

# Implementation of 3A in the Development of Kid's Forest Rides in Ragunan

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## ABSTRACT

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This study aims to analyze the implementation of 3A (Attraction, Accessibility, Amenities) on the Kid's Forest vehicle in Ragunan. The research method used is qualitative, with a descriptive qualitative approach and SWOT analysis. Data collection through direct observation, interviews, and previous literature studies. The results showed that Kid's Forest rides offer diverse and interesting attractions, accessibility in Ragunan Zoo is very good, and adequate amenity. SWOT analysis shows that the strengths of Kid's Forest rides are attractive concepts, strategic locations, and adequate facilities. The weaknesses are the limited target market and the lack of educational facilities. Opportunities can further develop tourism activities and facilities. The most influential threat is bad weather that cannot be controlled, because the rides are outdoor activities. Strategies that can overcome these problems include developing wider attractions, improving the quality of facilities, more effective promotion, developing educational facilities, and evaluating weather conditions. By implementing these strategies, Kid's Forest at Ragunan Wildlife Park can increase its attractiveness, provide a better experience for visitors, and can contribute to sustainable tourism development in South Jakarta.

*Keywords: 3A, Development, Kid's Forest, Rides, SWOT Analysis*

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## 1. INTRODUCTION

Tourism is one of the significant economic sectors in Indonesia, contributing as the fifth largest foreign exchange contributor after CPO, coal, oil and gas, and processed rubber [1]. This data shows the very important role of the tourism sector in driving the Indonesian economy. Tourist destinations, as a component in the tourism industry, have an important role in increasing domestic and foreign tourist attraction [2]. Tourist destinations can be interpreted as geographical areas that provide tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism [3].

Ragunan Wildlife Park (TMR) in South Jakarta, as one of the "iconic" tourist destinations in the capital city of Jakarta, has existed since 1864. This tourist destination presents a variety of animal collections, both native to Indonesia and abroad [4]. As the tourism industry develops, TMR has challenges due to fierce competition. As such, TMR has great potential for innovation by developing their destinations, one of their eye-catching vehicles is "Kid's Forest". This vehicle carries the concept of a mini forest with various types of animals, and provides various recreational facilities for children [5]. It is hoped that the presence of Kid's Forest can increase the attractiveness of TMR, so that the destination will be stronger in competitiveness and remain the destination of choice for the community.

The development of tourist destinations aims to increase the attractiveness and competitiveness of these destinations in the eyes of visitors. The development of tourist destinations involves various aspects, including improving facilities, improving service quality, and effective promotions to attract more visitors [4]. One approach to developing tourist destinations to evaluate and develop tourist attractions is the 3A concept, which consists of attraction, amenities, and

accessibility [6]. The purpose of development with the 3A concept approach can build competitive tourist destinations, increase tourist satisfaction, and reduce development gaps. So that it can be useful for tourist destinations, such as improving the quality of tourist experiences, increasing the attractiveness of tourist destinations, and encouraging local economic development [7].

Several previous studies, which became references for this study, were entitled "*Analisis Konsep 3a Dalam Pengembangan Wisata Kota Tua*" by [8], "*Pemanfaatan Travel Writing di Wisata Gamplong Studio Alam Sebagai Sumber Informasi Wisata*" by [9], and "*Kedung Gede Tourism Village Recovery Plan (Post Covid-19 Pandemic)*" by [10]. From the previous study, discussing the development of tourist destinations with the implementation of the 3A method, which consists of attractions, amenities, and accessibility. The reference of the study made researchers interested in conducting research with the same discussion, namely by analyzing the implementation of the 3A concept in the development of tourist destinations in the Kid's Forest ride, Ragunan Wildlife Park.

The formulation of the problem in this study is what are the attractions of the Kid's Forest ride, TMR? How is 3A implemented in Kid's Forest, TMR? Why is a Kid's Forest, TMR destination development strategy needed? Research objectives; knowing the attractiveness offered by Kid's Forest Ragunan rides, knowing the current development of Kid's Forest Ragunan, knowing the application of 3A in Kid's Forest Ragunan, and providing insight into the importance of developing tourist destinations.

## 2. LITERATURE REVIEW

### 2.1 *Development of Tourist Destinations*

A tourist destination is a focal point in one's journey that offers a unique and valuable experience. [11] defines a destination as a place visited with significant time during one's journey, and can be a natural resource destination, cultural resource destination, recreational facility, or a specific event. A tourist destination needs to evaluate every year, in order to fix the problems that occur and develop them, in order to strengthen their competitiveness [12].

The development of tourist destinations needs to take into account the life cycle of a destination. This cycle includes discovery, engagement, development, consolidation, stagnation, decline, and rejuvenation. One of the innovations in helping the development of tourist destinations is the implementation of 3A, which consists of attractions, amenities, and accessibility. The implementation of 3A is to evaluate the attractiveness of a tourist destination, so that the quality of the attraction provided remains stable and even increases [13].

### 2.2 *Concept 3A*

To meet all the principles of tourism needs and services, a tourism object must be supported by 3 (three) main elements in tourism, namely: Attraction, Amenity, and Accessibility, or commonly known as "3A" [14].

#### 1. Attraction

Tourist attractions are the mainstay of a tourist attraction and are interrelated with what tourists can see and do in a tourist attraction. Attractions can be various things, such as nature tourism, cultural tourism, amusement parks, museums, special events, and more. This is the main attraction for tourists to visit a destination, which supports the tourism industry by increasing the number of tourist visits and providing a satisfying experience for them.

#### 2. Amenities

Amenities are all kinds of supporting facilities and infrastructure as long as the tourist is in a tourist object. These facilities and infrastructure include providing accommodation, eating and drinking needs, having an area to hold performances, having entertainment venues and also shopping places. The infrastructure is such as clean water supply, electricity, trash cans, bus stops, train stations, airports, ports, communication technology and others.

### 3. Accessibility

In order to facilitate tourists to various tourist attractions, tourist destinations need to provide and facilitate accessibility to get there. Accessibility is one of the main elements in the product because it pushes the potential market into a real market. Accessibility to tourist destinations includes, directional signs, transportation, road infrastructure, and availability of information.

## 3. METHODS

This research was conducted at one of Ragunan's rides, namely Kid's Forest, located on Jl. Harsono RM. No. 1, Ragunan, Pasar Minggu, South Jakarta. The method used by researchers in this study is qualitative, with a qualitative descriptive approach and SWOT analysis. Qualitative research is a research method that aims to understand social phenomena with in-depth analysis of data and explained descriptively. Data collection was carried out by direct observation, interviews with Ragunan Wildlife Park managers, especially those who hold Kid's forest rides, and previous literature [15].

## 4. RESULTS AND DISCUSSION

### 4.1 Kid's Forest Ride, Ragunan

Kid's Forest rides located in Ragunan Wildlife Park, South Jakarta, are one of the rides that are perfect for families with small children when visiting Ragunan Wildlife Park. Kid's Forest includes a variety of children's games designed to give the impression of children playing in the forest. The rides are designed with the aim to provide a fun experience for children, focusing on offering children play with fun colors.

The ride also provides various supporting facilities such as information boards, forest models, and interactive activities designed to teach children about the importance of environmental conservation. These rides provide safe and attractive play areas for children, such as playgrounds designed with safe and attractive equipment for children. The area is also equipped with facilities such as toilets and places to eat, and ensures the comfort of visitors.

### 4.2 Implementation of Concept 3A in Kid's Forest, Ragunan

A tourist attraction must have 3A elements to develop its potential, 3A consists of Attractions, Amenities, and Accessibility. Here is the implementation of 3A in Kid's Forest, Ragunan:

#### 1. Attractions

Attraction is the main attraction in a tourist attraction and is a main product of an area to attract tourist visits. After conducting observations and interviews with the management of Ragunan Wildlife Park, attractions in Ragunan Zoo are natural attractions and artificial tourism. The focus of this study is to analyze artificial tourism there, namely the Kid's Forest ride, where tourists, especially for families with children, can enjoy children's games in it.



Figure 1. Things to Do in Kid's Forest

Source: *Observation, 2023*

From the picture above, it is a tourist attraction offered by Kid's Forest for tourists who want to enjoy the game there. The attractions they offer are, mini trains, mini helicopters that rotate, dinosaur games that rotate above, boom-boom cars, and much more. These games are recommended to only be played by children, for teenagers to adults should not ride the game.

## 2. Accessibility

Accessibility is everything related to facilities, infrastructure and means to be able to reach the destination to a tourist attraction, such as road conditions, road signs, and transportation facilities are very important aspects to be fulfilled and complemented by a tourist attraction. After making observations about the accessibility of Ragunan Wildlife Park tourist attraction, here are the conclusions of accessibility in Kid's Forest, Ragunan Wildlife Park:

### a. Transportation

Because the Kid's Forest ride is part of a tourist attraction in Ragunan Wildlife Park, it will be explained how transportation access to the destination. Public transportation stops at stops around Ragunan, namely 5N from Kampung Melayu, 6N from Blok M, S15A from Taman Mini, M42, JAK45 from Lebak Bulus, Bus Number 6, 6A from Kuningan, 6B from Semanggi. 6V from Corridor 13, M6 from Dukuh Atas 2, and 7E from Kampung Rambutan [4], [16].

### b. Information

After making observations, access to information applied by Ragunan Wildlife Park is very good. Because this research focuses on Kid's Forest rides in Ragunan, the accessibility presented will better explain access to information in Ragunan and also relate to Kid's Forest rides. Ragunan Wildlife Park implements complete access to information, such as signposts that can help tourists know the path they want to take, destination maps that provide an overview of locations in Ragunan to help tourists, online information (website: <https://ragunanzoo.jakarta.go.id/language/id/>, social media: Instagram @ragunanzoo, Facebook @ragunanzoo, X @ragunanzoo, and YouTube @RagunanZooChannel), and information boards for visitors such as boards commemoration.

### c. Road Conditions

During the observation research in Ragunan, the road conditions of Ragunan tourist destinations were very good. During the road from the entrance to the Kid's Forest ride, the road conditions there are very neat and good, indeed there are still some damaged, but there are officers who repair directly.

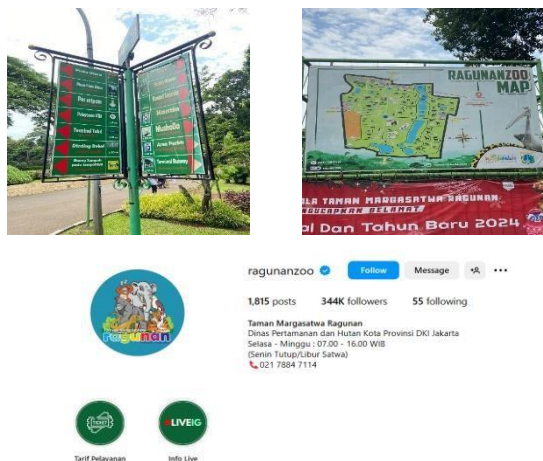


Figure 2. Accessibility at Ragunan Wildlife Park  
 Source: Observation, 2023

3. Amenities

Amenities are all related to facilities that are supportive so that they can meet the wants and needs of tourists when visiting a tourist attraction area. The aspect of amenities is very frequent and closely related to various kinds of accommodation facilities where tourists stay to stay such as hotels and restaurants or restaurants to meet the food and drink needs of tourists during their visit [17]. After making observations, researchers concluded that the amenities provided by Ragunan Wildlife Park are quite good, as evidenced by the existence of large parking lots for tourists, toilets scattered at various points but there are some that are not clean, photo spots for tourists, the availability of food canteens for tourists, resting places for tourists, adequate trash cans, places of worship for visitors, and much more.



Figure 3. Amenities provided by Ragunan Wildlife Park  
 Source: Observation, 2023

4.3 SWOT Analysis

SWOT analysis consisting of strengths, weaknesses, opportunities, and threats is a way to identify various aspects to obtain a company strategy based on logic to be able to increase the percentage of strengths and opportunities while reducing the percentage of weaknesses and threats [18]. The following is a SWOT analysis of the implementation of the 3A concept by Kid; s Forest, Ragunan:

Table 1. SWOT Analysis

SWOT	4A Concept
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Strength	<ol style="list-style-type: none"> <li>1. Attractions: Ragunan Wildlife Park offers natural and artificial tourist attractions, such as the Kid's Forest ride which carries the concept of a forest for children's playgrounds, which is interesting for recreation for children visitors.</li> <li>2. Accessibility: Kid's Forest is a strategic location in the middle of Jakarta, making it easy for local visitors. There are various public transportation options that visitors can use to go to Ragunan Wildlife Park from various surrounding areas, complete information is available both online and offline.</li> <li>3. Amenities : Ragunan Wildlife Park provides quite good facilities such as large parking lots, adequate toilets, good photo spots, canteens for visitors, rest areas, places of worship, and cleaning facilities.</li> </ol>
Weakness	<ol style="list-style-type: none"> <li>1. Target market limitations: Despite the variety of interesting attractions, Kid's Forest cannot be for the youth market segment.</li> <li>2. Limited educational facilities: Kid's Forest has many game attractions for children, but educational facilities in Kid's Forest are lacking, which might be an added value for visitors who want to increase knowledge.</li> <li>3. Quality of facilities: Basic facilities such as toilets are widely provided in these destinations, but there are still some toilets that are not clean, making tourists less comfortable.</li> </ol>
Opportunity	<ol style="list-style-type: none"> <li>1. Attraction development: Kid's Forest can develop more attractions with youth and adult age market segments.</li> <li>2. Collaboration: Ragunan Wildlife Park can collaborate with external parties, such as educational institutions or environmental organizations, to develop more educational facilities that can attract more visitors.</li> <li>3. Facility development: Ragunan Wildlife Park can improve the quality of available facilities, such as improving toilet hygiene.</li> </ol>
Threat	<ol style="list-style-type: none"> <li>1. Competition with other tourist destinations: Ragunan Wildlife Park must compete with other tourist destinations, even new tourist destinations.</li> <li>2. Changing trends: Changes in trends or public interest in certain types of attractions, can threaten the attractiveness of Ragunan Wildlife Park if it cannot adjust quickly.</li> </ol>
	<ol style="list-style-type: none"> <li>1. Weather: Bad weather can affect visitation rates, let alone outdoor attractions like Kid's Forest.</li> </ol>

From the SWOT analysis, here are the strategies that can be applied by Taman Margsatwa Ragunan, and especially related to the Kid's Forest wahan:

1. Develop more attractions that can attract the teenage market segment, such as sports and adrenaline attractions.
2. Establish cooperation, such as educational institutions or environmental organizations, to develop more educational facilities that can attract visitors.
3. Improve the quality of existing facilities, such as improving toilet cleanliness and developing other facilities.
4. More effective promotion for tourist attractions such as Kid's Forest rides through social media, in order to attract public attention.
5. Developing educational facilities in Kid's Forest, so that children visitors not only entertainment recreation from games, but increase knowledge as well.
6. Evaluate adverse weather conditions that may occur, for example rain that can interfere with the activities of outdoor tourist attractions.

## CONCLUSION

The implementation of the 3A concept (Attraction, Accessibility, Amenity) in Kid's Forest, Ragunan has been done well. They offer diverse attractions, such as interesting children's games. Accessibility to Ragunan Wildlife Park is also guaranteed with various public transportation options, and complete information inside Ragunan to guide visitors so that they can find Kid's Forest rides easily. Amenities provided, such as parking lots, toilets, rest areas, and canteens, can meet the needs of visitors. SWOT analysis shows that Kid's Forest has the potential to be one of the strong vehicles in Ragunan, but has challenges that need to be faced. The strengths of Kid's Forest rides are attractive concepts, strategic locations, and adequate facilities. But the weaknesses, such as limited target market and lack of educational facilities. From this, the opportunity for Kid's Forest rides can develop more tourist activities and facilities. The most influential threat to this vehicle is bad weather that cannot be controlled, because the vehicle is outdoors. Strategies that can address these problems include the development of wider attractions, improvement of the quality of facilities, more effective promotion, development of educational facilities, and evaluation of weather conditions. By implementing this strategy, Kid's Forest in Ragunan Wildlife Park can increase its attractiveness, provide a better experience for visitors, and can contribute to sustainable tourism development in South Jakarta.

Advice for Ragunan Wildlife Park managers, precisely for Kid's Forest ride holders; Adding new attractions that are attractive to the teenage visitor segment, always paying attention to the quality of existing facilities, requiring regular evaluation of service quality, visitor experience, and operational sustainability. Suggestions for future researchers; further examine the level of visitor satisfaction and expectations on the Kid's Forest ride, conduct the same research but do in other destinations, and analyze the latest travel trends, especially visitor preferences for tourist attractions and recreational activities.

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