

Tourism Communication for Betawi Community in Jakarta

(A Case Study in Kampung Setu Babakan, Jagakarsa, South Jakarta)

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The growth of Jakarta is really remarkable. As a metropolitan or even a megapolitan city, a lot of changes have occurred. The growth has great impact upon the communities living in this area. Betawi, as an 'indigenous' community of Jakarta, will be slowly extinct if their culture is not protected by the Jakarta Government. There are several villages or residences being conserved, such as Kampung Condet in East Jakarta, and Kampung Sawan in Bekasi, aside of Kampung Setu Babakan in South Jakarta. These villages are being treated as a conservation area for Betawi traditional culture. Hence, these places have the prospect to be the objects of tourist destination.

The community of Kampung Setu Babakan still use the Betawi style designs and furniture in their everyday life. Their typical house designs such as lamps, chairs, even the fences are unique of Betawi culture. It is remarkable to see how the Betawi communities live and still survive under the vast modernization. However, the communication for tourism for Kampung Setu Babakan are still minimal. Jakarta's Government should provide some supports to promote the culture and tradition of these indigenous communities. Today, there is still deficiency in the tourism communication regarding the said object.

This research is using qualitative approach and descriptive method. The indigenous communities at Kampung Setu Babakan is the main subject of this research. Data collections were being done by documentation, observation and interview to those Betawi indigenous communities.

Keywords: Tourism Communication, Kampung Setu Babakan, Indigenous Communities

I. Introduction

1.1 Jakarta at a Glance

Jakarta as the capital city of Indonesia is a benchmark of Indonesian citizens for its modernity. And yet, aside of its modernity, there are needs to maintain its traditional culture also. Betawi race is the original Jakarta citizens.

But as a capital city, number of other races from outside Jakarta come to work in Jakarta. As a city with 9,500.444 (2010) population, it is undeniable that the indigenous communities of Betawi race has become lesser and lesser. This figure for sure does not represent the Betawi race only.

Of course the Government of Jakarta will not let Betawi as one of Indonesian indigenous communities to become extinct. Every effort has been made, such as to promote its art and culture as tourism destination. Aside of preserving the culture, the local communities could also increase their income from the tourism. It is not difficult for Jakarta to create events to invite tourists to visit. As Ministry of Tourism and Creative Economy of the Republic of Indonesia has decided 13 prime destinations of MICE (*meeting, incentive, convention and exhibition*) in Indonesia. And Jakarta is the first rank, followed by Yogyakarta, Surabaya, Bali, Balikpapan, Medan, Bintan-Batam, Padang-Bukittinggi, Makassar, Manado, Palembang, Mataram and Bandung.

Based on IAPCO (the International Association of Professional Congress Organizers) publishes a book called "Meetings Industry Terminology" which functions as a dictionary for the meetings industry. These are the definitions as put out by IAPCO:

Meeting - general term indicating the coming together of a number of people in one place, to confer or carry out a particular activity. Frequency: can be on an ad hoc basis or according to a set pattern, as for instance annual general meetings, or committee meetings.

Incentive - meeting event as part of a programme which is offered to its participants to reward a previous performance.

Conference - participatory meeting designed for discussion, fact-finding, problem solving and consultation. As compared with a congress, a conference is normally smaller in scale and more select in character - features which tend to facilitate the exchange of information. The term "conference" carries no special connotation as to

frequency. Though not inherently limited in time, conferences are usually of limited duration with specific objectives.

Exhibition - Events at which products and services are displayed.

However, the questions are for its modernity for meeting or conference and exhibition, most probable Jakarta would be able to provide best services. But in terms of “*incentive*” , does Jakarta well prepare to show the priceless art and culture of Betawi traditional life?

1.2. Setu Babakan Betawi Cultural Village

Setu Babakan Cultural Village is one of the places that represents the local culture of Betawi. It has been selected by the Governor of Jakarta Province as one of Indonesian tourism destinations. It features cultural, agro, water and recently culinary tourism. On January 20, 2001, the Governor has inaugurated the preservation of the buildings and town’s heritage conservation . Setu Babakan Cultural Village is a place whereone can find and enjoy the lifestyle of Betawi communities, for its nature, traditions and culture. The village is 289 hectares wide land, in Kampung Kalibata, Srengseng Sawah, under Jagakarsa sub-district, South Jakarta. The Setu itself, is a lake which was used for the purpose of water drainage.

In the year 2000, based on DKI Jakarta Governor’s decree No. 92, it is elected that Betawi Cultural Village is a territorial for conservation of nature, enviroment, ecosystem, and traditional art culture of its communities without hindering the citizens development in order to improve their welfare. In terms of the management and development, Betawi Cultural Village is regulated to develop its cultural, agro, and water tourism based on Regional Regulation No. 6/ 1999 about Jakarta Situ Babakan as Tourism Facilities.

Setu Babakan Betawi Cultural Village does not only cover for 3 types of tourism. Recently, culinary tourism has been added to the agenda. As it is impossible not to be allured by their food and beverages upon arriving at this place. we could divide the concept of setu babakan tourism in several categories, as ;

A) Cultural Tourism

Every Sunday from 2.00 pm to 4 pm there are performances of music, dances and theater of drama. Cultural events such as marriage ceremony, circumcision, seven monthly pregnancy, and others are annuallycarried out in the

month of July. We can also watch children and youth practice self defense called *silat*. Aside from this, the typical Betawi houses can also be visited and can be used as gathering places, or performances such as Betawi classical music.

Delman, a typical carriage drawn by a horse used in the old day transportation is also available for hire. It can be used to go around the lake.

B) Aqua Tourism

At Setu Babakan aside of cultural events, there are also economic and recreational activities. For example, fish cages and fishing activities. People who live in the area surrounding the lake grow fishes by using fish cages. This aqua culture business creates an economic development; which however, on the other side the increase in the number of the fish cages can trigger the deterioration of the biota of the lake.

Setu Babakan and also Setu Mangga Bolang, which are nearby, are good spots for fishing. If fishing is not one's interest, the ubiquitous duck-shaped boats are available for hourly rent. Or just sitting nearby the lake would also be nice. The view of the nature is beautiful. Several benches are available to sit around the lake.

C) Agro Tourism

Communities at Setu Babakan have been encouraged to plant rare fruits and other type of house plants. Starfruits, guava and rambutan (*Niphelium lappaceum*) are common plants. But, the area also blessed by rare fruit plants such as Buni (*Antidesma bunius*), Matoa (*Ponnetia Pinnata*), Mengkudu (*Morinda citrifolia*), Namnam (*Cynometra cauliflora*), kecapi (*santol, sandoricum koetjape*), Kemuning (Orange Jessame; *Murraya Paniculata*) and Durian (*Durio zibethinus*). It is believed that the soil is suitable for those rare plants to live and grow. Other rare fruits that can be found in the area are Menteng (*Baccaurea racernosa Muell*), Gandaria (*Bouea Gandaria* or Marian plum), Jengkol (*Archidendron Pauciflorium*) and also Krendang (Natal Plum).

Ornamental plants (*tanaman hias*) are also well grown in this area. Some of them were being planted in the garden, but can also be sold to tourists. The type

of the plants are Kuping Gajah (*Anthurium crystalinum*), palm, asoka (*saraca indica*), heliconia, orchid and others.

Aside of rare plants and ornamental plants, there are also plants good for medicine. It is called, TOGA stands for “*tanaman obat keluarga*” which means “medicine plant for the family”. Ginger, kencur (*Kaempferia galanga*), Mengkudu (*Morinda citrifolin*) are some of the examples.

D) Culinary Tourism

The food stalls that are available at the side of the lake seem to be endless. Typical Betawi food such as soto betawi (betawi soup), kerak telur (grilled egg with coconut shred and sticky rice with shrimp powder topping), serabi (betawi pancake), roti buaya (crocodile shape bread, popular for Betawi traditional wedding ceremony) and even the semur jengkol (*Archidendron pauciflorum* cooked with soya bean sauced) that can only be enjoyed by acquired taste. Krangi cake and bir pletok (healthy ginger drink), which taste like jamu (medicine herb), sayur papasan (mixed vegetable soup), pindang serani Marunda (a fish dish with vegetables), are also available. Therefore, we do not have to wait for Jakarta Fair to eat and drink those food and beverages, as they are always available at Setu Babakan Village.

II. Research Problems

2.1. Definition of Tourism Communication

Taken from a journal of tourism, it is stated that tourism communication is a human activity in conveying information about traveling to a certain place or a tourist destination which will be visited. The informations given should attract the persons who read it, and decided to make a journey to the intended place.

Therefore, it is a challenge to communicate to the public to attend Kampung Setu Babakan. It is suggested to either using a promotion board, information brochures, to attract visitors to attend a cultural event in Setu Babakan Village.

Culinary attraction, could also be one of the event. Such as promotion on *Kerak Telor* (egg crust). It is a type of appetizer, made from rice cook with egg with fried coconut is poured on top of the rice which has blended with the egg. Along with the

traditional cooking equipments, the Kerak Telor can be a good reminder of the Betawi cooking culture in the past.

2.2. *Low Infrastructure for Tourism Destination*

As a tourist destination, it is important to have a proper infrastructure enabling tourists reach the destination comfortably. Based on Seetanah, B., that number of authors, including Gunn (1988) and Inskeep (1991), have cited the infrastructure base of a country as a potential determinant of the attractiveness of a tourism destination. Infrastructure forms an integral part of the tourism package. For instance, road infrastructure enhances accessibility of tourists to different parts of the destination country while sound airport infrastructure ensures that tourists experience a comfortable transition from the plane into the borders of the destination country and vice versa.

The road to Setu Babakan village is only 2 lanes. Such narrow roads, would be troublesome for tourism buses to approach the village. It will create a traffic jammed, which become inconvenienced for the communities as well as the tourists.

2.3. *Low Promotion, tourists hardly aware about Kampung Setu Babakan*

As an Indonesian, it supposed to be easy for us to reach Setu Babakan Village. Unfortunately, the sign boards are minimum, and we tend to get lost. There are no road signs to advice the drivers on the distance to reach the destination. The road signs needed are signs with “SETU BABAKAN” written on it, which will prompt drivers that they are on the way to Setu Babakan. The road signs needed should also tell the direction between the road to the lake of Setu Babakan or to the direction of the Betawi Preservation Cultural Village.

III. Discussions

Jakarta, Betawi people as one of the indigenous local citizens should be proud. Because in the middle of developing era and the entry of foreign culture that make Betawi culture seems to fade away, born is the Perkampungan Budaya Betawi Setu Babakan. We can see the core of Jakarta culture here. Starting from art performance

like mask dance, *gambang kromong*, *lenong* up to *tanjidor*. This Betawi culture site is located in Srengseng Sawah, Jagakarsa, South Jakarta.

Entering the “Betawi Village” in area of 289 hectares, we are welcomed with big arch which is written, “Pintu Masuk I Bang Pitung” (The entrance Gate I Bang Pitung). From there we will see rows of houses with Betawi architecture. But don’t imagine that all residents here are the indigenous people of Jakarta. Immigrants from Java Island even from outside of Java Island can also stay and build Betawi house in Perkampungan Budaya Betawi Setu Babakan.

After walking through some Betawi houses, then we arrived in the center of the village with main stage in Betawi architecture. On this stage, art performances like music, dance and theater are held on every Saturday and Sunday at 13:00 up to 16:00.

Mice tourism as an activity that is a blend of leisure activities and business, usually involving a group of people together, a series of activities as meetings, incentive travels, conventions, congresses, conference dan exhibition.(**Wahab, 2003; 25**)

Suggestion for MICE Implementation

1. Meeting

It is a meeting or hearing held by groups of people who are members of associations, societies or associations. With the aim of developing professionalism, human resource, cooperation, dissemination of information, publications, public relations. In this study, one such mass organizations (Forum Betawi Rempug, Betawi Cultural Association) in Setu Babakan often develop tourism in the form of monthly agenda.

2. Incentive

Incentive was a gift or award given by a company to employees, clients, or customers. It could be money, packages or items. Giving incentive was conducted between Lembaga Budaya Betawi to the agents/ travel agencies, in this case the traveler's involvement in the show held monthly at Setu Babakan.

3. Conference

Conference between Betawi residents done with the annual meeting, through mass organizations (FBR, LKB, etc.). One of the important meetings are Silat Betawi Brotherhood Silaturrahmi 2012 that opened (Governor Prov. DKI Jakarta, Babe H. Fauzi

Bowo or Bang Kumis). This activities carried out in celebration of 1 Muharram 1433 H. Activities has been performed on Sunday, January 22, 2012.

4. Exhibition

Exhibition in relation to the tourism industry, the exhibition is included in the tour business convention. In the village (Setu Babakan) often held art performances, one of which is the Tempo Doeloe Betawi art performances. The event centered on the Betawi Cultural Village and held in cooperation with the Department of Tourism and Culture, Jakarta and Betawi Cultural Institution (LKB). Art performances Betawi Tempo Doeloe featuring 40 different kinds of Betawi art edge zones, central and coastal zones, from a single show like Shohibul Hikayat to colossal performances such as dance Nyai Dasimah. The event involved around 3000 performers also feature a wide range of culinary Betawi. Before entering the show sessions show begins with the release of fish and (finches) as many as 485 head, according to figures anniversary of Jakarta.

5. Accomodation

There are no hotels / inns in Setu Babakan, this is due to the development of Setu new chapter will begin in 2014. As the Betawi Cultural Reserve, Setu Babakan has been equipped with adequate public facilities, such as places of worship, performing arts stage, playground, outdoor theater, guesthouse, office manager, galleries, and souvenir shops. There is also found photo studio that makes the visitors taking pictures using the typical Betawi traditional clothes at any desired location

IV. Conclusion

In order to be a proper tourism destination, Setu Babakan Betawi Cultural Village needs a lot of rooms for improvement. Eventhough there are numerous references available through websites, but that would not be enough. As tourist would only believe of what they see and feel.

The local government should give more efforts to improve the facilities. It is essential to be competitive with other countries in terms of cultural events. Singapore for examples, does not have its indigenious communities. However their tourism destinations are so diverse for each of their typical races.

The rich natural resources, can be developed into “a go green “ tourism. The strength of Agro Tourism can be a “niche” of Setu Babakan Village. As rare fruits and plants are available here, which have been extinct in several places already. If not seriously developed, then those plants will vanish forever.

The available cultural events, food culinary, and aqua tourism, could also be improved further. Therefore this place could be a one stop tourism for tourist. Visitors can spend the whole day having fun in this area. But the question is whether it is properly managed?

In Batu, East Java, there is a place called Jatim Park 2, to attract tourists to see the museum of animals. And playground such as Dunia Fantasi in Ancol. In this case Setu Babakan Village, does not have to build a new one. As the area has been conserved already. Therefore, it may be necessary to have a professional company to properly manage Setu Babakan Betawi Cultural Village to be well recognized as a tourist destination and can be one of the icons of Betawi culture, not just domestically but even internationally.

It is not very hard for the Indonesian Government to promote foreigners or domestic tourist to visit this village. As numerous of meetings, conventions, and exhibitions are surrounding Jakarta as the capital city. Hopefully with the new Governor of Jakarta, a focus of tourism will be better improved. Whether we like it or not, tourism can also affect the economy of local communities, aside of the preservation itself.

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