

Cultural Tourism at the Gelora Bung Karno Main Stadium

Aditya Erlangga¹, Rizki Nurul Nugraha²

^{1,2}Nasional University

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ABSTRACT

Cultural tourism needs to be preserved as it can be a forum for future generations to continue to learn about local traditions and cultures amid rapid technological advances. Researchers use this title to identify the potential of cultural tourism at the Gelora Bung Karno Main Stadium (SUGBK). SUGBK was chosen as a locus because it is an important cultural landmark in Jakarta with various art and cultural activities. This research uses qualitative methods, with a qualitatively descriptive approach. Data collection is done through field surveys, interviews and literature studies. The need of this research is to explore the potential and impact of SUGBK cultural tourism on social, economic and cultural aspects. Socially, the stadium is a means of cross-cultural interaction and enriches people's insights. Economically, tourism creates business opportunities such as street sellers and souvenir sellers around the stadium. Meanwhile, from a cultural point of view, the various traditional art performances held at the stadium helped preserve the ancestral heritage.

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Corresponding Author:

Name : Rizki Nurul Nugraha, S.S.T.Par., M.M.Par

Institution : Nasional University, Jl. Sawo Manila No.61, RT.14/RW.7, Pejaten Barat, Pasar Minggu, South Jakarta, DKI Jakarta 12520

Email : rizki.nurul@civitas.unas.ac.id

1. INTRODUCTION

Cultural tourism, characterized by its focus on exploration and experience of cultural elements, is emerging as an important factor of global travel. Indonesia, which is famous for its cultural diversity, has great potential for further development and exploration [1]. The Gelora Bung Karno Main Stadium located in Central Jakarta is a famous stadium in Indonesia, a testament to the country's cultural heritage and sporting legacy. Named after Indonesia's first president Sukarno, the stadium not only serves for various sporting events, but also reflects important cultural significance. The combination of sports and culture at Gelora

Bung Karno Main Stadium creates a unique and immersive experience for visitors [2].

Researchers are interested in researching cultural tourism at the Gelora Bung Karno Main Stadium, because this stadium is an important cultural landmark in Jakarta. Its historical significance is supported by the splendor of its building form, as it can attract visitors who are both sports fans and culture lovers [3]. Beyond its role as an arena for sport, the stadium offers unique opportunities for cultural immersion and exploration, making it an interesting case study to further understand the dynamics of cultural tourism.

One of the hallmarks of cultural tourism at Gelora Bung Karno Main Stadium is

the opportunity to witness Indonesian culture on display. For example, traditional dance performances, music concerts, cultural festivals, and more, featuring local artists allow visitors to interact with Indonesian cultural traditions in a dynamic and interactive way [4]. These cultural aspects not only aim to entertain, but also provide knowledge to visitors about the diversity of Indonesia's cultural heritage [5].

Previous research that became a reference for this research entitled "Kajian Persepsi Masyarakat DKI Jakarta Terhadap Kawasan Urban Heritage Gelora Bung Karno" by [6], where the results of his research show that most visitors recognize that the GBK area is an urban heritage that has meaning and function for the people of DKI Jakarta. From these references, researchers want to conduct a more in-depth case study on the impact of cultural tourism activities at Gelora Bung Karno Stadium on social, economic and cultural aspects.

From this statement, Gelora Bung Karno Stadium was chosen as the object of research because it is often a forum for arts and cultural activities such as cultural festivals, music concerts, traditional art exhibitions involving local communities [7]. The formulation of the problems of this research are: (1) What is the impact of cultural tourism at Gelora Bung Karno Main Stadium on social, economic, and cultural aspects? (2) What is the potential of cultural tourism at Gelora Bung Karno Main Stadium? (3) What are the challenges in the development of cultural tourism at Gelora Bung Karno Main Stadium. The purpose of this study is to determine the impact of cultural tourism at Gelora Bung Karno Main Stadium on social, economic, and cultural aspects; determine the potential of cultural tourism at Gelora Bung Karno Main Stadium, and recommend strategies to deal with challenges in the development of cultural tourism at Gelora Bung Karno Main Stadium.

2. LITERATURE REVIEW

2.1 *Tourism Destination Development*

In development, both the development of destinations, tourism areas and tourist objects and attractions generally follow the flow

of tourism life [8]. In the tourism development process, careful and strategic planning is very necessary. According to [9], if there is no planning at a tourist destination it can have a negative impact on the area.

Development and improvement in the tourism industry is encouraged to become one of the sectors that provides large capital in developing the economy, developing tourist destinations, and improving people's welfare [10].

The tourism destination lifecycle theory introduced by [11] is a hypothetical concept for understanding the evolution or development of a tourism destination. The development of evolution is measured by two things, namely the number of tourists visiting an object and the time span of the destination's evolutionary journey .

A tourist destination area is a geographical location located in one or more administrative regions as intended in Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism which contains information about tourist attractions, public facilities, tourism facilities, accessibility, and people who visit. Interact with each other. Related to and increasing the success of tourism implementation [12]. All items that can attract tourists, including the environment, historical buildings, art and contemporary recreational facilities, are called tourist attractions [13]. According to Mill (2000), indicators of tourist destination development include:

- Availability of interesting natural and cultural tourist attractions
- Good accessibility to destinations
- Availability of tourism supporting facilities and infrastructure
- Effective promotion of tourist destinations
- The quality of the tourist experience at the destination

2.2 *Cultural Tourism*

Cultural tourism theory involves various views from experts, but some general concepts include the understanding that tourism can be a means of understanding, respecting, and experiencing the cultural heritage of an area [14]. The importance of interactions between tourists and local

communities in preserving culture. There is also an economic approach that emphasizes the contribution of tourism to the cultural and economic development of a destination [15].

Cultural tourism is tourism whose main attraction is the cultural element. Attractions in tourism can be in the form of performing arts, museum buildings or other similar attractions [16]. The UNESCO agreement states that there are various intangible cultures that can be developed into tourism offerings, including art performances, languages, local knowledge, rituals, social activities, festivals and handicrafts. Cultural tourism has several positive impacts, including Conservation and Adaptive Re-use, Economic Benefit, and Provision of leisure and recreation facilities [17].

Several forms of cultural tourism are historical, religious and educational tourism. There are 12 cultural elements that have the potential to be attractive to tourists, including community traditions, language, handicrafts, music and art, food and eating habits, history, local people's dress code, work methods and technology, architectural forms and characteristics of buildings, religion, education system, and activities to fill free time [18].

The impact that tourism has on culture cannot be separated from the interaction patterns between them which tend to be dynamic and positive. This dynamic is developing, because culture plays an important role in the sustainable development of tourism and vice versa, tourism plays a role in revitalizing culture. The positive characteristics of this dynamic are shown by cultural patterns being able to increase tourism and tourism also being able to advance culture [19].

Tourism development has both positive and negative impacts on the regions and communities where tourism activities are carried out. In general, tourism has a positive impact on the economy, namely increasing people's income in tourist destination areas, opening up employment opportunities, and improving infrastructure and public facilities in tourist destination areas [20]. However, tourism can also have negative impacts, such as socio-cultural degradation of society.

a. Social Aspects

Cultural tourism can foster mutual understanding between people and culture (cross cultural understanding) due to interactions between tourists and local communities. However, he also sees the potential for cultural cruelty if cultural uniformity occurs. With cultural tourism, traditions and the ritual ceremonies of a local community that were previously faded can be revived and preserved again.

b. Economic Aspects

According to Shirley (1983), the development of cultural tourism helps create employment opportunities and stimulate the development of local creative and craft industries. Along with the flood of foreign tourists who are interested in cultural tourism objects, commercialization of local arts and culture for tourists can be done Increasing the economic value of the cultural heritage.

c. Cultural Aspects

Cultural tourism can trigger the revitalization of traditions and rituals, so that culture does not become extinct among local communities. Tourism affects cultural authenticity, as it is the local culture that has to conform to the exotic image expected by foreign tourists. Foreign tourist visits have an impact on the flow of new information and values into local traditional communities.

3. METHODS

The data analysis method used is descriptive qualitative which is useful for developing theories that have been built from data that has been obtained in the field. In the initial stage of the qualitative research method, the researcher carried out exploration, then carried out in-depth data collection, starting from observation to preparing reports [21].

The data processing techniques are as follows; 1) after the data is obtained and collected by literature studies, observations and direct interviews with stadium managers, the data is compiled for the purpose of exploring information related to social, economic and cultural aspects in Cultural Tourism at the Gelora Bung Karno Main Stadium, 2) the data has been edited and then sorted analyzed according to the research objectives, and 3) the

data is presented and then interpreted the data to obtain conclusions. The data analysis used in this analysis is descriptive qualitative.

4. RESULTS AND DISCUSSION

Based on this study, the impact of cultural tourism at the Gelora Bung Karno Main Stadium (SUGBK) has been analyzed. The results show that culturally, the presence of various traditional arts performances held at the stadium helps preserve ancestral heritage and makes a positive contribution to the local community. Economically, tourism activities create business opportunities such as street vendors and souvenir sellers around the stadium. Socially, the existence of cultural agendas such as art festivals and music concerts at stadiums becomes a means of cross-cultural interaction and enriches people's insight. This impact is in line with the theory that cultural tourism has the potential to increase cross-cultural understanding, create economic opportunities and preserve Indonesia's cultural heritage.

This study also suggests cultural tourism development strategies, such as collaborating with local arts and culture communities to maximize positive social impacts, enriching museum collections to increase awareness of cultural heritage preservation, and organizing exhibitions to attract diverse communities.

This discussion is in line with the theory that the development of cultural tourism can become tourism potential and can support tourism activities by preserving local cultural wisdom. This also emphasizes the importance of preserving local cultural wisdom to support tourism activities. Following is the discussion.

4.1 Cultural Tourism Gelora Bung Karno Main Stadium

The Gelora Bung Karno Main Stadium (SUGBK) is not only a sports arena but also an attractive cultural tourism destination in Indonesia. With a rich history and various cultural events, Gelora Bung Karno is an attractive destination for visitors who want to enjoy the richness of Indonesian culture. With a large capacity, every year, this stadium hosts

various arts and cultural events, such as music concerts, art exhibitions, traditional dance performances and cultural festivals. The cultural festival held at the Gelora Bung Karno Main Stadium provides an opportunity for ethnic groups and artistic communities to share their cultural heritage through traditional dance performances, music and exhibitions.

The Gelora Bung Karno Main Stadium also functions as a venue for cultural ceremonies and national celebrations, such as commemorating Indonesian Independence Day. By combining sports, arts and culture, this stadium offers a holistic experience that enriches visitors' knowledge and awareness of Indonesia's cultural heritage.

Apart from that, Gelora Bung Karno also organizes various international events, including concerts by famous artists and sports matches of various types. The diversity of events at this stadium creates a special attraction for local and foreign tourists who want to experience Jakarta's cultural life.

According to our observations, the Gelora Bung Karno Main Stadium offers cultural tourism through various activities and facilities, including :

a. Gelora Bung Karno Museum

Displays a collection of history and memorabilia related to sports, culture and events that occurred at Gelora Bung Karno.

b. Arts and Performances

Gelora Bung Karno often hosts art performances, concerts and cultural festivals by local and international artists.

c. Monuments and Statues

Around Gelora Bung Karno there are monuments and statues that visualize historical events and national pride.

d. Stadium Tour

Visitors can take a tour to explore the Gelora Bung Karno facilities, understand its history, and explore the main halls.

e. Surrounding Area

Gelora Bung Karno Main Stadium is located in a tourist-friendly area with parks, recreation areas and restaurants.

Gelora Bung Karno Main Stadium (SUGBK) is also one of the best stadiums in the world with complete and modern facilities. The

following are the main facilities that SUGBK has:

a. Grass Quality and Drainage

The main field uses FIFA standard grass (*Zoysia Matrella*) which is equipped with a drainage system under the grass to avoid puddles of water when it rains.

b. Sound System

Gelora Bung Karno uses a clear and comprehensive sound system, which previously used a stereo sound system, but has now been improved.

c. Single Seat Chair

After renovation, the number of seats at the Gelora Bung Karno Stadium was reduced to around 78,000, but was replaced with more comfortable single seats. Each seat can be reserved online, and spectators are assigned a seat number.

d. Capacity and Type of Chair

Seating capacity is around 78,000 (Premium Single Seat). Using a flip-up single seat type according to FIFA safety standards.

e. CCTV and Lighting Technology

7K CCTV system with facial and audience activity detection. In addition, there is now a 3000 lux lighting system supporting HD quality for software-based live broadcasts.

f. Disabled Facilities

The Gelora Bung Karno Stadium provides hundreds of seats and access disabled-friendly entry. There are lifts spread across 24 sectors.

g. Wifi connection

There is a WiFi connection with stable internet, accessible to all visitors throughout the stadium.

h. International Standard Toilet

Gelora Bung Karno provides 100 toilets with international standards in the entrance yard. The toilet is also equipped with a sink and urinal.

i. Bung Karno's Gelora Room

The Gelora Bung Karno room can be rented out for office and other purposes. There are facilities in the Gelora Bung Karno Room such as a prayer room, air conditioning, cashless parking, disabled facilities, internet and lift.

j. Solar Electricity

Gelora Bung Karno uses electricity from solar power on top of the stadium with a

capacity of up to 450 KW. This is an effort to save energy and be environmentally friendly.

The discussion in this research may include an analysis of the impact of cultural tourism on the Gelora Bung Karno Main Stadium in terms of social, economic and cultural aspects. From a social aspect, the Gelora Bung Karno Main Stadium can be a gathering place for the community to enjoy sporting events and concerts. This can strengthen social ties and shared identity. The Gelora Bung Karno Main Stadium also collaborates with PT Adaro Energy Tbk through the naming rights program, so that this stadium is known as the Gelora Bung Karno Main Stadium – Adaro Energy. The agreement includes the right to use Adaro energy's name and logo at the stadium as a form of cooperation between Adaro Energy and the party managing the stadium. From an economic aspect, the presence of cultural tourism around the Gelora Bung Karno Main Stadium creates business opportunities for local traders (food and drink), the hotel sector, as well as selling souvenirs around the Gelora Bung Karno Stadium. Apart from that, the Gelora Bung Karno Main Stadium collaborates with several agencies, one of which is the Ministry of Tourism and Creative Economy. Meanwhile, from a cultural aspect, this stadium is an arena for promoting Indonesia's cultural heritage through various arts events and cultural activities, making this stadium a center for activities that support the preservation of cultural heritage.

4.2 Impact of Cultural Tourism At Gelora Bung Karno Main Stadium

Cultural tourism activities at Gelora Bung Karno Main Stadium have a significant impact on aspects such as social, economic, and culture. Here is the explanation :

a. Social Aspect

• **Cross-Cultural Interaction**

Arts festivals and cultural performances at SUGBK are a means of interaction between communities from various ethnic groups. This can foster mutual cultural understanding (cross cultural understanding).

- Preservation of Cultural Traditions
Traditional arts performances at SUGBK help preserve traditions that were previously fading.
- Mutual Understanding of Cultural Diversity
Cultural events at SUGBK introduce the diversity of Indonesian ethnicity, religion, race & culture to the community.

From the social aspect, there are several points that can be taken from this aspect, including :

1) As a Historical Place

Gelora Bung Karno Main Stadium is not only a sports facility, but also has high historical value. This stadium was built in 1962 by President Soekarno and is an important historical site in Indonesian history. A visit to this stadium can provide benefits that increase understanding of history and culture for visitors.

2) Cultural Tourism and Social Aspects

Cultural tourism at the Gelora Bung Karno Main Stadium can be a forum for positive social interaction. Visiting this stadium not only offers sports and arts experiences, but also meeting people from different cultures. This will deepen people's understanding of Indonesia's cultural diversity.

3) The Role of the Manager in Cultural Tourism

The Gelora Bung Karno Management Agency (BP-Gelora Bung Karno), which is a government institution, has a big responsibility in organizing cultural events at the stadium. Managers are not only responsible for managing facilities, but must also ensure that the events held support social aspects, such as community participation and maintaining cultural values.

4) Social and Educational Programs

Management can design social and educational programs related to cultural tourism at the stadium, such as: educational tours, art workshops and other initiatives that provide positive benefits for the surrounding community.

5) Collaboration with local communities

It is important for managers to collaborate with local communities, such as

collaborating with local artists, small businesses and cultural institutions, so that cultural tourism at the stadium can have a direct positive impact on the surrounding community.

6) Encouraging Local Tourism

The presence of cultural tourism at the Gelora Bung Karno Main Stadium will not only bring benefits in terms of education and entertainment, but will also encourage the growth of local tourism. Visitors not only enjoy state-of-the-art sports facilities, but also diverse cultural experiences.

b. Economic Aspect

The management of the Gelora Bung Karno Main Stadium collaborates with the Ministry of Tourism and Creative Economy, because it has an important role in the economic aspects of the stadium. Through organizing large events, they can stimulate economic growth, attracting the attention of domestic and international tourists who make a significant contribution to the tourism sector. In addition, by utilizing the potential of the creative economy, such as art, design and entertainment, the ministry has the potential to create jobs, revive local creative industries and provide an economic boost to the area around Gelora Bung Karno. By implementing smart strategies, Gelora Bung Karno has the opportunity to become a sustainable economic center, and have a widespread positive impact.

- Employment & Creative Industries

Cultural events at SUGBK create jobs, such as street vendors. Encourage the development of creative industries related to performing arts and crafts.

- Foreign Exchange Contribution

The increase in foreign tourists interested in Indonesian culture has an impact on tourism foreign exchange.

- Economic value of cultural heritage

Commercialization of culture through tourism increases the economic value of cultural heritage.

The following are several economic aspects that can be explained regarding cultural tourism at this stadium :

1) Tourism Income

Local and international tourist visits provide a significant contribution to regional income, such as income from entrance tickets and souvenirs.

2) Local Economic Development

This stadium has become an important cultural tourist attraction capable of increasing tourist visits and providing economic contributions through tourism sector income. The presence of tourism in the stadium area also encourages the development of local economic businesses such as retail trade, restaurants, hotels and other small businesses around the stadium.

3) Infrastructure Development

Increasing tourism at the Gelora Bung Karno Main Stadium creates investment opportunities and better infrastructure development. This benefits visitor accessibility and local resident comfort. Increased tourism activity also opens up new jobs which can reduce unemployment in the area. The Ministry's role in this case can be to facilitate the development of tourism infrastructure around the Stadium, such as improving accessibility, transportation and public facilities to improve the tourist experience.

4) Optimizing Assets and Facilities

Gelora Bung Karno Main Stadium has physical assets and facilities that have great potential to be developed, not only for sports activities but also for creative economic activities. For example, buildings, fields, open spaces and other supporting infrastructure can be utilized optimally for various cultural festivals, art exhibitions, music concerts, culinary events and so on. In this way, the wider community can enjoy Gelora Bung Karno's facilities. The use of green open spaces within the Gelora Bung Karno complex also has great potential to be developed as a public recreation park or urban farming by involving the community and local MSME actors. Apart from increasing the social interaction of city residents, this can also open up new environmentally friendly economic opportunities.

5) Destination Promotion

Gelora Bung Karno Main Stadium can be the center of tourism promotion campaigns. Effective advertising efforts can increase the

number of domestic and international tourists, which in turn can make a positive contribution to the economy.

6) Tourism Investment

The success of the Gelora Bung Karno Main Stadium as a cultural tourism destination will likely increase investor interest in developing tourism projects in the region. This investment can provide long-term benefits for economic growth.

c. Cultural Aspects

- Preservation of traditions

SUGBK sparked the revitalization of almost extinct traditions such as communal dance.

- Cultural authenticity

Local culture is adapted to the exotic picture expected by foreign tourists.

- Changes in cultural values

Foreign tourists can bring new values & information that influence local culture.

The Gelora Bung Karno Main Stadium is a symbol of sports and culture in Indonesia, especially Jakarta. Basically, this stadium is known as a venue for various sporting events such as football, athletics and music concerts. However, the cultural aspects of this stadium can be studied from various points of view, such as :

- 1) Architecture and Design, this stadium was built in 1962 and designed by architect Frederich Ssilaban. The architecture of the building reflects the contemporary modern style of its time. Cultural aspects related to architecture provide an overview of the diversity of Indonesian culture at this time.
- 2) Gelora Bung Karno Main Stadium is a forum for promoting the richness of Indonesian culture through various arts and cultural events such as cultural festivals, traditional dance performances, exhibitions and arts. This supports efforts to preserve cultural heritage.
- 3) The Gelora Bung Karno Museum holds historical collections related to Indonesian stadiums and sports. This museum really helps preserve historical heritage through educating visitors.

- 4) The monuments and statues in the stadium area represent the values of nationalism and the fighting spirit of the Indonesian people. This can strengthen the nation's character.
- 5) Through various arts and cultural events at this stadium, the public can understand the diversity of ethnicities, races, religions and cultures that exist in Indonesia. This encourages community solidarity and tolerance.
- 6) Cultural events at the stadium provide an opportunity for local artists and communities to showcase their artistic and cultural works. This contributes to the preservation of local art.

When analyzing cultural tourism at the Gelora Bung Karno Main Stadium, you must

pay attention to social, economic, cultural aspects and the involvement of local communities so as not to damage existing cultural values.



4.3 SWOT Analysis

Table 1. SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none"> • Gelora Bung Karno Main Stadium has social appeal because it has historical value and national symbolism. • The Gelora Bung Karno Complex is a sports and recreation public space which has been designated as a cultural heritage through the Decree of the Governor of DKI Jakarta Number 475 of 1993. • Potential to promote Indonesia's rich culture through events and performances. • This stadium's facilities are modern and the infrastructure supports cultural events. • Strategic location in the center of the capital, easily accessible by various transportation, such as KAI Commuter, MRT Jakarta, and Transjakarta. 	<ul style="list-style-type: none"> • Lack of direct interaction with local communities in supporting cultural events. • Uncertainty of revenue for cultural events compared to sporting events. • Likely to face resistance from parts of the public who see stadiums only as sports venues. • Lack of sufficient focus on developing and preserving local culture.

Opportunity	Threat
<ul style="list-style-type: none"> • Opportunities to collaborate with local communities to increase positive social impact. • Opportunities to host cultural events that promote diversity and social inclusion. • Developing tourism packages that include the local economy, such as crafts and culinary delights. • Opportunities to increase revenue through sponsorship and business partners related to cultural events. • Opportunities to enhance cultural education through events and exhibitions. 	<ul style="list-style-type: none"> • Competition from other tourist destinations that are more active in involving the community. • Economic uncertainty can affect people's purchasing power to participate in cultural events. • Lack of interest from the public in traditional cultural events. • Competition from other cultural venues in Jakarta.

Source: Data Processing Results

5. CONCLUSION

Based on the results of research on cultural tourism at the Gelora Bung Karno Main Stadium, it can be concluded that cultural tourism at the stadium has a positive impact on the social, economic and cultural aspects of the surrounding community, such as increasing awareness of cultural heritage preservation, community empowerment through training and mentoring for MSMEs, as well as increased tourist interest. However, developing cultural tourism requires careful planning and collaboration with the local arts and culture community. Qualitative research methods are used to gain an in-depth understanding of the potential and challenges of development. In this development, it is important to pay attention to the diversity of ethnic groups in Indonesia by holding traditional fashion exhibitions that can attract people and enrich the cultural tourism experience. Efforts are also needed to enrich museum collections and educational programs to increase awareness of cultural heritage preservation, accompanied by effective promotion. Thus, the development of cultural tourism in the SUGBK area has the potential to make a positive contribution to society and preserve Indonesia's cultural heritage.

Based on the research results, it is recommended to increase collaboration with local arts and culture communities to maximize the positive social impact of the cultural agenda at SUGBK, such as tourism CSR programs in the form of training and mentoring for MSMEs as well as providing cultural educational tours for students. Apart from that, it is necessary to enrich the GBK Museum collection and organize interesting educational programs to increase awareness of cultural heritage preservation, accompanied by effective promotions to increase tourist interest. It is also recommended to hold traditional fashion exhibitions from various tribes to attract public attention. For future researchers, it is recommended to use quantitative survey methods to determine visitor preferences, quantitatively examine economic impacts, and examine the challenges of tourism and creative economy development in SUGBK from the manager's perspective. Thus, it is hoped that this research can become a reference for developing cultural tourism in SUGBK which is beneficial for the community and preserving Indonesian culture.

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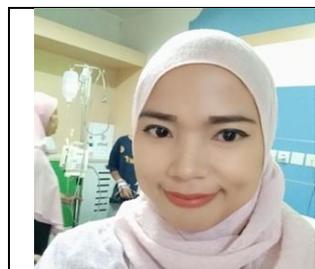
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BIOGRAPHIES OF AUTHORS



Rizki Nurul Nugraha, SST.Par., MM.Par, Graduate from master Program Tourism Administration STP Bandung 2015, Lecture at Nasional University Jakarta. As a tourism consultant specialist for Tourism Planning and Development.
Email: rizki.nurul@civitas.unas.ac.id, ORCID: 0009000734368750