

The Challenges of The Digital Era When Making Reservations at Ragunan Wildlife Park DKI Jakarta

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ABSTRACT

This research is entitled The Challenges of the Digital Era When Making Reservations at the Ragunan Wildlife Park DKI Jakarta. This research discusses the challenges of the digital era when making reservations at the Ragunan Wildlife Park DKI Jakarta. Previously, reservations required intensive efforts and relied on traditional sources of information, but with the development of technology, reservations have become more digital. This research has significant positive impacts on various aspects of life and business such as ease of reservation, operational efficiency and improved visitor experience. This research aims to determine the challenges faced in reservations at Ragunan Wildlife Park and find effective solutions to improve service quality and visitor experience. This research was conducted in the Ragunan Wildlife Park area, Pasar Minggu, Jakarta. The research method used was descriptive qualitative with SWOC analysis to identify factors affecting reservation challenges in the digital era. The results of the SWOC analysis show strategies to utilize strengths, overcome weaknesses, take advantage of opportunities, and overcome challenges. Strategy formulation includes updating the online reservation system, collaborating with third parties, improving technological infrastructure, and increasing server capacity.

Keywords: Ragunan Wildlife Park Reservation, Challenges, Digital Age, SWOC Analysis, Technology

1. INTRODUCTION

Tourism destinations have an important role in the tourism industry of an area. Not only as an attraction for visitors but also as a mirror of the quality of services provided [1]. One of the tourist destinations in DKI Jakarta is Ragunan Wildlife Park. Ragunan Wildlife Park was founded in 1864 and has an area of about 147 hectares which is home to 2,101 animals with 220 different species and has 2,000 species of plants and overgrown with more than 50,000 trees which provide beauty and comfort for visitors [2]. Ragunan Wildlife Park is also a conservation place with the aim of preservation, natural recreation, education, watershed, green open space, and as a source of oxygen or the lungs of Jakarta [3]. With its various attractions as one of the animal tourist attractions, Ragunan Wildlife Park is in great demand by the general public [4].

However, with the rapid development of digital technology, humans in general have a new lifestyle that cannot be separated from electronic devices, especially smartphones [5]. Before the development of technology, the reservation process to visit Ragunan Wildlife Park may require more intensive efforts, such as visiting the location in person and visitors relying on traditional information sources such as brochures and bulletin boards [6]. Technological innovation is a key driver of economic growth in many countries and plays an important role in creating new opportunities, improving efficiency, and changing the way we live and interact [2]. This has an impact on the way visitors to Ragunan Wildlife Park search for information, make reservations, and interact. Ragunan Wildlife Park managers responded by increasing the use of technology and implementing an electric ticketing system to introduce the latest, more modern system to the public and make the e-ticketing system one of the efforts made by Ragunan to support Go Green because this system can replace paper materials as tickets [7].

Based on this background, there are various problem formulations in the challenges of the digital era during reservations at Ragunan Wildlife Park, namely how to identify the development of digitalization in the management of Ragunan Wildlife Park attractions, how to implement a reservation system through a digital platform in the management of Ragunan Wildlife Park attractions and what is the impact of implementing a reservation system through a digital platform on Ragunan Wildlife Park attractions. Therefore, this research aims to find out the challenges faced in reservations at Ragunan Wildlife Park. By understanding these barriers, it is hoped that effective solutions can be identified to improve service quality and visitor experience at Ragunan Wildlife Park.

2. LITERATURE REVIEW

2.1 *Travel Destinations*

Tourism Destinations are geographical areas within one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism [8]. Tourism destination is a geographical area within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interconnected and complement the realization of tourism (Law No.10 of 2009 concerning Tourism).

[9] explains that a tourist destination is a place with a form that has real or perceived boundaries, whether in the form of physical (island), political, or market-based boundaries. A destination is a specific area chosen by a visitor where he can stay for a certain time. The word destination can be used for a planned area that is partially or fully equipped with facilities and services needed by visitors, such as tourism products, recreational facilities, restaurants, hotels, tourist attractions, and shops needed by visitors [10].

Tourism destination is an entity located in a certain geographical area in which there are components of tourism products and services, as well as other supporting elements such as tourism industry players, communities, and development institutions that form a synergistic system in creating motivation for tourist visits and visiting experiences for tourists as a whole [2]. The application of the 5A principles is expected to be a solution to the problems that exist in a tourist destination as an aspect of economic improvement. The following are the dimensions of tourism components:

- 1) Attraction

Attraction is the main product in a tourist destination. According to [11] attractions are related to the concept of what to see and what to do. What can be seen and done by tourists in the destination. Attractions can be in the form of natural beauty and uniqueness, local community culture, and artificial attractions such as recreational and entertainment parks.

- 2) Accessibility

According to [12], suggests that accessibility is all facilities and modes of transportation that allow and facilitate and make tourists comfortable to visit a destination.

- 3) Amenity

According to [13], it is necessary to provide accommodation facilities in the form of hotels/lodges, provide back gazebos, provide restaurants, stalls, parking, toilets, public transportation services, communication services, and guide services.

- 4) Accommodation

According to [14], accommodation relates to supporting facilities and facilities that can be utilized by tourists in tourist attractions (restaurants, hotels, and internet networks).

5) Activities

According to [15] stated that the government needs to pay attention to what is needed by tourists so that if many tourists visit, it will be able to increase regional economic income.

2.2 *Digital Platform*

Digital platforms refer to information technology systems, which enable different actors, including customers, service providers and other stakeholders, to create new value together beyond organizational boundaries. In other words, platforms bring together different actors, aiming to make the platform as successful as possible to offer complementary products and services. According to [16], there is a difference between platforms and production chains, where platforms do not have a goal in the output of goods, but create new use values of goods. In addition, platforms can outperform production chains, where platforms are more scalable.

Digital platforms have become one of the powerful forces in today's renewable business models that users create consumer goods for new markets [17]. Therefore, competition has changed from competition between companies to competition between platforms. At this point, we can also talk about the digital platform economy, which is a situation where digital platforms have an insignificant or decisive role in the market. More broadly, the digital platform economy is defined as a situation where "a third party allows interaction between two or more groups of users" [18]. Since platforms are built to maintain and grow wins within the platform, competition in the digital platform economy has a tendency to continue the situation, where one platform rules the entire market. Knowing the effectiveness in action increases the marketing productivity of alternative approaches that can be taken according to [9]:

- 1) Level of Attractiveness, If most customers are not interested in a product brand even though they are familiar with it, it means that it has an attractiveness problem.
- 2) Optimizing Curiosity, In running marketing, curiosity will arise if customers are given interesting knowledge without being given too much information.
- 3) Commitment Level, Attracting and convincing customers is an important step towards creating brand loyalty. The ability to increase customer commitment depends on channel availability and the ability to provide a good/excellent experience.
- 4) Affinity Level, Marketing with a long-term orientation is related to the post-purchase experience which includes use and after-sales service and evaluation of the consistency of service performance in meeting and even exceeding market expectations.

2.3 *Impact of Digital Platforms*

The development of the times to the digital era has a positive impact on human life, including helping work in creating, changing, storing, conveying information and disseminating information quickly, quality, and efficiently. The benefits of digitalization technology are as follows:

- 1) Marketing coverage according to [19], with the digitalization technology, the trade sector is considered very important to minimize operational costs and to reach more consumers. By utilizing available platforms such as online stores (e-commerce), business actors can reach more consumers from various regions at a low cost. The

use of social media is also useful for businesses as a medium to market or advertise products to be known by many people.

- 2) The dissemination of information, with the digitalization of information, namely creating an information society, meaning that with digital information, it is easier for people to get the information they want so that the information society is growing.
- 3) Distribution with the existence of digitalization for distribution, namely helping business actors sell products faster, expanding the range of sales locations and maintaining good relations with consumers
- 4) Recording for accounting, with the existence of digitalization for the accounting field, namely making it easier to process records and make reports. And further improve data security.

The benefits of digitalization are not only felt by companies but can also be felt in tourism because it can increase visitors. With this, the tourism sector can disseminate information easily. In this case, the digital platform is an effort or process that aims to market the products or services of a business. There are advantages or benefits in using digital marketing [19]:

- 1) Cost and time efficiency: compared to traditional marketing that has to distribute brochures and others, digital marketing has a fairly low cost and gets a much larger market reach without having to waste a lot of time doing offline promotions.
 - a. Interactive: Online users can choose when to start their marketing, with whom, where and for how long, unlimited by time.
 - b. The opportunity for market penetration and reach is wider. So it's a great opportunity for business.
 - c. Engaging content: Digital marketing offers a lot of engaging, practical and unlimited content.
 - d. Easy to measure: Digital technology makes measurement possible. So, business owners can know how much the content created can impact sales.
 - e. Unlimited audience: Visits to online platforms created by the business owner are unlimited. For example, visits on the web, social media and other accounts.
- 2) The disadvantages of using digital platforms are:
 - a. Internet connection: Some cases arise when doing online promotion such as internet connection. When the internet connection is slow, it is difficult for visitors to access the uploaded content.
 - b. Payment issues: Many people are still clueless about online payment methods.

3. METHODS

This research was conducted at Resto Sunda & Fishing Godong Ijo, which is located on Jl. Cinangka Raya KM 10 No. 60 Serua - Bojongsari, Depok, West Java. Godong Ijo itself is a tourist attraction with a forest concept in the middle of the city which has been named an amazing garden in Southeast Asia which has fishing pond facilities, a Sundanese restaurant, function room, eco-tainment program and a vertical garden center and has also been established since 1998.

Types of Research and Data Sources

The research that the author conducted is included in the quantitative type. According to [20], quantitative research is a research procedure that produces data in the form of written words

(numbers/letters) and spoken words from the people being observed. There are also data sources that the author uses in research, including the following:

4. RESULTS AND DISCUSSION

4.1 Travel Destinations

The existence of Ragunan Wildlife Park as one of the tourist destinations that is in great demand by tourists has various functions in the process of tourism development and development. As a tourist destination, Ragunan Wildlife Park has an attraction as a tourist destination that can provide experience to visiting tourists.

1) Attractions

Ragunan Wildlife Park has an attraction as a tourist destination with the diversity of animals that are in Ragunan Wildlife Park, this park offers the perfect combination of conservation of rare species and interesting tourist attractions. Some of the attractions in Ragunan Wildlife Park include:

- a. Animal shows: Ragunan Wildlife Park often organizes animal shows such as bird, reptile and mammal shows. These shows provide an experience for visitors who see the actions and skills of the animals.
- b. Education Park: Ragunan Wildlife Park provides comprehensive information about its animals so visitors can learn about their native habitats and the conservation efforts being made to protect endangered species.
- c. Schmutzer Primate Center: Visitors can see the primate collection and conservation. Ragunan Wildlife Park has various types of primates such as monkeys, orangutans, gorillas, chimpanzees and rare species of primates from within and outside the country.
- d. Recreation Area: Ragunan Wildlife Park provides recreational areas for children such as playgrounds, making it a family-friendly destination.

2) Accessibility

Ragunan Wildlife Park's strategic location and proximity to Jakarta's city center also provide significant added value to its easy accessibility. Easy access allows tourists to quickly reach this destination from any corner of the capital, making it a top choice for those seeking an authentic nature experience without having to go far. With good and varied transportation facilities, such as accessibility by train, bus, and other public transportation, this park can be easily accessed by many groups of tourists.

3) Amenity

Facilities at Ragunan Wildlife Park include a variety of facilities to meet the needs of visitors and ensure visitor comfort during their visit. Some of the facilities available at Ragunan Wildlife Park include:

- a. Large parking area for visitors who come by private vehicle or group of buses
- b. Public toilet facilities at several locations within the park
- c. Health center or medical post for first aid if needed
- d. Food stalls and kiosks
- e. Rest and relaxation area
- f. Hire horse-drawn carriages, sightseeing carts and bicycles
- g. Picnic area
- h. Children's toy area
- i. Souvenir shop

4) Accommodation

On the other hand, Ragunan Wildlife Park does not provide accommodation services such as hotels or accommodation within the park area. However, due to the location of Ragunan Wildlife

Park which is close to the capital city of Jakarta, around the Ragunan Wildlife Park area there are many accommodation options scattered in various areas such as hotels and inns, guest houses or homestays, and apartments for rent. So this can improve the quality of the tourist experience.

5) Activities

At Ragunan Wildlife Park there are also various activities that can be done. Visitors can enjoy various entertaining and educational activities such as:

- a. Educational Programs: The park hosts educational programs on wildlife and nature conservation. Visitors can participate in tours or learning activities to gain a deeper understanding of ecology and conservation.
- b. Photography Activities: Ragunan Wildlife Park offers many beautiful landscapes that are ideal for nature and animal photography.
- c. Picnic: Apart from observing animals, visitors can also have a picnic with their family in the Ragunan area. Ragunan itself still has many shady trees so visitors can take shelter while eating lunch and relaxing under the trees.
- d. Jogging: Around the Ragunan area is a lake surrounded by a 1km jogging track. Usually visitors come to exercise at the latest during Ragunan's operating hours, which is at 07.00 WIB.

4.2 Digital Platform

With the existence of technology in making reservations, it is effective in increasing marketing productivity. By utilizing technology in the digital era, Ragunan Wildlife Park has innovated by providing convenience in making reservations online. Through this innovation, it can increase the attractiveness of the Ragunan Wildlife Park by optimizing through attractive marketing to increase customer confidence. There are several ways or platforms that can be used to make reservations or get information related to Ragunan Wildlife Park, including:

- a. Official Website: Ragunan Wildlife Park provides online ticket booking options or information related to ticket supplies, prices, operating hours, and other information through the park's website which visitors can view at ragunanzoo.jakarta.go.id.
- b. Mobile App: Ragunan Wildlife Park has an official mobile app that can be used to make ticket reservations or get related information. Visitors can download the application through Playstore or Appstore.
- c. Social media: Ragunan Wildlife Park uses social media such as Instagram, Facebook, or Twitter to increase promotion and provide reservation options in interesting content, photos, videos that can be used to attract users' attention and direct them to the website or application to make a reservation.

4.3 Impact of Digital Platforms

Digital platforms have brought significant transformation to the business world and changed the way we interact, transact and communicate. It provides new opportunities for businesses, enables broader market access and improves operational efficiency. The impact of using a digital platform for tourists who want to visit Ragunan Wildlife Park is that there are still many tourists who are not familiar with the online reservation system so they have difficulty using the new system, this results in a potential decrease in visits and confusion when making online reservations. From the results of the researcher's interview with the manager of the Ragunan Wildlife Park, it is stated that in overcoming these problems, the strategy carried out by the management of the Ragunan Wildlife Park is to provide clear information on how to use the online reservation system through tutorials, step-by-step guides, or educational videos that can be accessed on the official website of the Ragunan Wildlife Park, as well as implementing technology and

communication to update the reservation system, promotion, and interaction with visitors through websites, mobile applications and social media that can provide complete information and visitors can also see a map of the Ragunan Wildlife Park on the website. This can facilitate visitors in the ticket reservation process and see information about other activities such as animal feeding schedules that will help improve the visitor experience. Online reservations can also be made anywhere and anytime, and payment transactions are very easy and practical.

In addition, visitors can choose the date of visit and the number of tickets they want easily, they can also see various promotions and events that may be taking place at Taman Margasatwa Ragunan. The online reservation system also makes it easier for Taman Margasatwa Ragunan to manage visiting capacity, monitor the number of tourists every day, and improve operational performance. With the development of this technology, officers at the counter are no longer the only option so as to provide a more comfortable and efficient experience for visitors to Ragunan Wildlife Park. Based on the results of questionnaires distributed to tourists who have visited Ragunan Wildlife Park, they feel very helped by the existence of online reservations which make it easy to make reservations quickly without having to queue. The management of Ragunan Wildlife Park can also be ensured to always maintain the security of visitor data who make reservations online by implementing a sophisticated and up-to-date security system. From the survey and observation activities, the following results were obtained:

Table 1. Survey and Observation Results

CONDITIONS	PROBLEM IDENTIFICATION
	<p>The observation shows that direct reservation is still available to serve visitors who do not have an access card to enter Ragunan Wildlife Park. Visitors can purchase the card at the counter for Rp 45,000 with a balance of Rp 20,000. The picture also shows that there is no long queue at the counter because many visitors already have a card specifically designed to facilitate the reservation process such as the DKI bank's Jakcard, so they can tap directly at the entrance without queuing at the ticket counter.</p>
	<p>Visitors who already have a Jakcard card can immediately tap on the machine or tool that has been provided and assisted by officers, this makes visitors enter quickly and practically into the Ragunan Wildlife Park. Jakcard cards can be used by more than one person so that in one card this can be used in groups. In addition, this card can also be used to enter other tourist destinations such as monas, ancol, old city museum, mrt, lrt and transjakarta buses.</p>

The results of the SWOC analysis of the Ragunan Wildlife Park Reservation, as follows:

Table 2. SWOC Analysis

	STRENGTHS	WEAKNESSES
	<ol style="list-style-type: none"> 1. The existence of an online reservation system increases visitor convenience and reduces entry queues. 2. There is a specially designed card that facilitates the reservation process. 	<ol style="list-style-type: none"> 1. May be subject to system disruptions or technical issues, and may not even be accessible at all 2. Limited slow or unstable internet connection may experience difficulties when making online reservations
OPPORTUNITIES	S-O STRATEGY	W-O STRATEGY
<ol style="list-style-type: none"> 1. Make the latest technological innovations, such as a more sophisticated reservation platform that improves efficiency 2. Collaborate with third parties, such as online travel agencies or popular reservation apps, to increase popularity. 	<ol style="list-style-type: none"> 1. Provide innovative and increasingly sophisticated features to enhance user convenience 2. Collaborate with third parties to expand market reach and tourist attraction 	<ol style="list-style-type: none"> 1. Improving technology infrastructure, including enhanced system security to address technical disruptions 2. Provide more options such as by phone or physical agents to accommodate users who may have difficulty in using the online reservation system.
CHALLENGES	S-C STRATEGY	W-C STRATEGY
<ol style="list-style-type: none"> 1. Maintain the security of user data that makes reservations online so that it does not spread. 2. High reservation or usage spikes may lose system performance or experience system failure. 	<ol style="list-style-type: none"> 1. Enhance the security system to maintain the privacy of user data from hacker threats 2. Develop features or services that can add value to customers, such as loyalty programs, exclusive packages, or personalized solutions. 	<ol style="list-style-type: none"> 1. Increase server capacity to cope with reservation spikes and keep system performance stable 2. Implement effective monitoring systems and respond quickly to disruptions or technical problems that occur.

Source: Personal Analysis

After conducting a SWOC analysis of the Ragunan Wildlife Park Reservation, the following strategy formulation was obtained:

1. S-O Strategy

The S-O strategy is applied to utilize the strengths of Taman Margasatwa Ragunan Jakarta and take advantage of existing opportunities. This strategy can develop well if it updates the online reservation system with the latest technology, ensures a good visitor experience, and improves operational performance. As well as increasing collaboration with third parties, expanding the reach and increasing the popularity of Taman Margasatwa Ragunan in cyberspace.

2. S-C Strategy

The S-C strategy is carried out by looking for the strengths of Taman Margasatwa Ragunan Jakarta that can be utilized to face these challenges. This strategy can work well if the Taman Margasatwa Ragunan management team implements a strategy of setting a certain capacity or

visiting time through online reservations to manage visitor surges. As well as conducting training or guidance for visitors who are less familiar with online reservations, or providing direct assistance for those who need it.

3. W-O Strategy

The W-O strategy is applied by utilizing the opportunities of Taman Margasatwa Ragunan Jakarta to reduce the weaknesses of Taman Margasatwa Ragunan Jakarta. This strategy can develop well if it improves technological infrastructure to overcome technical glitches. As well as providing more options such as by phone or physical agents to accommodate users who may have difficulty in using the online reservation system.

4. W-C Strategy

Strategy W-C is carried out by overcoming the weaknesses of Taman Margasatwa Ragunan to face external challenges in implementing online reservations. This strategy can be done well if it increases server capacity to cope with the surge in reservations and maintain stable system performance as well as implement an effective monitoring system and respond quickly to disruptions or technical problems that occur.

CONCLUSION

Based on the results of the study, it can be concluded that Ragunan Wildlife Park has an attraction as a tourist destination. This is based on the diversity of animals in Ragunan Wildlife Park, on the other hand, Ragunan Wildlife Park has facilities that have close access to the capital supported by accommodation, food processing businesses, parking, transportation, recreation and others. So that it is easy to reach the tourist destination. By implementing an online reservation system at Ragunan Wildlife Park can provide many benefits for visitors and managers. Through the development of this technology, it facilitates the reservation process, increases visitor comfort and helps the management of Ragunan Wildlife Park in managing capacity and monitoring the number of visitors effectively. Ragunan Zoo management can overcome digital challenges by providing complete and clear information so that it can continue to improve operational performance, provide a good visitor experience and ensure the sustainability of the online reservation system. With the overall implementation and strategy that has been prepared, it is hoped that Taman Margasatwa Ragunan will always maintain it to remain relevant and effective in the digital era.

ACKNOWLEDGEMENTS



Suggestions for future research are to expand the scope of the study by involving more wildlife parks or other tourism destinations to compare the use of digital platforms in the tourism industry. In addition, the research can focus on developing technical solutions to overcome internet connection and payment issues encountered in online reservations. In addition, including the perspectives of both managers and visitors in the research will also provide a more comprehensive understanding of the challenges and opportunities in implementing online reservations. Finally, future research may consider conducting surveys or in-depth interviews with users of digital platforms to gain deeper insights into their experiences in using online reservation systems.


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