

# Creative Product Development Strategies in a Dunia Fantasi Ancol

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## ABSTRACT

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This research explores creative product development strategies in Dunia Fantasi Ancol through a qualitative approach. Using qualitative research methods, this research uses observation and interview analysis. The research results reveal that Dunia Fantasi Ancol emphasizes collaboration with creative artists, in-depth market research and innovation to create unique and attractive products. Through regular meetups and creative platforms, they keep local artists, designers and creators engaged. Strict supervision throughout the production process is carried out to maintain high quality standards, and continuous adjustment to market trends and visitor feedback ensures product appeal. This strategy proved its success through increased visits, positive feedback, and growth in creative market share. This research provides in-depth insight into how Dunia Fantasi Ancol achieves success in developing its creative products.

*Keywords:* Collaboration Tourism, Creative Products, Dufan, Development Strategy, Tourism

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## 1. INTRODUCTION

Tourism is part of the industrial sector in Indonesia which has bright prospects, and has enormous potential and opportunities to be developed and provide large profits, one of which is tourist attractions [1]. There are many things that must be considered in developing a tourist attraction, namely by providing something that suits the needs and desires of potential visitors which can influence visitor satisfaction with the services provided, such as facilities [2]. Good facilities can provide good satisfaction for visitors [3].

The creative industry is one of the sectors that is growing rapidly in Indonesia. This can be seen from the many creative products that have emerged, such as fashion, crafts and music [4]. Creative industries also have a positive impact on national development, increasing income and creating new jobs [5]. Therefore, developing creative products is important to support sustainability and community welfare [5].

As a recreational destination that has been operating since 1985, Dufan has implemented various strategies to maintain its attractiveness and adapt to developments in the global entertainment industry [6]. One of the well-known recreation parks in Indonesia is Dunia Fantasi Ancol (Dufan) in Jakarta [6]. Dunia Fantasi, which opened to the public on August 29 1986, and is popularly known as Dufan, is the largest outdoor entertainment center in Indonesia that pampers visitors with fantasies of traveling around the world, through various high-tech game rides, which are divided into 8 areas [6]. Dufan is also one of the edutainment centers in Ancol [6].

To increase tourist attraction, Ancol is collaborating with Dufan to develop creative tourism products. The strategy for developing creative tourism products at Dunia Fantasi Ancol involves support from local creative industries, innovation and marketing strategies, development of tourism facilities and infrastructure, collaboration and cooperation, and the use of technology. By applying these concepts, creative tourism products at Dunia Fantasi Ancol can develop and preserve culture and nature and improve the welfare of the local community.

Dufan also has unique and interesting creative products, such as the Dufan x Muklay shirt which is produced with the support of the local creative industry. Dufan's creative products also include souvenirs and merchandise designed with creativity and innovation [6]. By combining

innovation, technology and effective marketing strategies, Dufan's creative products can help create sustainability and better social welfare [6].

The development of creative products is important to support the sustainability and welfare of society [7]. Creative products can have a positive impact on national development, increase income and create new jobs [8]. Therefore, it is necessary there is support from the government and society to develop creative industries. By developing sustainable creative products, it is hoped that we can preserve culture and nature and improve the welfare of local communities.

The creative product development strategy at Dufan is an interesting focus to research because Dufan, as the main amusement park in Indonesia, continues to strive to provide innovative and interesting experiences for its visitors. Observation of this strategy is important to understand how Dufan faces competition in the entertainment industry and how they respond to changes in visitor tastes and preferences.

Previous research regarding the DEVELOPMENT OF STRATEGIES FOR IMPROVING THE QUALITY OF ANCOL FANTASI WORLD AMUSEMENT PARK SERVICES, the conclusion was drawn that there are 18 service attributes that influence Dufan's performance: 8 attributes have a very good level of performance, 5 attributes have an excessive level of performance, and 5 attributes need to be improved. To increase its competitiveness, Dufan can apply the 9 strategies that have been prepared in the strategy preparation section based on the Blue Ocean Strategy.

Based on the explanation above, the problem formulation of this research is how to develop creative product strategies in the Fantasy World. The aim of this research is to identify opportunities for improvement and development in Dufan's creative product strategy to increase competitiveness. The benefit of this research is to provide guidance to destination managers, government, entrepreneurs and local communities in an effort to create good creative tourism product development and for comparison or reference in conducting further research.

## 2. LITERATURE REVIEW

### 2.1 4A

According to [9] quoted from the journal Situmorang, [10]. said that there are 4 (four) components that a tourist destination needs to have, namely: attraction, accessibility, amenities, and ancillaries.

- 1) Attractions are an important part of attracting tourists to an area and can become a tourist destination if conditions support its development as a tourist attraction area. There are 3 tourist attractions, namely natural, cultural and artificial.
- 2) Accessibility is a supporting facility provided to make it easier for tourists who come to tourist destinations.
- 3) Amenities (Facilities or Accommodation) are facilities available at a tourist attraction that are provided by the manager to make tourists stay longer.
- 4) Ancillary (additional services), namely facilities offered to tourists that are intangible and cannot be owned.

### 2.2 *Creative Product*

Creative products are efforts to create new products resulting from a creative process and paying attention to entrepreneurial values where the product has advantages over other existing products and has selling value [11].

The creation of creative products in Dufan can be measured through innovation, attractiveness, uniqueness, selling value and level of visitor satisfaction. Innovation includes the introduction of new attractions or merchandise that did not exist before, while the attractiveness and uniqueness of the product is considered in terms of design and concept that differentiates it from other tourist attractions. Evaluation of selling

value involves considering price, quality and visitor satisfaction, while visitor participation in creative activities is an important factor. Regular monitoring of these indicators helps Dufan to continue developing creative products that meet entrepreneurial values and market expectations, provide a satisfying experience for visitors, and maintain the attractiveness of the tourist destination.

### 2.3 *Tourism Destination Development*

Destination development is monitoring and evaluating the implementation of tourism destination development programs [12] According to [13] Tourism destination development is an effort to develop or advance tourist objects so that these tourist objects are better and more attractive in terms of the place and the objects in it to attract tourists to visit it.

The development of tourism destinations in Dunia Fantasi (Dufan) can be measured through several indicators covering physical, managerial, marketing and visitor experience aspects. Physically, indicators include infrastructure maintenance and improvements, such as facility improvements, adding new attractions, and updating technology that supports the visitor experience. Managerial aspects include operational efficiency, employee training and sustainability of destination management.

In terms of marketing, indicators involve effective promotional efforts, collaboration with related parties, as well as the use of social media and information technology to increase the attractiveness of destinations. Visitor experience can be measured from the level of satisfaction, feedback, and participation in special programs or events at Dufan. Apart from that, the indicators also include environmental management and destination sustainability as an effort to preserve the surrounding environment.

Regular monitoring and evaluation of these indicators can provide an in-depth understanding of the progress and success of efforts to develop tourism destinations in Dufan, in line with the concept expressed by [12] and [13]. Thus, strategic planning can be adjusted to increase Dufan's competitiveness as an attractive and memorable tourism destination.

## 3. METHODS

The method used in this research is qualitative. Qualitative research is research that provides a written description of the research. Qualitative research is a research method that describes objects, phenomena and social conditions from data and events in the field in the form of text, words and images [14]. The analysis techniques used are observation and interviews with Dunia Fantasi managers.

This research is located at Dunia Fantasi which is located at Jl. East Lodan No.7, Ancol, Kec. Pademangan, North Jkt, Special Capital Region of Jakarta 14430. The determination of this location was based on the consideration that this location has a manager who has a deep understanding of the development of Dunia Fantasi. This decision stemmed from the belief that informed and committed management could provide valuable insight into designing and improving the visitor experience at the theme park. Through this location, it is hoped that research can explore various aspects related to management, innovation and visitor satisfaction in the context of a unique and interesting world of entertainment. The instruments in this research are documentation and interview guidelines with Kak Hari and Kak Rindha as managers at Dunia Fantasi.

## 4. RESULTS AND DISCUSSION

Dunia Fantasi, or better known as Dufan, is an amusement park that has become a leading destination in Indonesia. Located in the Ancol area, North Jakarta, Dufan is not just a place of entertainment, but is also a symbol of joy for all groups. Since its founding on 29 August 1985 as part of the Taman Impian Jaya Ancol complex, Dufan has experienced rapid growth and become a recreation icon.

With an impressive area, Dufan offers more than 40 attractions that provide a variety of entertainment, from classic rides to exciting water attractions. Famous rides such as Halilintar, Kora-Kora, Hysteria, and Istana Dolls provide a thrilling and unforgettable experience for visitors. Not only that, Dufan also hosts various interesting events and performances, including concerts, parades and art performances which add to the joy of the visiting experience.

### 4.1 4A Dunia Fantasi Ancol

#### 1) Attraction

Attractions in Dufan include various rides such as roller coasters, water parks, rides and interesting shows. This attraction should create a fun and entertaining experience for visitors.

#### 2) Accessibility

Accessibility includes easy access to Dufan. This includes public transport, parking, walking paths and facilities for visitors with special needs. These facilities should be designed to ensure visitors can easily get to and leave the premises.

#### 3) Amenities (Facilities)

Amenities include all the facilities that make the experience in Dufan more comfortable and enjoyable. This involves clean toilets, rest areas, places to eat, and health facilities. These facilities help create a visitor-friendly environment.

#### 4) Ancillary (Complementary)

Ancillaries involve everything around Dufan that supports the visitor experience, but is not directly part of the main attraction. This could include souvenir shops, parking lots, or delivery and lodging services around Dufan. Ancillary aims to provide additional comfort and convenience to visitors.

### 4.2 Creative Product of Dunia Fantasi

The following are some of Dunia Fantasi's creative products in collaboration with several artists:

#### 1. Special Dufan 36th merchandise

By collaborating with a local brand, namely Friday Killer, Dufan is participating in the Proudly Made in Indonesia movement which has its own unique artistic design, Friday Killer products are not only liked by the Indonesian market, but also by markets in several Asian and European countries. There are t-shirts, jackets and special 36th Dufan accessories.

#### 2. Special collaboration Dufan x Fun Cican

Fun Cican is a rabbit character with ponytails who is a friend of Indonesian children who is creative, imaginative and positive. Fun Cica is the work of Wahyu Aditya, an Indonesian animator. On Dufan's 36th birthday, Dufan will collaborate with Fun Cican to present unique and funny merchandise featuring the characters Dufan and Cican.

#### 3. Special webinar with Kiddo

is an educational application created by the nation's children which provides various activities to maximize children's potential. Kiddo.id and Dufan will hold a

webinar "Children's Creativity Through Exploring Outdoor Activities with a Fantasy World" which will present exciting and definitely interesting speakers.

The creation of creative products in Dufan, or similar entertainment destinations, can be measured through several key criteria which include innovation, attractiveness, uniqueness, selling value and level of visitor satisfaction. Here is how these measurements can be applied:

1. Innovation:
  - a. Introduction of New Attractions: Measures the extent to which a destination introduces new attractions or experiences that did not exist before, or expands existing ones with innovative elements.
  - b. Application of New Technology: Assess the use of the latest and innovative technology in elements such as animatronics, special effects, or smart applications to enhance the visitor experience.
2. Attraction:
  - a. Number of Visitors: Measures the growth in the number of visitors and the sustainability of public interest in the destination.
  - b. Attraction Popularity: View visitation and queue data to assess the relative attractiveness of various attractions within Dufan.
3. Uniqueness:
  - a. Unique Design Elements: Measures the distinctiveness and uniqueness of Dufan's architectural design, decoration, or overall theme.
  - b. Special Attraction Concept: Evaluate the extent to which some attractions stand out with unique concepts or themes.
4. Selling Points:
  - a. Entrance Ticket Price: Assess whether the entrance ticket price is commensurate with the value offered by experiences and attractions within Dufan.
  - b. Promotions and Packages: Investigate the extent to which promotional offers or packages can increase value and attraction to visitors.
5. Visitor Satisfaction Level:
  - a) Satisfaction Surveys: Using visitor surveys or reviews to assess the extent to which visitors are satisfied with their experience.
  - b) Retention Measurement: Analyzing the level of repeat visits from visitors as an indicator of satisfaction and loyalty to the destination.

Through continuous monitoring and evaluation of these parameters, Dufan can measure the effectiveness of their creative product creation and make necessary adjustments to meet visitors' expectations and desires.

### **4.3 Impact–The Impact of Creative Products in The Fantasy World of Ancol**

The presence of creative products at Dufan has a striking positive impact on visitors, creating a more memorable and meaningful holiday experience. New attractions, themed shows and special event programs provide a unique and distinct feel, making every visit an unforgettable experience. The visual appeal created through local art, art installations and interactive artwork adds a stunning aesthetic dimension, providing an extraordinary visual experience. Technological innovations such as Augmented Reality (AR) or Virtual Reality (VR) offer a modern and futuristic sensation, attracting visitors who are looking for entertainment experiences based on the latest technology. Educational programs, workshops and interactive areas for children provide opportunities for active engagement and learning, creating a more immersive experience.

Additionally, creative products designed for different age groups or interests expand the visitor base, making Dufan a welcoming and inclusive destination. By continuing to innovate, Dufan is able to maintain its competitive advantage in the entertainment market, provide positive memories to visitors, and increase its reputation as an attractive and classy entertainment destination.

#### **4.4 Aspects of Creative Product Promotion in The Fantasy World of Ancol**

Dufan (Dunia Fantasi) implements various promotional strategies to increase visitor attraction and expand brand awareness. First of all, Dufan offers discounts and special offers, such as group discounts, family ticket offers, and seasonal promotions. Special discounts for online bookings or early ticket purchases are also one of the main attractions.

Furthermore, Dufan establishes partnerships and sponsorships with well-known companies or brands to hold joint promotions and sponsor events or activities around the Dufan area. Special events and entertainment become another focus by hosting concerts, art shows, or festivals that attract visitors. Exclusive entertainment and performances that can only be enjoyed in Dufan provide visitors with a unique experience.

Dufan also pays attention to loyalty programs, offering special benefits to frequent visitors. Membership programs with member cards or applications that provide reward points that can be exchanged for discounts or free items are additional incentives.

Social media has become an important promotional channel, with Dufan actively interacting with fans through these platforms and holding online quizzes or contests with prizes of free tickets or merchandise. Holiday packages that include entrance tickets to Dufan along with hotel accommodation in the surrounding area are an attractive option for tourists.

Dufan doesn't forget to utilize advertising campaigns in traditional media such as television, radio and print, as well as online advertising such as Google Ads or social media platforms. Apart from that, Dufan organizes workshops and educational events, especially those related to themes and attractions in Dufan, to provide added value to visitors.

Lastly, collaboration with travel agents to offer tour packages that include visits to Dufan opens up wider opportunities in the tourism market. By combining or adapting these strategies, Dufan can continue to provide unique experiences to visitors and effectively meet various market needs.

#### **4.5 Creative Product Development Strategies in The Fantasy World of Ancol**

Dufan (Dunia Fantasi) continues to initiate creative product development to enrich the experience of its visitors. One of the main steps taken is the creation of new attractions that are not only unique, but also innovative, such as roller coasters with special elements or simulation rides based on the latest technology. Not only that, Dufan also focuses on performances and entertainment that offer fresh and creative concepts, including themed exhibitions, parades and stunning art performances. The integration of Augmented Reality (AR) or Virtual Reality (VR) technology is an important part of improving the visitor experience at several attractions.

In addition, Dufan designs thematic experience packages that allow visitors to experience adventures with special themes. Development of official mobile applications, themed restaurants or cafes, exclusive merchandise, and regular thematic event programs are also part of the creative product development strategy. By collaborating with local artists, Dufan creates art installations and interactive works of art that enrich visitors' visual and creative experiences. Through these steps, Dufan is committed to continuing to offer unique and engaging experiences for its visitors.

##### **1. Physical Aspect:**

- a) Facility Construction and Maintenance: Ensures continuity and maintenance of infrastructure and key attractions. It includes continuous improvements and updates to maintain visitor attraction and safety.
  - b) Attraction Improvements: Adding new attractions or improving existing ones to provide variety and attract visitor interest.
  - c) Space Management: Optimizing the use of space to ensure easy flow of visitor traffic and comfort.
2. Managerial Aspect:
    - a) Employee Training: Provides staff with up-to-date training to improve visitor service, security and facility maintenance.
    - b) Financial Management: Efficiently manage finances, including income from entrance tickets, souvenir sales, and other services.
    - c) Risk Management: Address potential risks such as security, crises, or regulatory changes.
  3. Marketing Aspect:
    - a) Brand Development: Building and maintaining a strong brand image to attract visitors and increase trust.
    - b) Target Market: Determine and outline the desired market segments, and develop appropriate marketing strategies.
    - c) Digital Marketing: Leverage social media, websites, and other digital marketing technologies to increase visibility and engagement with potential visitors.
  4. Visitor Experience Aspects:
    - a) Experience Innovation: Creating unique experiences by adding the latest technology, interactive displays, or other creative elements.
    - b) Supporting Facilities: Providing facilities such as restaurants, rest areas and comfortable toilets to increase visitor comfort.
    - c) Visitor Feedback: Collect and respond to visitor feedback to continuously improve and enhance their experience.

#### **4.6 Implementation of Creative Product Development Strategies in The Fantasy World of Ancol**

Implementing development strategies in Dufan can significantly increase tourist interest by creating more interesting and memorable experiences. First of all, the creation of unique and innovative new attractions can be a major draw for visitors looking for new experiences. These rides can create sensations and excitement that have never been felt before, encouraging tourists to visit and try the new attraction.

Furthermore, creative shows and entertainment can attract the attention of different visitor segments. Regular thematic events, such as summer festivals or Halloween parties, can provide additional reasons for tourists to visit, especially those looking for a different holiday experience. Collaboration with local artists and the presentation of interactive artwork can also create a compelling visual appeal.

The use of AR or VR technology in several attractions can provide a modern and futuristic touch to Dufan, attracting special interest from the visitor segment interested in technological innovation. Additionally, the development of official mobile applications can provide greater convenience and information to visitors, improving the overall experience.

Themed experience packages and interactive areas for children can also broaden the visitor base by targeting families and children, creating a family-friendly experience.

Through effective promotion, including the use of social media, collaboration with travel agents, and targeted advertising campaigns, Dufan can provide potential visitors with information about the latest innovations and developments at the amusement park.

With this overall development strategy, Dufan can create a fresh, modern and attractive image, which in turn can increase tourist interest and ensure that the amusement park remains a popular destination among local people and international tourists.

#### SWOC Creative Product Development Strategy in The Fantasy World of Ancol

Factor	Positive (Strengths & Opportunities)	Negative (Weaknesses & Challenges)
Strengths	- Long history as a popular entertainment destination.	- Budget constraints for research and product development.
	- Experienced human resources in the entertainment industry.	- Challenges in managing the increase in visitor volume.
	- Partnerships with local artists for interactive art projects.	- Possible regulatory constraints related to new technology.
	- Access to the latest technology for rides and attractions.	- Potential resistance from some visitors to change.
	- Positive reputation as a family entertainment destination.	
Weaknesses	- Dependence on weather for some attractions.	- Limited space for the development of new rides.
	- Lack of innovation in recent years.	- Risk of fatigue or boredom from frequent visitors.
	- Lack of variety in attractions for certain age groups.	- Lack of appeal for visitors seeking technology-based experiences.
	- Reliance on holiday seasons for visitor traffic.	- Competition with new amusement parks in the surrounding area.
Opportunities	- Opportunities to enhance collaboration with well-known brands or tech companies.	- Opportunities to diversify and expand types of attractions.
	- Potential to increase revenue with special ticket prices for new attractions.	- Opportunities to collaborate with the government in tourism campaigns.
	- Gap in the market for innovative entertainment experiences.	- Opportunities to enhance promotion through social media and digital platforms.
	- Potential to attract more age groups with a variety of attractions.	- Opportunities to create loyalty programs and holiday packages.
Challenges	- Challenges in efficiently managing the increase in visitor volume.	- Challenges in sustaining creative product offerings.
	- Challenges in finding a balance between tradition and innovation.	- Challenges in maintaining the appeal of older attractions.
	- Challenges in scheduling thematic events throughout the year.	- Challenges in managing visitor expectations of new technology.
	- Challenges in creating inclusive experiences for diverse groups.	- Challenges in overcoming negative perceptions from dissatisfied visitors.

Dunia Fantasi takes a leading role in the entertainment industry with a mature approach to its product development. By leveraging market analysis and continuous visitor feedback, they can identify the latest consumer trends and demands. Their core strategy includes close collaboration with creative artists, conducting in-depth market research, and emphasizing innovation to create products that are not only unique, but also interesting. Their commitment to collaboration with local artists, designers and creators is evident through regular meetings and use of creative platforms to ensure product relevance to the ever-evolving fantasy world.



In maintaining product quality standards, Dunia Fantasi implements strict supervision throughout the entire production process. They not only rely on visitor feedback, but also carry out internal testing to ensure excellence in each product produced. Product alignment with current trends and continuously updated interactive experiences are a key focus, ensuring appeal to returning visitors looking for a fresh experience.

Successful projects such as the launch of interactive exhibitions and public art collaborations are testament to the success of their strategy. Dunia Fantasi faces challenges by prioritizing innovation, creative collaboration and continuous adjustment so that its products remain unique in the competitive travel market. Their future plans involve increasing investment in research and development, as well as bringing together more communities of artists and creators to collaborate.

The success of a product development strategy is measured through various indicators, including increased visits, positive feedback, and growth in creative market share. Visitor participation is rewarded through surveys, open meetings and online platforms, which serve as channels for receiving valuable input towards further product development. Creative products at Fantasy World include a variety of elements such as interactive exhibitions, art installations, licensed merchandise and unique technology-based experiences, making the destination a center of attraction for visitors seeking magic and uniqueness every step of the way.

## CONCLUSION

Based on the research results presented above, it can be concluded that Dunia Fantasi is leading the entertainment industry through a mature approach to product development, using market analysis and visitor feedback to anticipate consumer trends. With a focus on collaboration with creative artists, in-depth market research, and innovation, they create unique and interesting products. Commitment to collaboration with local artists is reflected in regular meetings and use of creative platforms to maintain relevance to the evolving fantasy world.

With strict supervision throughout the production process, they ensure quality standards through visitor feedback and internal testing. Product alignment with current trends and updated interactive experiences are constantly in focus, attracting visitors looking for fresh experiences. The success of this strategy is measured through increased visits, positive feedback, and growth in creative market share, while active visitor participation provides valuable input. With successful projects such as interactive exhibitions and public art collaborations, Dunia Fantasi remains committed to innovation, creative collaboration and continuous customization, making it an attractive destination for visitors looking for magic and uniqueness, here are some recommendations and suggestions:

1. Focus on developing products that can improve visitors' interactive experience
2. Expand Collaboration with Local Artists and Creatives
3. Continuously analyze the market to identify current trends.
4. Increase investment in research and development
5. Maintain high quality standards through strict supervision throughout the entire production process.
6. Remain flexible in adapting products to market needs and visitor feedback.
7. Leverage the power of social media to promote creative products and get direct input from visitors.
8. Creating creative campaigns and engaging content can help build community enthusiasm and engagement.
9. To increase appeal, consider package offers or special promotions involving several creative products at once.
10. Conduct regular product performance evaluations by measuring increased visits, positive feedback and developments in the creative market.

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