the importance-performance analysis becomes vital.

3. RESEARCH METHOD

This study focuses on the prescribed descriptive research to formulate descriptions and the necessary profiles on the chosen variables or phenomena, which may occur in individuals, organizations and industries (Sekaran & Roger, 2009; Cooper & Schindler, 2014). This research method is chosen to evaluate the adequate profiles of the tourism potentials of the Betawi Village in Lake Babakan. The results of the profiling will be used to formulate the model of creative tourism in this area.

To learn the tourism potentials of the Betawi Village in Lake Babakan, both the primary and secondary data are required. Relying on the purposive sampling to include only individuals in the Betawi Village in Lake Babakan, this study conducted the field observation, multiple FGDs with different parties, including interviews with the local communities. In addition, information is also obtained from the local tourism office, websites, the Indonesian-based Central Bureau of Statistics, journal articles, and books.

The method of research analysis used in this research is the Importance-Performance Analysis (IPA) Method to conceptually bring-up the multi-attribute model. This study attempts to identify the attributes, managerial-level of importance, and the historical performance, to show the relationships among competing variables. Using the mean, median or ranking measurements, interests and attribute performance are gathered to be further classified into high or low categories. Then, by pairing two sets of rankings, each attribute is fit into one of four performance quadrants. From the illustration, it is obvious to focus on quadrant A and B, and to work-on the areas of C and D.

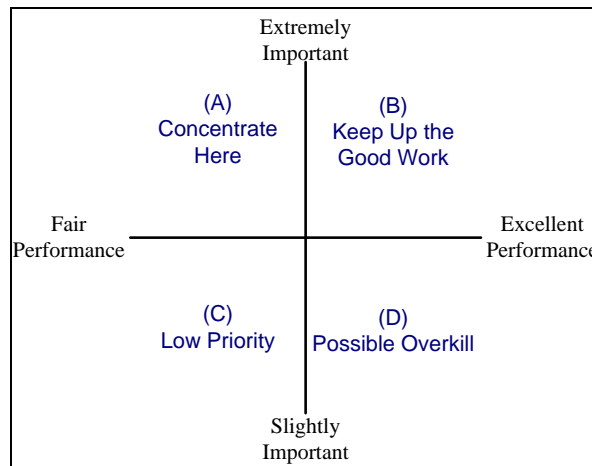


Figure 1: Importance-Performance Analysis (IPA) Model
 Source: (Martilla & James, 1977; Wong, Hideki, & George, 2011)

The notation of “concentrate here” in quadrant A denotes the combination of high importance, but low performance. This shows extremely important aspects with at least an average performance, or to be improved urgently (Martilla & James, 1977; Wong, Hideki & George, 2011). Quadrant B is the area of extremely important with an excellent performance, others may label it as high importance and high performance. This quadrant can be regarded as the core of the organization (Martilla & James, 1977; Wong, Hideki & George, 2011). Quadrant C is regarded as the “low priority” to show the combination of low importance and low performance. It is perceived as slightly important aspects with at least an average performance, whereas quadrant D has the excellent performance, but only perceived as slightly important.

Though there are many business practitioners in the area of Lake Babakan, however, there were only a total of 110 business practitioners from the local communities, who are officially registered with the Betawi Cultural Village. Those business practitioners have been actively engaged in various Betawi cultural events in Lake Babakan over the years in several aspects of the Betawi culture, such as; culinary, handicrafts, homestay, and tour guides. In the beginning phase, those 110 business practitioners were requested to identify the internal and external considerations¹ on the Betawi Cultural Village, along with an additional of 15 people

¹ The internal and external considerations refer to the cash inflows for the people of Betawi. Since the cash inflows are directly received by the people of Betawi as they live in the surrounding the area of Lake Babakan, the internal considerations become the first priority to strengthen the pillars of the Betawi Cultural Village. The external considerations become the second priority due to the potentials of luring more traffics of visitors into the area

to represent the Betawi culture experts/historians, community leaders, government officers, artists, and customers. Once the considerations have been identified, the next phase is to identify the potentials of the Betawi Cultural Village, including the immediate surrounding area of Lake Babakan. Those business practitioners were divided into groups to complete the stages toward the formulation of the importance-performance analysis.

To accurately portray the real conditions in accordance with the importance-performance analysis, the processes on FGD are divided into 3 stages;

- a) Stage 1: preliminary mapping of the tourism potentials, where in this stage the participants were provided with papers to write down the tourism potentials in the area of the Betawi Cultural Village in Lake Babakan. In this stage, the total of 110 business practitioners were involved. There were an additional of 15 people to represent the Betawi culture experts/historians, community leaders, artists, government, and customers. Once the papers were collected, those papers were put into a category on the basis of similarity of issues. The actual implementation of this stage was run twice; the morning session and the afternoon session.
- b) Stage 2: mapping of prevailing issues/problems, where the participants were also provided with papers to write down the prevailing issues/problems that may pose delays in realizing and/or developing each of the tourism potentials, as the results of stage 1. In this stage, the total of 110 business practitioners were involved. Just like in stage 1, on stage 2, the actual implementation was run twice; the morning session and the afternoon session.
- c) Stage 3: final mapping of tourist potentials to be further developed in the Betawi Cultural Village in Lake Babakan. In this stage, participants are grouped to agree on some factors to be the tourist potentials, based on stage 1, and considering the problems in stage 2. In stage 3, participants were also requested to differentiate between internal and external aspects of the tourist potentials. In this stage, the total of 110 business practitioners were involved. Just like the previous stages, the actual implementation was run twice; the morning session and the afternoon session.

4. DATA ANALYSIS

Determination of the area of Lake Babakan to house the Betawi Cultural Village was reinforced by the regional regulation no. 3/2005 (Sutiyoso, 2005). The regulation stated that

the Betawi Cultural Village in Lake Babakan is aimed for the cultural heritage area to include physical and non-physical elements, such as; buildings (characterized by Betawi design), natural environment (lake and panorama of the shady trees), arts, customs, and historical heritage of the Betawi culture. Administratively, the Betawi Cultural Village in Lake Babakan is located in the village of Kalibata, the regency of Srengseng Sawah, and the sub-district of Jagakarsa in the Southern part of Jakarta. The Betawi Cultural Village has a total coverage of 289 hectares.

The visitors in this area are mainly dominated by domestic tourists from various categories; students, researchers, NGOs, government agencies, and military units, particularly for their practice on the lake. With the relatively minimal growth rate prior to 2011 of only 1% per year to about 140,000 visitors, in the subsequent years up to the recent years, the total visitors have certainly tripled.

The following table shows the interconnectedness of the FGD results. Stage 1, the participants identified potentials of the Betawi Cultural Village in Lake Babakan. Stage 2, participants attempted to identify prevailing issues in Lake Babakan, which are potentially and likely delaying future improvements and development in Betawi Cultural Village in Lake Babakan. Stage 3, participants claimed 9 prevailing issues to be concentrated in Betawi Cultural Village in Lake Babakan.

Table 1: FGD Results

Descriptions of Stage		Issues Identified
Stage 1	Identifying potentials in the Lake Babakan	Lake, Culinary, Agro-Tourism, Arts & Culture, and Local Wisdom
Stage 2	Prevailing issues/problems in Lake Babakan, which are likely delaying improvement & development	<ul style="list-style-type: none"> • Garbage: minimal understanding of visitors to keep the environment clean • Noise from vehicles & motorcycles & parking: the accumulation of visitors with their vehicles • Traffic jam in the area, particularly over the weekend and public holidays • Lack of general facilities: children playground, lighting, and parking area for the visitors • Lack of information: no signages for visitors and no visitor's center • Culinary: many of the sellers are not from the Betawi heritage, and they are not selling Betawi culinary
Stage 3	Prevailing issues in Lake Babakan to be developed based on stage 1 & 2	<ul style="list-style-type: none"> • Homestay: organizing and the management of homestay • Art & Culture: the appreciation of people toward Betawi-based art and culture • Culinary: developing of Betawi-based culinary, including the packages • General Facilities: developing of general facilities to

Descriptions of Stage	Issues Identified
	support the area in Lake Babakan, such as; signs, visitor’s center, parking area, and lightings <ul style="list-style-type: none"> • Community Attractions: initiating the regular community activities to improve the attractiveness of the Betawi Cultural Village • Tour Packages: creating itineraries to boost up the traffic of visitors • Souvenir: ensuring the memorabilia of the Betawi Cultural Village for visitors • Agro-Tourism: organizing a specific zone for various indigenous Betawi plantations • Events: organizing special events to increase visitors into the Betawi Cultural Village

The results of FGD in stage 3 are shown in the following table. As those issues are directly linked into the cash inflows of the people of Betawi, the internal considerations appeared to be the first priority to strengthen the pillars of the Betawi Cultural Village. The external considerations seem to be the second priority due to the nature of potential increments of traffics into the area.

Table 2: Internal & External Considerations

Internal	External
Homestay	Art and Culture
Society/Community Participation	Facilities and Infrastructure
Tour Products and Packages	Agro-Tourism
Various Events	Souvenir
Culinary	

With the internal and external considerations, the next step is to formulate the reasons on each of those considerations. The conceptual rationalizations are as follows;

- Homestay is considered as the top priority since it has the contributing power to increase tourist satisfaction in visiting and experiencing the cultures of Betawi. Nonetheless, the issues on homestay standardization among the Betawi families need to be well-prepared, including the well-organized homestay management for incoming and outgoing tourists. To successfully offering homestay to visitors, there are associated issues particularly on facilities and infrastructure to provide support on the use of residents’ houses and the homestay programs.
- Society/Community Participation is considered as the top priority due to its contributing financial incentives for the local community within Lake Babakan. Within the community, there are few notable groups, such as the following; (1) farmers to represent the “caretaker” of the indigeneous Betawi fruits, (2) tourist enthusiasts are those individuals who manage the understanding on concept of “Sapta

Pesona”, or seven enchantments to understand the tourism concept, (3) bargainers to represent the individuals who perform selling activities by opening a shop or using a cart surrounding Lake Babakan area with various products sold (food, fruites and beverages), (4) cultural art to preserve and regenerate Betawi artistic values in traditional dances.

- Tour Products & Packages is also considered as the top priority as these have the built-in potentials for inbounds visitors. The embedded challenges are formulating attractive tour products and packages, undoubtedly, given the currently available facilities and services. Though it appears relatively simple, nevertheless, issues concerning tour products and packages are inter-connectedly complex.
- Various Events is on the top priority as well for the Betawi Cultural Village as a way to constantly promote the numerous Betawi-based arts and culture, beyond the currently available performances on Lenong, dances and the martial-art Pencak Silat.
- Culinary is yet another issue to be prioritized. As more tourists are eagerly setting aside their budgets and may likely hunt for local dishes, this culinary consideration is impactful to the people of Betawi, indeed. Not only the preparation stage alone, but also the packaging and displays of those Betawi dishes, can potentially increase the welfare of the people of Betawi in Lake Babakan.
- Art & culture of Betawi are relatively diverse. Betawi has various ethnic backgrounds. Beginning in the 18th century, in Batavia, as the old name of the city of Jakarta at that time, consisted of Dutch, Chinese, Arab, Moor, Javanese, Sundanese, Marlinjker, Bugis Makassar, Bali, Sumba, Ambon/Banda and Malay. These were the ones who interacted and mingled with the indigenous Batavians and influence the formation of the Betawi culture known today. Variations in the Betawi ethnic identities lead to the emergence of local variations in the Betawi culture that were also based on the origin of the settlement. The people of Betawi are known to be adapted to their respective residential areas in Kampung Melayu, Kampung Ambon, Kampung Makassar, Bali Mester, Matraman and other areas.

With the constant growth until today, *Lenong*, a form of theater folk drama using the Betawi dialect, is considered as the traditional Betawi performing arts. All series of dialogues and performances are usually presented in humorous manner. During this theater folk drama,

a musical genre of *Gambang Kromong* is usually accompanying the performance using flutes, gongs, accordions, and even drums. Though the performance of *Lenong* can be categorized into many genres, two broad types of *Lenong* are; *Lenong Denes*, which are often concentrated about the nobility, the kingdom, and the rich, and *Lenong Preman*, or loosely translated into *Lenong Bandits*, which often relied on stories of everyday life and folk heroes, mirroring the English folklore Robin Hoods. The type of *Lenong* performances directs the costumes worn by the artists. Scripts are prepared for each of the performances although improvisations are always required from each of the artists.

As mentioned, *Gambang Kromong* is one of the Betawi traditional pentatonic-based music with a heavy Chinese influence with the sets of Chinese rebab, diatonic flute, gendang drums, chimes, violins, guitars, trumpets and tambourines (Jakarta Tourism & Culture Office, 2015a), *Keroncong* from Portugal (Anak Betawi, 2016), which relies on guitars and ukulele, and *Tanjidor*, which relies on the use of trumpets, clarinet, horns, cymbals, and bass to form an orchestra, is considered as the Betawi jazz with the influence from the Dutch (Jakarta Tourism and Culture Office, 2015b; Spiller, 1999).

In terms of the house designs (Scheffold et al., 2008), the Betawi culture has its own traditional blueprints, which is referred to as the *gudang house* as this design resembles a storehouse (Funo, Ferianto & Yamada, 2005). This design has a simple rectangular layout, extending from front to back, saddle-shaped roof. The structure generally consists of two-pieces of tilting press rods. This system is known as *anderdan* and is not found in other traditional houses in Indonesia. It is predicted that this was introduced by the Dutch. In the front of the *gudang* house, there is a piece of sloping overhanging roof that is also called a hat to block the sun and rain to the front-open-terrace (Funo, Ferianto & Yamada, 2005; Scheffold et al., 2008).



Figure 2: Gudang & Joglo Betawi House Designs
Source: (Anak Betawi, 2016; Sintesiyyah, 2018)

Another design is referred to the *Joglo* Betawi House. This design has the heavy influence from the Javanese architectures (Anak Betawi, 2016; Sintesiyyah, 2018). The roof design is the best-known feature that one can see the inspiration from the Javanese design. The main difference in the *Joglo* designs is evident in the main pillar structures to separate the rooms. In the *Joglo* Betawi design, which is commonly built around 64 squared-meter, the foundations of the main pillars are hidden.



Figure 3: Kabaya House Designs
Source: (kamerabudaya.com, 2017)

Another design is called *Bapang* House or *Kabaya* House. This design has a wide front terrace, which also includes a *bale* for family and guests gathering. This house is generally semi-open and only limited to 80 cm height-fence. The floor is higher than the ground, and there are stairs of brick consisting of at most 3 stairs. The house itself is merely around 99 squared-meters in size.

Along with this, art & culture of Betawi are yet another issue to be considered. As more tourists are visiting the area, such art & culture festivities can certainly be considered impactful to the people of Betawi, indeed. The house designs, music and dances can become the iconic selling points of the Betawi Cultural Village in Lake Babakan.

- Natural & Agro-Tourism in Lake Babakan has the potential of water tourism in the form of two natural lakes; the Lake Babakan and the Lake Mangga Bolong. Both lakes conditions are still quite good compared to other lakes in Jakarta. Lake Babakan comes from water springs, rainwater and sewer water. Along the lake, there are overgrown Betawi traditional fruit trees such as buni, kecap, and rambutan. Water tourism are also available, such as; water bikes, canoes, and fishing. Unfortunately, the conditions of the Lake Mangga Bolong is not as good as the Lake Babakan due to the use of settlements. Surrounding the Lake Babakan, most pieces of farm lands for

fruit plantations are just directly located in the front or backyard of the houses. The purpose is to attract tourists during the fruit-harvesting seasons. During the season, usually local residents are standing-by to greet tourists and invite the tourists to pick the fruits themselves. The most likely available fruits in this area are; starfruits and rambutan. In different locations of farm lands in the area of Lake Babakan, the residents planted other fruits, such as; guava, duku, menteng, noni, durian, soursop, aloe vera, kemuning, kecapi, jengkol, eucalyptus, banana (abaca, cavendish, yellow kapok, barangan, raja bulu, raja sereh), and pineapple.

- Facilities and infrastructure in in Lake Babakan has the potentials in creating and maintaining the ambience of the Betawi culture. Around Lake Babakan and the Betawi cultural village, visitors can breeze through the variety of traditional food and beverages, such as pletok beer, star fruit juice, kerak telur, laksa, toge goreng, gado-gado, soto, pecak fish, sayur asem, uduk rice, ulam rice, begane rice, dodol, geplak, wajik ragi, rengginang, tape uli, and lapis talam. The famous dodol in this area is Betawi dodol Nyak Mai, which has been promoted into Malaysia, China, and Netherlands. Some of the prominent facilities and infrastructure in the premises of the Betawi Cultural Village include the following; Bang Pitung entrance, open stage area, a guesthouse (3 bedrooms with a total capacity of 20 people, 4 bathrooms, and kitchen), a traditional house and plaza (1 bedroom, 1 storage room, kitchen and dining room, 1 bathroom, 1 porch, and 1 full guest bedroom), management building (with 1 meeting room, 2 office rooms, 4 toilets, and a tourist information center), information board with the necessary information about schedules of events and attractions, an Islamic prayer room with the praying equipment and Qurans, and a parking lot for cars, motorcycles, and busses.



Figure 4: Door Gate & Open Stage

Based on the results of the FGD in stage 3, the IPA diagram was formulated to show the distributions of responses. Table 3: Summary of Responses (Based on Importance) shows the summary of such responses, which are based on importance and needs. From the importance-based responses, the ranking from the most important to the least important issues are; souvenir, events, agro-tourism, arts & culture, facilities, culinary, homestay, community attractions, and tour packages. The mean importance for all the issues is 8.48.

Table 3: Summary of Responses (Based on Importance)

	HS	CA	AC	Cul	Sou	AgT	Fac	Ev	ToPac	Avg
Total	1,040	1,035	1,100	1,050	1,145	1,100	1,090	1,110	865	1,059
Average	8.32	8.28	8.80	8.40	9.16	8.80	8.72	8.88	6.92	8.48

Note: "HS" stands for "homestay", "CA" stands for "community attraction", "AC" stands for "arts & culture", "Cul" stands for "culinary", "Sou" stands for "souvenirs", "AgT" stands for "agro-tourism", "Fac" stands for "infrastructure & facilities", "Ev" stands for "events", and "ToPac" stands for "tour packages"

Table 4: Summary of Responses (Based on Needs/Performance), on the other hand, shows the need/performance-based responses. The ranks from the most needed to the least needed issues are; culinary, homestay, events, community attraction, tour packages, arts & culture, facilities, souvenir, and agro-tourism. The mean needs/performance is 9.50.

Table 4: Summary of Responses (Based on Needs/Performance)

	HS	CA	AC	Cul	Sou	AgT	Fac	Ev	ToPac	Avg
Total	1,225	1,210	1,155	1,240	1,150	1,125	1,155	1,215	1,210	1,187
Average	9.80	9.68	9.24	9.92	9.20	9.00	9.24	9.72	9.68	9.50

Note: "HS" stands for "homestay", "CA" stands for "community attraction", "AC" stands for "arts & culture", "Cul" stands for "culinary", "Sou" stands for "souvenirs", "AgT" stands for "agro-tourism", "Fac" stands for "infrastructure & facilities", "Ev" stands for "events", and "ToPac" stands for "tour packages"

From the IPA diagram, it is evident that only "events" falls in the quadrant D, which is categorized as "possible overkill". This result indicated that various events are considered having excellent performance, but may not be considered as important. For example, the Asian Games in Jakarta in August 2018, there were 1,000 dancers welcomed the athletes (Sari, 2018a), those athletes were guided to learn how to *batik*, which is drawing of certain patterns on a piece of cloth (Sari, 2018b), celebrating the Islamic festivity in July 2018 (Carina, 2018), entrepreneurial fairs in March 2018 (Komara, 2018), or recreation and culinary (Wisata Indonesia, 2017). Certainly, one would argue that those events were nice, but may be seen as possible overkill.

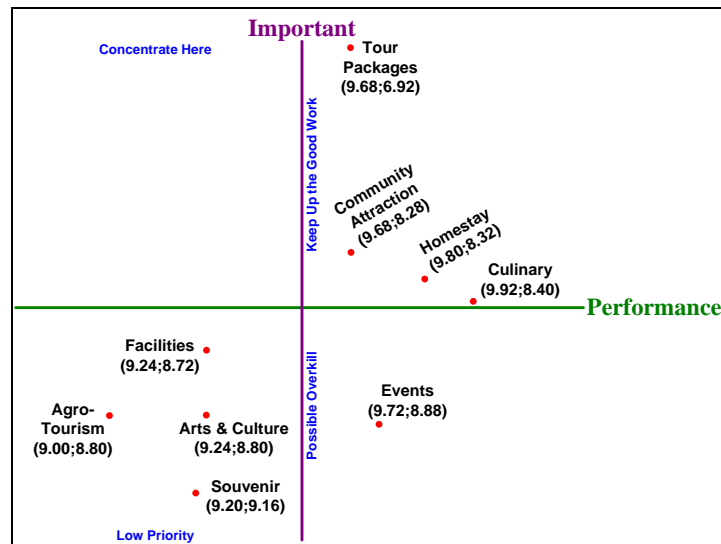


Figure 5: IPA Results

5. CONCLUSION

In this paper, the use of importance-performance analysis is discussed and applied to measure the development potentials on the Betawi Cultural Village in Lake Babakan. A series of FGD were organized to evaluate the perceptions to identify areas of importance (high or low) and areas of performance (good or bad). Though in the first stage of FGD there were participations from experts and representatives, the formulation of the above IPA relies on the business practitioners, who have been actively engaged in various events in Betawi Cultural Village in Lake Babakan.

Considering the IPA results above, it is unfortunate that there is nothing falls within the quadrant “concentrate here” in the Betawi Cultural Village in Lake Babakan following the FGD sessions. Perhaps, this is due to the fact that from the performance perspective, the concerned issues identified have not been showing poor performance. On the contrary, the “possible overkill” quadrant shows the overemphasis on events, ironically. Perhaps, this is due to the inter-connectedness of events into other supporting elements.

In this instance, events in the Betawi Cultural Village in Lake Babakan may have been scheduled, however, the lack of other supporting elements/factors may have provided the inconvenience truth toward the development of the area. It appears that the organizing of any events in the Betawi Cultural Village may have been pushed regardless of the level of readiness of the supporting elements/factors in the area of Lake Babakan. Further studies need to emphasize on this quadrant to evaluate the causes of overkill.

On the “low quality” quadrant, which denotes “low performance” and “low importance”, surprisingly, there are several elements that can be put on hold as they are not perceived as having substantial contributions to the Betawi Cultural Village. These elements can be sub-contracted to third party. Further studies need to emphasize on this quadrant to evaluate the causes of low quality. The “high” quadrant of “keep up the good work” shows several elements to focus. It is apparent that the Betawi Cultural Village should focus on a few activities on tour packages, community attraction, homestay, and culinary.

Of those 4 activities, the one with the highest likelihood of leading the performance is the culinary, with the coordinate of 9.28 and 8.40. This directs the higher performance of the Betawi Cultural Village. From the perspective of highest importance, tour packages, with the coordinate 9.68 and 6.92, should be the focus. Such a coordinate in the IPA diagram denotes the very next step in formulating future research as a way to actualize the culinary activities in the Betawi Cultural Village.

With these results on the “keep up the good work” quadrant, it is necessary for the Betawi Cultural Village to start discussing and focusing its joint efforts into tour packages, community attraction, homestay and culinary. As the culinary sits at the highest coordinate, it is vital to put efforts into the realization of culinary. Activities, such as; cooking demonstrations, and cooking competitions with various notable differences can certainly be implemented. With the highest coordinate, as shown in the IPA diagram, culinary can be put into the spotlight in the Betawi Cultural Village as the center magnet and revenue generation.

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ATTACHMENT: SELECTED PICTURES DURING FGD



Some participants on FGD



The organizing committee members on FGD



Some participants on FGD



Agro-Tourism



Some of the FGD Participants



Some of the FGD Participants



Souvenirs



Culinary (snacks)



Homestay



Culinary (food)



Arts (batik cloth)



Culinary (beverages)