

Development Betawi Cultural Village Setu Babakan Tourist Destination Through Marketing Strategy as Add Value

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ABSTRACT

This research focuses on the development of the Setu Babakan Betawi cultural village tourist destination through marketing strategies as an added value. The research will discuss the development opportunities of this tourist destination and highlight the approach to be taken, namely the marketing strategy to increase the added value of the destination. This research discusses the marketing strategy of artificial tourist destinations, such as the Setu Babakan Betawi Cultural Village Tourism Destination, is very important in the context of cultural heritage preservation and local economic development. This research can have significant positive impacts. First of all, the research can provide in-depth insights into the preferences, expectations and motivations of tourists visiting artificial tourist destinations. The object of this research is in the UN Setu Babakan in Srengseng Sawah Village. This research method uses qualitative with a SWOT analysis approach. This research aims to explore the marketing strategy of artificial tourist destinations, especially focusing on the Setu Babakan Betawi Cultural Village Tourism Destination. The results concluded that through the development of appropriate marketing strategies, this destination can become more attractive to various groups of visitors. The interactive experience that Setu Babakan offers through cultural, artistic, and culinary activities is its main strength.

Keywords: Tourist Destinations, Marketing Strategies, Add Value

1. INTRODUCTION

Artificial tourist destinations are recreational places or tourist attractions that are deliberately built or created for the purpose of entertainment and tourist visits [1]. These include amusement parks, water rides, theme complexes, and other attractions specifically designed to attract visitors and provide a unique experience [2]. The uniqueness of man-made tourist destinations lies in the creativity in design and construction, often creating imaginative worlds or specific atmospheres that set them apart from their surroundings [3].

A tourist village is an area that is developed and used as a tourist destination with the aim of promoting and preserving the cultural heritage, traditions, and life of the local community [4]. Village tourism generally offers an authentic experience of rural life, such as agricultural activities, local crafts, dances, music and culinary specialties. The village community plays an active role in the management and organization of tourism activities, so tourists can interact directly with daily life and local culture [5]. Therefore, the main focus of a tourist village is the original traditions that remain attached to the life of the community, so a tourist village cannot be separated from the traditions [6].

One of them is the Setu Babakan Betawi Cultural Village, which reflects an extraordinary wealth of culture and history [7]. These cultural tourism destinations are a key focus for enhancing the tourist experience and maintaining the original local cultural heritage [8]. Cultural tourism destinations are not only a place to visit but also an entry point to the important heritage of human

civilization. Preserving, promoting and developing cultural diversity is becoming increasingly important amidst the dynamics of globalization [9].

The Setu Babakan Betawi Cultural Village tourist destination is not just a collection of historical sites and tourist attractions, it is a Betawi life that is rich in tradition, culture, art, and culinary traditions. This shows how important effective marketing is to strengthen and increase the added value of this cultural tourism destination. This research aims to learn more about how marketing strategies can play an important role in making Setu Babakan a flagship destination that attracts tourists and benefits the local community and their cultural heritage. In this case, "Add Value" means increasing tourist attraction and maintaining sustainable economic, social and cultural value.

This research discusses the marketing strategy of artificial tourist destinations, such as the Setu Babakan Betawi Cultural Village Tourist Destination, is very important in the context of cultural heritage preservation and local economic development. The destination reflects efforts to maintain the uniqueness of Betawi culture through authentic experiences for tourists. An effective marketing strategy can be key to increasing the attractiveness and sustainability of this destination.

This research can have significant positive impacts. First of all, the research can provide in-depth insights into the preferences, expectations and motivations of tourists visiting man-made tourism destinations [10]. It can help destination managers and related parties to adapt and improve the visitor experience [11]. In addition, the researched marketing strategies can provide concrete guidance for the development of more effective marketing. Involving digital media, cooperation with influencers, or innovative technology can be steps that are able to increase the visibility of Setu Babakan and attract more tourists [12].

According to research conducted by [13] shows that the development of Kampung Adat Saribu Rumah Gadang Selatan Solok as a tourist destination involves physical and non-physical elements that can be measured in relation to the government, stakeholders, tourists, and the community. It aims to increase the competitiveness and added value of regional tourism products, increase community economic growth, and optimize the potential of tourism resources in the region [2].

Furthermore, according to research conducted by concluded that Kampung Lawas Maspati, with its tourism potential, offers a promising opportunity to become an attractive new tourist destination in Surabaya. In developing this village, the most appropriate strategy is to focus on overcoming existing weaknesses and taking advantage of open opportunities [14]. Strengthening infrastructure, effective promotion, and empowering local communities can be key measures to overcome weaknesses, such as lack of facilities and lack of tourist awareness [15].

Therefore, it is very important to understand the role of marketing in managing, maintaining, and promoting cultural tourism destinations such as Setu Babakan. In sustainable tourism development, the main problem that needs to be answered is how marketing strategies are effectively identified and implemented to increase the attractiveness of Setu Babakan Betawi Cultural Village. Secondly, the research will focus on the implementation of effective marketing strategies, by evaluating the concrete steps taken in the process of increasing the value of tourist destinations. Lastly, this research will analyze the direct and indirect effects of marketing strategies on increasing the attractiveness and accessibility of tourists in Setu Babakan. By detailing these questions, this research aims to provide in-depth insights into the effectiveness of marketing

strategies in the context of the development of man-made tourist destinations, particularly in the Setu Babakan Betawi Cultural Village.

2. LITERATURE REVIEW

2.1 *Artificial Tourism Destinations*

Man-made tourism destinations refer to areas or locations that are intentionally built or created for the purpose of attracting tourism [8]. These destinations often involve specialized construction and design to provide a unique and exciting experience for visitors [10]. Unlike natural tourist destinations that form naturally, man-made tourist destinations involve human intervention in the creation, development, and maintenance [16].

Man-made tourist destinations are becoming increasingly popular among travelers because they offer unique and creative experiences [17]. For one, visitors can enjoy exciting rides, thrilling shows and breathtaking views [18]. In addition, these destinations often feature contemporary art attractions, stylish restaurants and exciting special events [13].

Man-made tourism includes special tourist attractions that include other human activities outside the scope of natural and cultural tourism. This man-made creation is also known as handmade activities [19]. Tourism attraction created by people and special. This tourist attraction is strongly influenced by human activity and creativity, so its form is very dependent on human activity . Self-made tourism is the result of human creativity to use what is available to make something interesting for tourists. It is also the result of human thinking to utilize other attractions, such as natural and cultural attractions which are then developed to become artificial attractions that are more attractive to tourists.

According to (Muhyidin, 2020) classifies the attractiveness of artificial tourist destinations based on four indicators, namely :

- a) Natural environmental characteristics such as beaches, caves, rivers, lakes, forests, and flora and fauna wildlife.
- b) Man-made buildings, structures, and sites built for purposes other than attracting visitors, such as temples, churches, religious buildings, historical sites, archaeological sites, and ancient monuments.
- c) Man-made buildings, structures and sites designed to attract visitors.
- d) Special event, an event or activity that can attract public attention, such as sports (watching and participating), art festivals, markets and exhibitions, traditions and folklore, concerts, and traditional cultural events and folklore.

2.2 *Artificial Tourism Destination Development*

The development of man-made tourist destinations is a process that involves planning and implementing creative concepts to create unique and engaging experiences for visitors [13]. In recent years, the tourism industry has seen a significant increase in the development of man-made tourist destinations that include theme parks, leisure complexes, and iconic landmarks [21]. At the planning stage, aspects such as

innovative architectural design, cutting-edge technology, and local community involvement are the main focus [22].

In addition to providing attractive rides, the development of man-made tourist destinations also often involves offering a variety of facilities such as hotels, restaurants, and shopping areas, all designed to increase visitor satisfaction levels. Sustainability and environmental preservation are also important considerations in the development of these destinations, with efforts to integrate eco-friendly principles in every aspect of development.

World Tourism Organization (2021) has developed indicators for sustainable tourism development or development as evidence of its commitment to support Agenda 21. These indicators are as follows :

- a) The well being of the host community
- b) Protection of cultural assets
- c) Community participation
- d) Health and safety assurance
- e) Economic benefits
- f) Protection of natural assets
- g) Management of scarce natural resources
- h) Impact limitation and
- i) Development planning and control

2.3 Marketing Strategy

According to Philip Kotler (2022), a marketing strategy is a way of thinking about marketing that is used to achieve marketing objectives. This can include positioning, target market-specific strategies, or more general strategies for places, marketing plans, and marketing budgets. The following are some of the functions of a marketing strategy [23] :

1. More effective marketing coordination
2. Formulate company goals
3. Supervision of marketing activities
4. Increase motivation to see the future.

According to [24] besides that, marketing strategies are categorized into five concepts, namely :

1. Market segmentation
Every company needs to do division (classification) based on different consumer needs and tastes.
2. Market positioning
Positioning here means that a company must have a different pattern in order to achieve the strongest and most profitable position in the market.
different patterns in order to achieve the strongest and most profitable position in the market.
3. Market entry strategy

The strategy carried out by the company aims to compete with other market segments. The usual ways that companies do include buying other companies, cooperating with other companies, and developing internal companies.

4. Marketing mix strategy, which is a variable used by companies to influence consumer opinion. These variables consist of product, price, place, promotion, participant, process, people, and physical evidence.
5. Timing strategy
By considering the preparation time of the company's production department for distribution of products to the market.

2.4 *Marketing Mix*

According to [25] the marketing mix is a set of tools that greatly assist marketing managers in providing comprehensive services to consumers. Long-term program marketing strategies and short-term implementation tactics can be created with the help of these tools [26]. Initially, industrial companies used the concept of marketing mix, also known as marketing mix, which consists of four components, namely [27] :

1. Product, is something that is traded in the business world in the form of goods or services that have a use for consumers. Products can be said to be identifiable physical evidence.
2. Price, is the nominal money that must be paid by consumers to the seller in order to get goods or services.
3. Place, is the location used for buying and selling goods or services and must be strategic so that it is easily visited by consumers.
4. Promotion, is an activity in business that has the aim of making it easier for consumers to recognize, understand, and be interested in products in the form of goods or services from businesses in a company.
5. People, are human resources involved in the work of a company that is obtained productively to get the results expected by a company.
6. Process, is a process or step that is carried out between sellers and buyers which includes services and transactions.
7. Physical Evidence, is everything in the form of equipment and devices and is used to support the running of a company. Physical evidence can also be said to be the geography and environmental conditions used as objects.

2.5 *Add Value*

Add value is a concept in business where a product or service is designed and presented in a way that increases its benefits or quality, thus providing added value to consumers [22]. Basically, this idea reflects the company's efforts to exceed customer expectations and deliver more than anticipated [28].

Adding value can be done through various means, including improved product quality, enhanced customer service, product feature innovation, or even through creative marketing approaches [28]. A product or service that successfully adds value will create a higher perception of its quality, and this can be a key factor in differentiating it from competitors [29].

For example, a destination not only provides attractions, but also provides a pleasant experience with a comfortable atmosphere and friendly service. In this context, the destination not only sells existing attractions, but also provides added value in the form of a satisfying experience.

Adding value is not just about the product or service itself, but also how the company interacts with customers, creates a strong brand, and builds sustainable relationship [3]. By focusing on this concept, companies can create higher customer satisfaction, increase consumer loyalty, and build a positive reputation in the market [13].

3. METHODS

This research method uses a qualitative approach and descriptive research type. Qualitative research is a research method used to research on natural object conditions, where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization [26]. Analyzing data in qualitative research is when collecting data. So that the data can be reduced, data reduction is an effort to summarize the data, then sort the data into certain concept units, certain categories, and certain themes [26]. The research was conducted at the UN Setu Babakan in Srengseng Sawah Village, Jagakarsa District, South Jakarta, DKI Jakarta. The area that became the study location was only included in the tourist area (Figure 1).



Figure 1. Map of PBB Setu Babakan

To obtain the data needed in this writing consists of two sources, namely primary and secondary data used in this study. Primary data was obtained directly from UPKPBB (Betawi Cultural Village Area Management Unit) and also through observations to visitors to see directly on the object of this research. These data and secondary data sources are collected from various literacies that contain material and theories that support the problem to be studied. The secondary data is obtained from literature such as scientific journals, scientific articles, and books.

This research uses interviews, observations, and documentation studies to collect data. Interviews were conducted with UPKPBB (Betawi Cultural Village Area Management Unit), and observations were made to see how visitors were interested in visiting Setu Babakan Betawi Cultural Village to see the available facilities, attractions provided, and accessibility conditions. In addition, documentation was conducted to obtain secondary data.

4. RESULTS AND DISCUSSION

Setu Babakan Betawi Cultural Village is an artificial tourist destination that developed in DKI Jakarta based on culture in the form of traditions and handicrafts that characterize Betawi

culture. PBB Setu Babakan was developed into a tourist attraction because it has tourism potential. As a tourist attraction, PBB Setu Babakan already has 6 components, namely attractions, amenity, accessibility, price, human resources, and image. PBB Setu Babakan has a complete tourist attraction component consisting of something to see, something to do, and something to buy. This tourist village offers beautiful natural scenery that can be enjoyed by tourists (something to see) with lakes and shade trees. Visitors can relax near the lake, fish, or rent a boat. In addition, Setu Babakan offers agro-tourism in the form of gardens planted with various trees such as melinjo and jambang, as well as delmans and rides for children.

Setu Babakan Betawi Cultural Village has become one of the most popular tourist destinations in Jakarta. Supporting data from the Setu Babakan Betawi Cultural Village Area Management Unit shows continuous growth in the number of visitors each year. In 2022, the destination achieved the remarkable feat of attracting 2.5 million visitors, up from 2.3 million the previous year. This success can be explained by various factors, including its strategic location in the South Jakarta area, which is the city center. Easy access by various modes of transportation as well as affordable ticket prices contribute to the destination's appeal. Various cultural attractions, such as music performances, dances, and traditional Betawi games, further add to the charm of Setu Babakan Betawi Cultural Village.

The DKI Jakarta government has made significant investments in infrastructure development at the Setu Babakan Betawi Cultural Village. This investment includes the construction of roads, bridges, public facilities such as toilets and prayer rooms, as well as supporting facilities such as performance stages and information centers. The positive impact of this investment is seen in improved accessibility and convenience for visitors to the destination. In addition, Setu Babakan Betawi Cultural Village features a diversity of cultural attractions, including traditional Betawi music and dance performances, traditional games, cooking and batik classes, and Betawi culinary tours. This diversity makes the destination attractive to various groups of visitors. Equally important, the active participation of local communities in the development and maintenance of the destination creates sustainable engagement, making them cultural actors, tourism service providers, and custodians of Betawi culture. The involvement of local communities helps maintain local wisdom and enhance the cultural value of the Setu Babakan Betawi Cultural Village.

The assessment of the Setu Babakan Betawi Cultural Village tourist destination involves an evaluation of the marketing strategy implemented. The DKI Jakarta government has run various marketing campaigns, mainly through social media, mass media, and tourism promotion events. A 2022 survey by the Setu Babakan Betawi Cultural Village Area Management Unit noted that 90% of visitors learned about the destination through social media, signaling the success of the digital marketing campaign.

The destination on various social media platforms, such as Facebook, Instagram, and Twitter, has promoted attractions and activities, and interacted with visitors. Its Instagram account, for example, has gained more than 5,000 followers with high monthly interactions. The DKI Jakarta government has also been successful in implementing special promotions and creating special events. Surveys show that 70% of visitors are attracted to a destination because of a promotion or special offer.

Regional Regulation No. 4/2015 on the Preservation of Betawi Culture establishes the Setu Babakan Betawi Cultural Village as the implementing unit for the preservation of Betawi culture. One of the attractions offered is the Betawi Museum, which has items related to Betawi culture. On Saturdays or special days there are art performances held in the performance plaza. On certain days when there are activities, visitors can also watch community activities such as pencak silat training, palang pintu processions, etc. PBB Setu Babakan also provides Betawi culinary, including food and drinks. In addition, there are replicas of traditional Betawi houses. In addition, there are craftsmen who sell their artworks as souvenirs.



(a)



(b)



(c)



(d)

Keterangan :

- (a) Setu Babakan Lake
- (b) Performance Plaza
- (c) Museum
- (d) Typical UN Culinary of Setu Babakan

Based on the results of this research, there are questions, most of which are related to public knowledge about the Setu Babakan Betawi Cultural Village. The results of the survey of tourist visits and managers in the object can be attached below. Most tourists are domiciled in Jabodetabek, with a percentage of 92% and then followed by outside Jabodetabek with a percentage of 4%. Based on the results of visitor interviews regarding what media made respondents find out about PBB Setu Babakan, 36% of tourists really did not know about the Betawi Setu Babakan Cultural Village. As many as 64% of the remaining respondents above, which means they have visited the Setu Babakan Betawi Cultural Village. The following is the media that makes them aware of the existence of the Setu Babakan Betawi Cultural Village.

Table 1. Visitor Information Media

Information Media	
Mouth Of Mouth	37,50%
Social Media	25,00%
Television	12,50%
Parents	6,25%
Web PBB Setu Babakan	6,25%
School	6,25%
Direct Visit	6,25%

From the results of the interview above regarding people's interest in visiting the Setu Betawi Cultural Village, the majority of people are interested in visiting the Setu Babakan Betawi Cultural Village. From the results of the question above regarding whether or not they have seen promotions/invitations to come visit the Setu Betawi Cultural Village Setu Babakan Betawi Cultural Village, the majority of respondents who have a percentage of 72% have never seen or found promotions or invitations to come visit the Setu Babakan Betawi Cultural Village. On the other hand, 28% of respondents have seen promotions or invitations to come to the Setu Babakan Betawi Cultural Village.

The Betawi Cultural Village Area Management Unit (UPPK PBB) to develop several attractive strategies so that more domestic and international visitors to the Betawi cultural village. Researchers used the data results from the previous chapter to find the tourism marketing strategies used. These strategies concentrate on tourism marketing strategy, tourism marketing communication, and destination branding. One of the strategies that can be used to see the results of the research is as follows :

a) Segmentation

Overall, Setu Babakan attracts both domestic and foreign tourists. One of the goals of embracing these tourists is to introduce the Betawi cultural village to the general public. An additional goal of this introduction is that the Betawi cultural village in Jakarta is considered a new tourist spot for tourists coming to Jakarta. It is important to conduct this segmentation analysis to find out the visitation interests in Jakarta, especially in the Setu Babakan cultural village located in South Jakarta. In addition, it is considered that this segment has covered various groups of people, the Jakarta Culture and Tourism Office.

b) Targeting

After conducting market segmentation, businesses can improve their product positioning by making marketing references to the target or target market. The Betawi Cultural Village (PBB) and the Department of Culture and Tourism are currently concentrating on introducing the Betawi Cultural Village to the wider community, both local and international, because the Betawi Cultural Village is still very new. In addition, the nature of this Betawi cultural village as a place of recreation, education, and family tourism makes it not only enjoyed by certain groups. Therefore, no specific targeting was done.

c) Positioning

To make products look different and unique in the eyes of consumers, placement is positioning. Therefore it can be concluded as a strategy to place products in a superior position in the eyes of consumers compared to competing products. This positioning is to place itself carried out by the UN agency or the Tourism Office by actively participating in embracing the community from institutions to Betawi cultural arts studios. This is evidenced by the initial action to embrace residents who live in the Jakarta city area.

1. Product

Products are a combination of goods and services. This is seen from the marketing activities of the products that want to be marketed. Basically, products are created from market or consumer desires, so these products are customized for consumers because they are made for consumers. The products found in the Betawi cultural village in Setu Babakan include:

- 1) Betawi Culture Museum
- 2) Betawi Culture Library
- 3) Children's Play Area

- 4) Performance Plaza
- 5) Betawi Traditional House
- 6) Typical Betawi Culinary
- 7) Art Studio (Silat and Dance)

Setu Babakan Betawi Cultural Village not only offers attractions or activities, but there are various other supporting facilities such as prayer rooms, toilets, parking lots. PBB Setu Babakan is continuing to make improvements in order to attract visitors who want to come to Setu Babakan.

2. Price.

The price of a product or service set by the producer or manager is based on its identity, quality, and value. In tourist destinations, retribution is usually used as a tool to measure the price value of existing products. The Jakarta tourism office determines that tourists who come and visit Setu Babakan are upper, middle and lower class. Because there is no fee charged to travel to Setu Babakan this is a consideration. So that this Setu Babakan tour can be recognized in advance by tourists and also the people who come to Setu Babakan.

3. Place

This Betawi cultural village is located in Setu Babakan, Jagakarsa, South Jakarta. This was chosen because Setu Babakan still maintains culture and is still thick with nuances of Betawi culture which can be seen from the form of buildings that are still solid in the form of kebaya and joglo houses complete with cultural heritage.

d) Promotion

In the marketing mix, the promotional element is very important to achieve the objectives of marketing activities. Promotion also consists of several important tools, called the marketing mix or marketing communications mix. According to the researcher's analysis, as follows:

1. Advertisting

Advertisting is the main reference in promoting a product because its ability to reach the audience is considered successful. Advertising also makes consumers aware of the existence of a particular brand that is being promoted. Advertising is carried out using several media, namely electronic or audiovisual media and print media.

2. Personal Selling

In this case, PBB Setu Babakan participated in exhibition activities that are usually used to promote existing tourist destinations in a wider market. This activity is carried out face- to-face or personally between the manager and visitors who visit the exhibition booth that has been provided.

3. Sales Promotion

This promotion aims to attract visitors who want to see the Betawi culture in Jakarta. To facilitate visitors who want to visit Jakarta, especially to the Betawi cultural village, the price offered includes an additional travel package with a companion called a tourguide.

4. Publicity/Public Relations

This publication is also a marketing promotion, but unlike advertising, it is done through print media. The target of this promotion is to encourage customers to buy the goods being marketed. Articles that have been published in newspapers and magazines are a means of this promotion. For example, the publicity done by

some national and private television media on lebaran betawi and betawi birthday events can be considered as publicity.

5. Internet Marketing

Nowadays, promotions are carried out not only through outdoor and print media, but also through electronic media, especially the internet, to disseminate information about everything with the aim that everyone can see it and can access it. Although electronic delivery systems basically do not require direct interaction, this distribution channel has many advantages. The existence of official accounts such as :

Instagram : [@upkpbbsetubabakan](#)

Twitter : [@SetuBabakan](#)

e) People

The Betawi Cultural Village Area Management Unit (UPK PBB) is aggressively conducting training and workshops for all citizens living in the Betawi cultural village area. This is the first step to providing the best service to every visitor. The people in this marketing mix focus on the human aspects involved. People who work in tourism management have liveliness and knowledge about tourist attractions. To build the resources of the surrounding community, the agency can provide training to tourists. To support the development of Setu Babakan, UPK PBB invites Betawi art studios and Betawi cultural institutions (LKB) to join.

f) Process

Currently, Setu Babakan is developing itself both physically and non- physically. In terms of non-physical development, Setu Babakan cooperates with Betawi art studios in Jakarta with the aim that each studio can show its quality and be recognized. Currently, there are 23 Betawi art studios working together with Setu Babakan. In addition, the facilities are physically built by Setu Babakan. This is done to ensure that the facilities have adequate completeness and standards so that visitors can learn thoroughly about Betawi culture. The betawi culture museum within the office building is currently being expanded and added to the kebaya traditional house.

g) Physical Evidence

The construction of the management center building is physical evidence of Setu Babakan. Such as making museums, miniatures and replicas of traditional Betawi houses, maps of tourist attractions, and public transportation facilities to go to existing tourist attractions. Physical planning and development also proceeds very quickly. It is considered important to improve the completeness of existing facilities so that visitors can learn more about the Betawi cultural village, especially the culture that exists in the Betawi cultural village that does not exist elsewhere. There are various facilities available, both in terms of facilities and infrastructure. There are art stages, cultural offices, kebaya houses, prayer rooms, toilets, and museums that can be accessed comfortably by every visitor.

SWOT Analysis

SWOT analysis of marketing strategy activities in an effort to preserve the Setu Babakan Betawi cultural village, among others:

1. Strengths

The rich flavor of authentic Betawi culture is exuded from Setu Babakan. This destination is a vehicle to experience and explore the uniqueness of Betawi culture, from well-preserved traditional houses to distinctive arts and cuisine. In addition to providing beautiful scenery, this destination gives visitors the opportunity to engage directly in Betawi cultural life. They can experience the daily life of the Betawi people through

dance, traditional music and traditional events. Setu Babakan is in the center of a busy city and provides an interesting contrast. The destination is in the midst of the hustle and bustle of the big city of Jakarta and offers an escape to vast green spaces and a traditional atmosphere that is rarely found in the midst of a bustling city. With cultural conservation aspects in mind, the management of setu babakan has yielded good results. Preservation of cultural heritage and arts

2. Weaknesses

Most of the 7Ps used in marketing are product, price, promotion, people and physical evidence. However, in marketing, not only rely more on the current promotional elements. In the marketing concept itself, promotion is very important but other elements are also important. Not only focus on one element, because marketing functions with other elements that exist in its concept. In the concept of promotions mix that has been done by not using direct marketing. This has not been carried out and planned in the promotions mix activities. The lack of target specifications and targets from the marketing of this Betawi cultural village makes it difficult to get accurate focusing in inviting or embracing a certain group.

3. Opportunities

Since online media is highly demanded by the public, cooperation with online media in various tourism promotion activities in Jakarta is considered capable of reaching more tourists, especially foreign tourists. Cooperation with travel sites other than Trip Advisor, for example, can include cooperation with traveloka, skyscanner, pegipegi, and valadoo, as well as other sites to offer products such as hotels, flights, and tours in Jakarta. The opportunity is huge to expand this cooperation, which will help tourism industry players and make travel easier for tourists. UPKPBB Setu Babakan can work with the local community to develop and manage the tourism potential of the Betawi cultural village, which has great potential to be managed well.

4. Threats

Successful tourism marketing in Indonesia and even around the world is a competition for the city of Jakarta, especially Setu Babakan. Tourism business competition between major cities in Indonesia and even developed countries that rely on technology to promote tourism is one of the threats for Betawi cultural village in tourism communication strategy. This is because technological advances in developed countries are faster than developing countries. Continuous promotion is needed to increase consumer awareness of the destination brand.

SWOT Matrix Analysis

In the research, SWOT analysis was used to develop tourism-based attractions in Indonesia. SWOT analysis was used to develop the cultural tourist attraction Setu Babakan Betawi Cultural Village in Jakarta. SWOT analysis is also used in research to develop the Setu Babakan Betawi Cultural Village as a tourist attraction in DKI Jakarta. Therefore, SWOT analysis can be used to develop an appropriate marketing strategy for the Setu Babakan Betawi Cultural Village Tourism Destination.

Internal Factors	<u>Streangth</u>	<u>Weakness</u>
	<ol style="list-style-type: none"> 1. Wealth of Authentic Betawi Culture 2. Interactive Travel Experience 3. Strategic Location and Contrast with Metropolitan City 	<ol style="list-style-type: none"> 1. Not optimal application of the 7P concept (product, price, promotion, people, physical evidence, process, and place) in marketing, especially the lack of use of direct marketing.

<p>External Factors</p>		<p>2. The absence of target and target marketing specifications makes it difficult to focus promotions and reach certain groups.</p> <p>3. Less focus on marketing elements other than promotion may limit Setu Babakan's attractiveness and competitiveness in the tourism market.</p>
<p><u>Opportunity</u></p> <p>1. Cooperation with online media and tourist sites can increase the visibility of Setu Babakan, especially among foreign tourists.</p> <p>2. Cooperation with platforms can make it easier for travelers to plan their trip to Jakarta.</p> <p>3. Great opportunity to work with the local community in developing the tourism potential of the Betawi cultural village, increasing local engagement and supporting better management.</p>	<p><u>S-O</u></p> <p>1. The richness of authentic Betawi culture can be used as the main attraction in the promotion of tourism in Jakarta.</p> <p>2. Potential cooperation with online media can expand the reach of promotion, attracting more tourists, especially from abroad.</p> <p>3. Cooperation with websites can improve accessibility of information and bookings for visitors.</p>	<p><u>W-O</u></p> <p>1. Limitations in promotion and marketing can be overcome by adopting online marketing strategies and cooperating with online tourism sites.</p> <p>2. Direct marketing can be introduced to improve promotional effectiveness and reach the target market more accurately.</p>
<p><u>Thereats</u></p> <p>1. Intense competition in the tourism business, both from major cities in Indonesia and from developed countries, can threaten the attractiveness of Setu Babakan.</p> <p>2. Faster technological advancements in developed countries can create gaps in tourism promotion, requiring extra efforts to remain relevant in the global market.</p> <p>3. Continuous promotion is needed to overcome competition and increase consumer awareness of the Setu Babakan destination brand.</p>	<p><u>S-T</u></p> <p>1. Good cultural conservation can be a defense against the increasingly fierce tourism business competition at the national and international levels.</p> <p>2. A focus on preserving cultural heritage and the arts can be a differentiating advantage that other tourism destinations struggle to match.</p>	<p><u>W-T</u></p> <p>1. The absence of specific marketing goals and targets can be a greater weakness when competing with tourist destinations from other major cities.</p> <p>2. Need to innovate in marketing concepts to face the increasingly fierce and technology- dependent competition in the tourism business.</p>

CONCLUSION

Setu Babakan has great potential as a cultural tourism destination that is rich with authentic Betawi cultural heritage. Through the development of the right marketing strategy, this destination can become more attractive to a wide range of visitors. The interactive experience that Setu Babakan

offers through cultural, artistic and culinary activities is its main strength. However, to enhance its appeal, infrastructure expansion, more effective promotion, and utilization of technology in marketing can open up great opportunities. By integrating its unique cultural strengths with innovative marketing strategies, Setu Babakan can increase its competitiveness in the tourism market. Infrastructure development, use of digital media, and diversification of tourist experiences will help this destination to continue to grow and become a sought-after destination for tourists who want to experience the beauty of authentic Betawi culture.

Based on the results of the SWOT analysis and marketing strategy previously described, it can be concluded that the Setu Babakan Betawi Cultural Village Tourism Destination has great potential to be developed as an attractive tourist attraction. This tourist destination has a unique and rich Betawi culture that can be an attraction for local and international tourists. However, there are still weaknesses in infrastructure and promotion that need to be improved. Therefore, an appropriate marketing strategy needs to be developed to increase the number of tourist visits and generate added value through marketing strategies as added value. Marketing strategies that can be adopted include market segmentation, targeting, positioning, communication, operations, and strategy containers.

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In the marketing concept or known as the 7P UPKPBB Setu Babakan only focuses on the concept of promotion, so there is a marketing gap in the 7P concept carried out. The marketing mix concept does not use direct marketing as one of the marketing mix concepts. There is no specification both in terms of targets, targets and marketing carried out by Setu Babakan. The need for continuous promotion in various cities and even abroad such as in electronic media and other print media.



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