

# Tourism Destination Development Planning at Studio Alam TVRI Depok

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## ABSTRACT

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The research entitled "Tourism Destination Development Planning at Studio Alam TVRI Depok" aims to identify planning strategies applied at Studio Alam TVRI Depok, find out the development of Studio Alam TVRI Depok destinations, and provide insight into the importance of development planning in tourist destinations. This tourist destination is interesting to study considering its considerable tourism potential but has not been done optimally. This type of research is qualitative, with descriptive qualitative analysis methods. Data collection was carried out by field observation, interviews with several resource persons, and literature studies. The results showed that the implementation of planning and development strategies has not been optimal, the success of the development of this destination depends heavily on the integration of systematic and sustainable measures. A focus on technological innovation, sustainable management, and the development of engaging content are key to enhancing the visitor experience and achieving Studio Alam TVRI Depok's strategic goal of becoming a unique and engaging media destination.

*Keywords:* Community Development, Tourism Planning, Strategy, Tourism, Studio Alam TVRI Depok

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## 1. INTRODUCTION

According to Law No. 10 of 2009, tourism is the overall activity related to tourism that is multidimensional and multidisciplinary involving interaction between tourists, local communities, government, local governments, and entrepreneurs [1]. The government sets tourism as a mainstay sector in supporting the national economy [2]. Tourism development does not only focus on increasing tourist visits, but is also important in building the spirit of nationality and appreciation of the nation's cultural arts wealth [3].

Tourism development planning involves identifying tourism potential, infrastructure development, destination promotion, and sustainable management to increase attractiveness and positive impact that spreads to local communities [4]. Planning is basically attached or integrated with the organization's decision-making process in carrying out all its actions, both from the internal and external environment [5]. In this study, strategic planning focuses on how to plan and develop an object or initiative with the aim of increasing effectiveness, efficiency, and achieving the desired results or goals.

This research was conducted to further understand how the development of a tourist destination. One of the attractions that attracts attention is Studio Alam TVRI located in Sukmajaya, Depok, West Java [6]. This tourist destination was originally a shooting place for shows aired on the TVRI channel. This place has been around since 1980, but it only opened to the public in 2001 [7]. Until now it is still a natural tourist destination that attracts many tourists.

Strategic planning likely involves identifying visitor needs, analyzing existing attractions, and devising concrete steps to increase the value of those attractions. Planning strategies include the development of facilities, services, promotions, and other aspects that can improve the visitor experience [8]. Strategic planning also involves steps such as situation analysis, goal setting,

identification of required resources, formulation of action plans, and monitoring and evaluation of implementation results [9].

It is important to consider various aspects, including environmental sustainability, economic sustainability, and social and cultural sustainability in designing planning strategies [10]. By having a mature planning strategy, an object or initiative has clear guidelines to achieve the desired goals, and can optimize the use of available resources to achieve maximum results [11].

Studio Alam TVRI Depok is the main object of research with the aim of increasing the value of tourist attractions. The choice of this title is based on the need for infrastructure development planning and facilities that can increase the attractiveness of tourism destinations, especially in Studio Alam TVRI Depok. The existence of a planning strategy is expected to create a new atmosphere that attracts tourist visitors and provides added value for destinations [12].

Based on the description above, the formulation of the problem in this study is what is the development planning strategy applied by Studio Alam TVRI Depok, how is the development of Studio Alam TVRI Depok destinations at this time, why is it necessary to plan the development of tourist destinations, especially in Studio Alam TVRI Depok. The purpose of this study is to identify planning strategies applied at Studio Alam TVRI Depok, find out the development of Studio Alam TVRI Depok destinations, and provide insight into the importance of development planning in tourist destinations. This research is expected to make a positive contribution to the development of tourism in Depok City, especially in Studio Alam TVRI Depok. By identifying and implementing appropriate planning strategies, it is expected that the value of attractions will increase, create a positive experience for visitors, and support the growth of the tourism industry in the region. As well as being a new foundation for tourism development in Depok City and providing different perspectives in the management of tourist destinations.

## 2. LITERATURE REVIEW

### 2.1 *Tourism Destination Development*

In essence, development is a process to improve and enhance something that exists. Tourism development is an activity of building, maintaining, and preserving plants, facilities and infrastructure and other facilities [13].

Natural tourism destination development is a series of activities carried out to manage and preserve the natural environment of an area, while creating economic opportunities for local communities and introducing tourists to the beauty and uniqueness of nature [14].

Some aspects that can be considered as indicators in the theory of natural tourism destination development are as follows [15] :

1. Infrastructure Development

Development of nature tourism infrastructure, including transportation accessibility, accommodation facilities, public facilities, and other supporting facilities.

2. Destination Management

Overall destination management, including efforts to avoid over-tourism, spatial planning, and improved surveillance and management of tourists.

3. Promotion and Marketing

Evaluate the effectiveness of a nature tourism destination's promotion and marketing efforts, including reaching the right target market, increasing destination brand awareness, and attracting potential tourists.

## 2.2 *Planning Strategy*

In any activity, planning is a very important and strategic factor as a direction guide for the implementation of an activity in order to achieve the desired goals/objectives/targets. Planning as a series of activity processes is carried out to prepare decisions about what is expected to happen and what will be done. In a broad sense, planning can be interpreted as a process of systematically preparing activities that will be carried out to achieve certain goals [16].

Planning is the process of collecting policies and how to implement them. There are several important things in the function of regional and local policies as a very important tool in tourism activities, among others [17] :

1. Planning must be able to promote quality growth, requiring constructive change, in addition to the development of potential locations to develop the quality of attractions that can be sold.
2. Tourism policy must play a more important role than promotional activities, the policy must be supported by research.
3. Tourism planning requires public and private cooperation so that all stakeholders' expectations can be met.

A leading management thinker, defines strategic planning as a process that involves identifying opportunities and risks in the business environment, developing long-term goals, and organizing resources to achieve them. Drucker states that performance indicators should reflect significant results in achieving organizational goals. The indicators suggested by [18] are :

1. Increased market share.

Market share enhancement in tourism planning strategy is an approach that aims to attract more tourists and increase the market share of a particular tourist destination. Destinations need to offer a variety of tourism products and experiences to appeal to as many market segments as possible. This could involve developing new attractions, cultural activities, special events, or innovative tour packages.

2. Customer satisfaction.

Customer satisfaction plays a key role in tourism planning strategies. It relates to the extent to which tourists are satisfied with their experience at a destination or tourism service. Customer satisfaction creates a positive image of the destination in the eyes of tourists. A good reputation can attract the attention of more potential visitors and give a positive boost to destination marketing.

3. Operational efficiency.

Operational efficiency allows destinations to optimally manage available resources. This includes optimization of manpower, use of facilities, and effective budget allocation to maximize output at minimal cost.

### 2.3 Add Value

The add value strategy is directed at increasing the value of the tourist attraction. This may include improving service quality, introducing new elements of interest, and improving facilities. Indicators of add value include increased visitor satisfaction, extended visit duration, and acquisition of positive reviews [19].

Add value refers to efforts or strategies to improve or add added value to a product, service, or object, so that consumers or users feel they get more benefits and feel satisfied with the experience provided [20]. In the context of tourism or tourist destinations, the concept of add value focuses on improving its quality and uniqueness, so that it can differentiate the destination from others and provide a more satisfying experience for visitors. Some examples of add value implementation in tourism include [21]:

1. Improved Service Quality, providing services that are friendly, professional, and responsive to visitors' needs can increase the value of the traveler experience. This involves staff training, provision of accurate information, and prompt response to queries or complaints.
2. Innovation and Unique Introduction of New Elements, adding new or innovative elements to a destination, such as new attractions, interactive activities, local arts and culture, can create a more engaging and memorable experience.
3. Facility and Convenience Upgrades, investment in facility upgrades, such as comfortable accommodation, quality restaurants, and good public facilities, can increase visitor comfort and add value to the destination.
4. By applying the concept of add value, tourist destinations can provide a more satisfying and unique experience, which in turn can increase the attractiveness, satisfaction of visitors, and their loyalty to the destination. Improving the quality of cleaning services, the quality of facilities such as infrastructure, transportation, and tourist conveniences, can be implemented to improve service quality at the Studio Alam TVRI Depok Destination.

## 3. METHODS

This study aims to identify the needs and opportunities for the development of Studio Alam Destinasi TVRI Depok, both in terms of physical infrastructure, customer satisfaction, destination management, as well as aspects of destination promotion and marketing. Therefore, the author decided that the research location is Studio Alam TVRI which is located at Jl. Raden Saleh No. 90, Sukmajaya, Depok, West Java, Indonesia, 16412.

The type of research used in this study is qualitative method, that is, data is collected in the form of pictures, written or spoken words of people or observed behavior. The analysis method used is descriptive qualitative, that is, the data used is descriptive qualitative which is useful for developing theories that have been built from data that has been obtained in the field. Qualitative research methods in the early stages of researchers explore, then collect data to depth, from observation to preparation of reports [22]. This study also used SWOC analysis to identify the strengths and weaknesses of Studio Alam TVRI, as well as the opportunities and challenges faced by Studio Alam TVRI [23].

## 4. RESULTS AND DISCUSSION

### 4.1 Studio Alam TVRI, Depok

Studio Alam TVRI is a tourist spot located on Jl. Raden Saleh No. 90, Sukmajaya, Depok, West Java, Indonesia. Historically, this place was used as a mini studio for taking shows from the TVRI channel, but now it has been opened to the public as a tourist destination that offers a variety of outdoor activities and complete facilities. This place can be reached easily using private or public vehicles, such as Depok Baru Station which is 5.4 kilometers away and can be reached within 20 minutes using the KRL Commuter Line [24].

Studio Alam TVRI is open almost every day to visit (except Monday), with operating hours from 08.00 to 16.00 WIB or 8AM to 4PM. The ticket price is very affordable at only Rp5,000 per person, but there is an additional fee charged if you bring a vehicle. Studio Alam TVRI is one of the popular cheap tourist attractions in Depok. This place has also been used to make films such as ACI (I Love Indonesia) to the horror films *Jailangkung 1, 2 and 3* [25].



Figure 1. Studio Alam TVRI Depok

Source: <https://www.depokpos.com/2023/03/rekomendasi-wisata-alam-di-depok-santai-di-tepi-danau-bersama-keluarga/>

### 4.2 Development of Studio Alam TVRI, Depok

Studio Alam TVRI Depok tourism destination development refers to a series of efforts made to improve the quality, attractiveness, and sustainability of the destination as a tourist destination. It involves infrastructure development, entertainment programs, promotion, visitor management, as well as various other aspects that aim to enhance the visitor experience and attract tourists from various backgrounds.

The aspects that can be considered as indicators in the theory of natural tourism destination development according to Lipman & Ellis are as follows:

#### 1. Infrastructure Development

Infrastructure development at Studio Alam TVRI Depok tourist destination seeks to improve existing physical facilities as well as build new infrastructure that can improve the quality, comfort, and attractiveness of the destination for visitors. Examples include ensuring good accessibility through adequate public transportation and road networks, ensuring adequate public facilities such as toilets, trash bins, rest areas, and food and beverage outlets, developing infrastructure to support tourist activities, such as hiking trails, bike paths, and picnic areas. This is an important step in improving the visitor experience and maintaining the sustainability of tourist destinations.

#### 2. Destination Management

Destination management at Studio Alam TVRI Depok tourist destination involves a series of activities that aim to plan, manage, and develop the destination in order to provide a satisfying experience for visitors and be economically, socially, and environmentally sustainable. Examples include planning a well-organized spatial layout to ensure efficient and sustainable land use, developing a visitor surveillance and management system to monitor the number of visitors entering

and leaving the destination, and conducting regular evaluations of destination management performance, including analysis of the impact of tourism on the environment and local communities.

### 3. Promotion and Marketing

Promotion and marketing at Studio Alam TVRI Depok destination is an important strategy to increase tourist awareness and interest and expand the visitor base. Promotion and marketing efforts of nature tourism destinations, including reaching the right target market, increasing destination brand awareness, and attracting potential tourists by collecting visitation-related data, such as the number of visitors, visitor origin, length of stay, and average expenditure and conducting surveys to visitors to get direct feedback on their experience at the destination, including their perception of promotion and marketing. By conducting regular effectiveness evaluations, tourist destinations such as Studio Alam TVRI Depok can continuously improve their promotion and marketing strategies to reach the right target market, increase brand awareness, and attract potential tourists more efficiently.

### 4.3 Planning Strategy in Studio Alam TVRI, Depok

Studio Alam TVRI Depok destination planning is a systematic process of setting goals, formulating strategies, and organizing resources to manage the nature studio so that it can become an attractive and sustainable tourist destination. Studio Alam TVRI Depok has a park or green area around the studio that can be enjoyed by visitors. This area may be equipped with trees, playgrounds, and other recreational facilities.

The planning strategy for Studio Alam TVRI Depok tourist destination should be comprehensive and constantly evolving according to changing market needs and environmental conditions. Continuously monitoring and adjusting the strategy is key in achieving long-term success for the tourist destination. The planning strategy in Studio Alam TVRI Depok:

#### 1. Increased market share

Increasing market share in Studio Alam TVRI Depok tourism destination can be interpreted as a strategy to expand the visitor or observer base, as well as increase the popularity and attractiveness of the destination among a wider range of tourists. Showcase cultural activities that illustrate Indonesia's rich arts and culture. Traditional art performances, local art exhibitions, or handicraft workshops can add a cultural dimension to the destination. In this case, increasing market share involves attracting more visitors or viewers to visit or consume content generated from Studio Alam TVRI Depok.

#### 2. Customer satisfaction

Customer satisfaction at the Studio Alam TVRI Depok tourist destination makes the level of satisfaction felt by visitors or viewers towards their experience when visiting or consuming content produced by the nature studio. A positive experience at Studio Alam TVRI Depok will create a good impression and help shape the image of the destination as a fun and interesting place. Satisfied visitors tend to support sustainability and responsible management practices at the destination. This can create environmental and cultural awareness, and support the conservation efforts undertaken by Studio Alam TVRI Depok. Customer satisfaction includes the positive experiences felt by visitors while visiting Studio Alam TVRI Depok.

#### 3. Operational efficiency

Operational efficiency at Studio Alam TVRI Depok tourist destination refers to the destination's ability to manage all aspects of its operations in an optimal way to achieve the set goals, be it in terms of managing human resources, finances, time, facilities, or technology. In this case, operational efficiency aims to improve the performance and productivity of the destination, while ensuring that the visitor experience is well secured.

### 4.4 Add Value of Studio Alam TVRI, Depok

The Add Value view according to [26], adding value in tourist destinations requires a deep understanding of market needs and wants, as well as the ability to provide products and services that meet visitor expectations. It also involves developing destinations that are environmentally, socially and economically sustainable. Examples of add value implementation in tourism include: a. Improved service quality.

Conduct regular training for employees on communication skills, friendliness, and customer service, implement high and consistent service standards, and monitor employee performance regularly, build a feedback system from visitors to continuously improve services and respond quickly to feedback or complaints. By improving the quality of service at Studio Alam TVRI Depok destination, visitors will feel more satisfied and may return to visit the destination in the future. In addition, quality service can also help improve the reputation and image of the destination, and support sustainable tourism growth.

1. Innovation and introduction of new elements

Establish an innovation team tasked with coming up with new ideas that can enhance the visitor experience, such as new entertainment programs, thematic tours, or interactive experiences, hold special events or festivals that feature new elements or unique activities, such as art exhibitions, musical performances, or culinary demonstrations.

2. Improved facilities and convenience

Evaluate existing facilities and make repairs or upgrades where necessary, including routine maintenance, building new facilities that can improve visitor comfort, such as rest areas, dining venues, or clean and comfortable toilets, improving destination accessibility by improving access routes, providing adequate parking facilities, and optimizing public transportation around the destination.

#### 4.5 SWOC Analysis

The results of the SWOC analysis of the Studio Alam TVRI Depok Destination development plan are as follows.

##### Strength

- a) Studio Alam TVRI is located in Depok, close to Jakarta, a major center of activity in Indonesia, which can attract visitors from the region.
- b) The existence of nature studios with beautiful natural surroundings and unique facilities, offers an exciting experience for visitors seeking entertainment and education.
- c) Always have good planning to adjust to market needs and environmental conditions

##### Weakness

- a) Possible infrastructure limitations, such as limited parking spaces or lack of supporting facilities (toilets, eating/drinking places) may be an obstacle.
- b) The lack of strong promotional and marketing efforts can reduce public awareness of the existence and potential of these destinations as tourist attractions.
- c) Dependence on the same market, there is no attempt to attract new market segments
- d) Opportunity
- e) Opportunities to improve facilities such as improved parking areas, better toilets, rest areas, or eating/drinking places can increase the attractiveness of the destination.
- f) Opportunities to develop new products and services, so as to attract different market segments.
- g) Collaborate with external parties to create new ideas and support development.

##### Challenge

- a) Challenges related to the maintenance and development of infrastructure such as roads, sanitation facilities, and other supporting facilities to ensure the comfort and safety of visitors.
- b) Changes in market trends that can affect planning strategies
- c) Limited resources to implement the proposed planning strategy

## CONCLUSION

Based on the analysis of the destination development planning strategy of Studio Alam TVRI Depok, it can be concluded that the implementation of planning and development strategies is not optimal, the success of this destination development is highly dependent on the integration of systematic and sustainable steps. A focus on technological innovation, sustainable management, and the development of engaging content are key to improving the visitor experience and achieving the strategic goal of Studio Alam TVRI Depok in becoming a unique and attractive media destination. By combining these aspects, the destination has the potential to become a stronger attraction, positively impacting not only visitors but also achieving its long-term vision.

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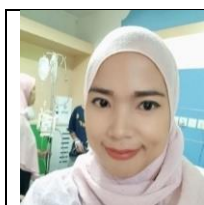

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