

Environmental Impact on Sustainability in The Old City of Jakarta Tourism Destinations

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ABSTRACT

This research aims to identify and analyze the environmental impacts that may occur in the Old City of Jakarta Tourism and its impact on environmental sustainability in the area. The research methods used were field surveys, interviews, and data analysis using SWOC. Research findings show that tourist activities in the Old City of Jakarta have a significant impact on the environment, including waste management, building conservation, tourist behavior and community participation. These impacts can affect the sustainability of Jakarta's Old City tourism, and can also threaten the sustainability of Jakarta's Old City tourism if not handled quickly and appropriately. Therefore, recommendations are given to implement mitigation and sustainable management measures to minimize negative impacts and increase environmental sustainability in Jakarta's Old City Tourism.

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1. INTRODUCTION

Sustainable tourism, defined by the World Tourism Organization (UNWTO), is tourism that considers current and future economic, social, and environmental impacts. This tourism responds to the needs of visitors, the (tourism) industry, the environment, and local and host communities. UNWTO explains that sustainable tourism is development that is environmentally friendly, economically viable, and ethically and socially fair for society. Sustainable tourism is also defined as an integrated and organized effort to develop the quality of life by managing the provision, development, use and maintenance of natural and cultural resources in a sustainable manner. In the context of sustainable development, sustainable tourism can be defined as tourism

development that meets tourist needs, ensures environmental sustainability, and brings benefits to the world today and in the future.

According to the Global Sustainable Tourism Council (GSTC), sustainable tourism criteria are the minimum efforts that every tourism management organization needs to achieve when considering sustainability in their practices. Sustainable Tourism Development is a structured and organized effort to improve the quality of life by managing the development, provision, maintenance and use of resources in a sustainable manner. Sustainable tourism is one of the important factors that influences tourist destinations to survive from present to future generations. Sustainable tourism development does not only address

environmental issues, but also includes issues of democracy, human rights and other broader issues.

In the Old City area of Jakarta, sustainable tourism development is very important because this area has great potential as a historical tourist spot. With a long history and rich cultural heritage, Kota Tua Jakarta offers an immersive experience of Jakarta's culture and history. One of the main attractions of the Old City is the Fatahillah park and other historical buildings such as museums and ancient shops. However, the physical development of buildings, population density and environmental damage in the Old City of Jakarta are challenges in developing sustainable tourism in this area. Therefore, good planning is needed to develop sustainable tourism in the Old City of Jakarta, by involving stakeholders to protect and maintain the environment and reduce the negative impact of tourism on the environment.

2. LITERATURE REVIEW

2.1 Sustainable Tourism

According to the World Tourism Organization (UNWTO), sustainable tourism is tourism that fully considers current and future financial, social and environmental impacts, taking into account the needs of visitors and the tourism industry, the environment and surrounding communities [1]–[3]. Sustainable tourism implies efforts to meet current tourism needs without reducing or even giving up future desires [4]–[7]. Economic tourism empowers the management of existing assets to meet needs and preserve culture, biodiversity, the environment and living systems. Therefore, viable tourism implies a type of tourism that considers the current situation and the impacts that will arise in the future financially, socially and ecologically [8].

2.2 Sustainable Tourism Environment

A sustainable tourism environment can be defined as a place where individuals travel for the purpose of tourism or recreation to fulfill various needs. Tourism progress includes positive impacts on society. Tourism has been proven to be able to move the economy through speculation, opening up jobs, opening up trade and ultimately bringing progress in the welfare of society.

According to Haris in a quote [9], the concept of sustainability in environmental factors is needed to support sustainable tourism development, and environmental aspects are aspects that need to be considered. when discussing design. Highlighted. The reason is, this aspect is directly related to environmental sustainability factors. This aims to ensure clear and real environmental sustainability indicators.

The factors that comprise a Sustainable Tourism environment are as follows:

- a) Waste Management: is a series of activities carried out to manage waste efficiently,
- b) Tourist Behavior: is a series of actions carried out by individuals, groups or organizations.
- c) Building Conservation: is an effort to maintain, maintain and restore historic or culturally significant buildings with the aim of preserving the historical, architectural and cultural values contained therein.
- d) Community Participation: is the mental and emotional participation of the community who

contribute their ideas to the development process.

2.3 *Environmental Impact for Sustainable Tourism.*

Environmental impacts for sustainable tourism refer to the positive or negative consequences that arise as a result of tourism activities on the natural and cultural environment in tourist destinations. These impacts can be short term or long term, and can be felt locally or globally.

According to the World Tourism Organization (UNWTO), the environmental impact of the Sustainable tourism sector involves several aspects, including, in a journal quote [10]:

1. Positive Impact:

a) Reducing Environmental Pollution

Reducing environmental pollution is an effort to reduce or prevent the entry of substances or energy into the environment that can damage the balance of the ecosystem and endanger the health of humans and other living creatures.

b) Building Maintenance

Building maintenance aims to maintain the sustainability and authenticity of cultural heritage, prevent degradation, and ensure that the building can be enjoyed by future generations.

c) Environmental Understanding

Tourism can increase awareness and understanding of the importance of environmental conservation among tourists and local communities.

d) Community Empowerment.

Through sustainable tourism models, local communities can be part of environmental conservation initiatives and gain economic benefits.

2) Negative Impact:

a) Environmental Pollution

Increased waste can cause damage to the environment.

b) Tourist Ethics

Tourist mobility can cause increased greenhouse gas emissions and waste.

c) Tourist Density

Increased human activity can affect the microclimate and sustainability of local ecosystems.

3. METHODS

The methodological approach used in this research is qualitative [11] explains that qualitative research is descriptive research. This research uses words or sentences separated according to their respective categories to describe the data to arrive at conclusions. According to Creswell in [12] it is stated that qualitative research methods are methods used to explore and understand central phenomena. Central symptoms are obtained through an interview process with informational results in written or textual form. Next, collect and analyze the information. The final result of this research is a written report. Therefore, qualitative methods are the same as descriptive methods. This method examines data obtained by translating words or sentences into utterances which are the conclusions of data analysis.

Therefore, the reason for using a qualitative approach is because this research relates to data that is not in the form of numbers, but in the form of the results of interviews by the Area, Community and Tourist Management Unit in the Old City of Jakarta tourism.

In this research we also used SWOC Analysis, which is a strategic planning technique that is divided into two factors, namely external and internal, used to clearly describe strategies for opportunities and challenges in Old Town Jakarta tourism, so that they can be adjusted to the strengths and weaknesses of Padepokan Ciliwung Condet. SWOC analysis is a form of situation analysis by systematically identifying various factors regarding the strengths and weaknesses of an organization and opportunities and challenges and can identify the weaknesses and strengths of an organization, and see existing opportunities and challenges currently being faced by a tourist destination.

According to (Hardianto & Lili Widya, 2017) SWOC analysis identifies the weaknesses and strengths of the organization, and looks at the existing opportunities and challenges being faced by the organization. Organizational strategic decisions require consideration of internal factors which include strengths and weaknesses as well as external factors which include opportunities and challenges. SWOC analysis aims to find important aspects of an institution's strengths, weaknesses, opportunities and challenges so that it is able to maximize strengths, minimize weaknesses, answer challenges and build opportunities. The process of analyzing, formulating and evaluating strategies is called strategic planning. The main objective of strategic planning is so that the organization can objectively see internal and external conditions, so that the organization can anticipate changes in the external environment.

4. RESULTS AND DISCUSSION

4.1 General overview of Jakarta's Old City tourism

Kota Tua is a tourist gem in the West Jakarta area and is the result of collaboration between all existing ethnicities such as Chinese, Sundanese, Betawi and Javanese. Collaboration built over hundreds of years. It has easy access to various places and has tourism potential in the fields of history, ancient monuments, art, culture and religion.

Apart from that, it also has tourism potential in the fields of shopping, health and various typical Peranakan culinary delights. Kota Tua Jakarta, also known as Old Batavia (Oud Batavia), is a small area in Jakarta, Indonesia. This special area has an area of 1.3 square kilometers that crosses North Jakarta and West Jakarta (Pinangisia, Taman Sari, and Roa Malaka). Nicknamed the "Jewel of Asia" and "Queen of the East" in the 16th century by European sailors, Old Jakarta is considered the trade center of the Asian continent due to its strategic location and abundant resources.

The Kota Lama area includes buildings that have high historical and architectural value. Some of these buildings are used as museums which are historical tourist attractions visited by many local and foreign tourists. Nearby there are five museum buildings, namely the Fatahillah Museum (Jakarta History Museum), the Wayang Museum, the Fine Arts and Ceramics Museum, as well as the Bank Mandiri Museum and the Bank Indonesia Museum. The historical objects there can add insight into the history of the city of Jakarta. The atmosphere in this hundreds of years old museum building makes visitors who come feel like they are in colonial times. In the Kota Tua tourist destination, there are also supporting facilities available, namely there are several restaurants available in Kota Lama, namely, Bangi Kopi Tiam, Batavia Market, Cafe Batavia, Historia, Padang Merdeka Restaurant, Toilets are available in various places, Trash cans are available. are in every tourist corner of the Old City and prayer rooms.

4.2 The Potential of Sustainable Tourism in Old Town Jakarta Tourist Destinations.

To identify the environmental potential of sustainable tourism in the Old City of Jakarta Tourism, researchers identified the environmental potential of the Old City of Jakarta tourism in terms of environmental impact, environmental management in the Old City of Jakarta Tourism is crucial in supporting environmental sustainability,

from the results of interviews by Mr. Irfan as the Jakarta Old City Area Management Unit "This environmental management includes a holistic series of the importance of managing waste, preserving historic buildings, and community participation with an environmentally friendly approach

manifested through the application of green or clean environmental technology management that can help reduce negative environmental footprints, by harmonizing "This effort can make Jakarta Old City Tourism a sustainable destination."

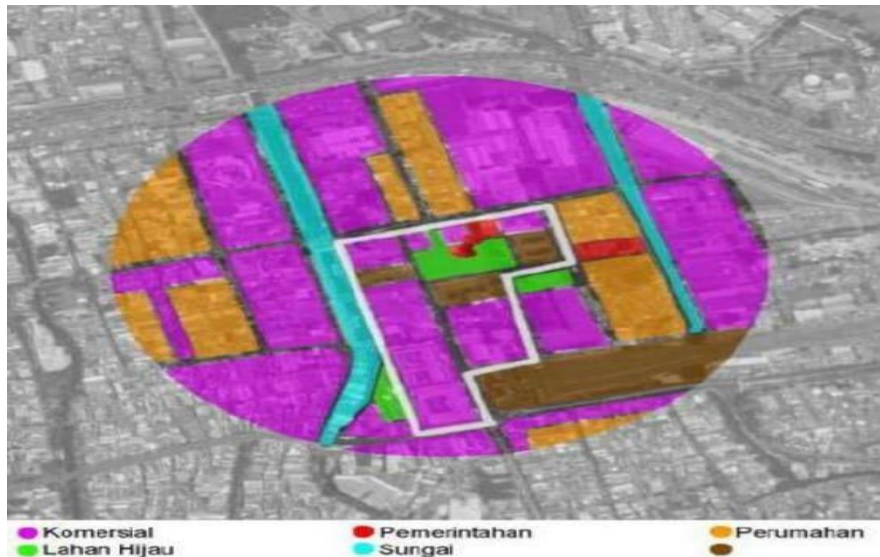


Figure 1.

From the picture above, it can be seen that Taman Fatahillah Square is the center of the Old City area as part of Old City tourism and is located on land that can be used as green open space. There are various types of buildings around the square, including: B. Commercial and public institutions. The Old City is surrounded by commercial facilities, residential areas, residential areas, and

several public facilities. As seen in the picture above, the environmental conditions around the Kota Lama area include sufficient vegetation to provide shade, especially for pedestrians. Apart from vegetation, the Kota Tua area is also bordered by two rivers, namely the Kali Kurukut River which flows to the Sunda Kelapa port in the north.



Figure 2.

Through the picture above, it can be seen that the trash bins available for tourists visiting the Old City of Jakarta Tourism are divided into 3 types, namely Organic, Inorganic and Non-Organic which can help

sort waste and assist in recycling so that the Area and Community Management Unit at Jakarta Old Town Tourism can ensure that recyclable materials do not end up in landfills.



Figure 3.

Through the picture above, it can be seen that the buildings in Kota Tua Tourism are located in an area that is included in the cultural heritage category. This means that many old buildings are still well maintained,

from the height of the building to the shape of the building itself. This building in Jakarta's Old City Tour is a historic building that is well maintained due to factors such as maintenance and restoration.



Figure 4.

Through the picture above, it can be seen that the joint cleaning program in the Old City tourist area of Jakarta is based on direct community involvement in maintaining the cleanliness and beauty of the tourist environment. This joint cleaning at the Old City of Jakarta Tourism involves tourism managers and the local community. This activity is carried out every week regularly to neutralize the area in the Old City of Jakarta.

4.3 Environmental Impact on Sustainability in Tourism in the Old City of Jakarta.

Based on the results of interviews conducted by researchers, researchers can

describe that the sustainable existence of the Old City of Jakarta tourist destination has an impact on the environment around the Old City of Jakarta. The environmental impact of Kota Tua can be seen from two aspects, namely positive impacts and negative impacts.

1. Positive Impact

According to the World Tourism Organization (UNWTO), the environmental impact of the Sustainable tourism sector involves several aspects, including, in a journal quote (Ikhlassia Mutiara, 2018):

a) Reducing Environmental Pollution

The Old City of Jakarta in reducing environmental pollution has a big impact on good environmental sustainability because it can provide a good image for tourism in the Old City of Jakarta.

As stated by Mr. Irfan as the Management Unit for the Old City of Jakarta and the Old City of Jakarta Community, "in reducing environmental pollution, we carry out waste management in the Old City of Jakarta, especially in Taman Fatahillah in the Old City of Jakarta, using several methods, namely a waste collection system. with an orderly system and covering an adequate area in every corner of the Old City of Jakarta where trash cans are available for tourists visiting the Old City of Jakarta Tourism. Trash bins at the Old City of Jakarta tourist attraction are divided into 3 types, namely Organic, Inorganic and Non-Organic which can help sort waste and assist in recycling so that the Area and Community Management Unit at the Old City Tourism of Jakarta can ensure that materials can be recycled. not going to landfill, educating the public about the impact of waste on the environment and also carrying out routine cleaning and maintenance with the local community in tourist areas from waste to maintain visual beauty and avoid the potential for visual pollution in waste management at the Old City of Jakarta tourist attraction managed by "The DKI Jakarta Provincial Tourism and Culture Department is assisted by the Jakarta Old City Area Management Unit, the management unit for museums and communities and the people around the Jakarta Old City tourism area, especially Fatahillah Park, Jakarta Old City."

b) Building Maintenance

The maintenance of this building in the Old City of Jakarta has a big impact on environmental sustainability because it can provide a good image for tourism in the Old City of Jakarta.

Based on an interview with Mr. Irfan as the management unit for the Kota Tua area, "maintaining these historic buildings has a big impact on the sustainability of Jakarta's Old Town tourism because the conservation of

historic buildings can evaluate the physical condition of the buildings to determine the level of damage and the urgency of conservation and maintenance actions required. and restoration of historical buildings in the Old City of Jakarta tourism are important aspects in ensuring the sustainability of the cultural heritage in the Old City of Jakarta. "Conservation of historical buildings in the Old City of Jakarta Tourism is managed by the management of the respective museums in the Old City of Jakarta Tourism which is assisted by the DKI Jakarta Provincial Tourism and Culture Office, especially Taman Fatahillah Old City of Jakarta."

c) Environmental Understanding

In understanding the environment, the Old City of Jakarta has a big impact on good environmental sustainability because it can provide a good image for tourism. This Old City of Jakarta has a good impact on tourism sustainability.

Based on interviews with tourists and the Kawasam Management Unit in Kota Tua Jakarta, Kota Tua Jakarta "because of this environmental understanding, those who are environmentally conscious will tend to comply more with the rules in Kota Tua Jakarta, such as not littering and reducing the use of plastic. Environmentally conscious tourists are likely to seek information about the environmental impact of their visit to Jakarta's Old City, and they may share this knowledge with others, helping to spread awareness and inspire positive behavioral change. By behaving responsibly.

d) Community Empowerment

The Old City of Jakarta in empowering the community has a big impact on good environmental sustainability because it can provide a good image for tourism. The Old City of Jakarta has a good impact on tourism sustainability.

Based on an interview with Mr. Cevi as a member of the community and bicycle community in the Old City of Jakarta, "this community empowerment has had a big and good impact on the sustainability of tourism in the Old City of Jakarta. Because community

empowerment can help in handling waste, participation in the Jakarta Old City Joint Cleaning Program which has a direct impact on the cleanliness of the environment around Jakarta's Old City Tourism, the community also feels responsible for the cleanliness of public areas, such as Fatahillah Park or pedestrian paths. who can actively keep the place clean and comfortable. The community is also actively involved in managing the local environment by carrying out total cleaning efforts every Sunday to thoroughly clean every corner of the Old City of Jakarta and every day the local people and communities also clean up rubbish to avoid environmental pollution in the tourist area. Jakarta Old City”

2. Negative Impact

Apart from the positive environmental impact on sustainability which has been described above, it cannot be denied that there are also several negative impacts of the environmental impact of tourism on the sustainability of Jakarta Old City tourism, some of the negative impacts include:

a) Tourist Density

The density of tourists from dense tourist activities will increase environmental pollution, because dense visitors will also increase rubbish or environmental damage in the Jakarta Old City Tourism area, and can also damage buildings due to pollution caused by dense tourist activities in the Jakarta Old City Tourism area. , The more tourists who visit, the more waste is generated. This rubbish can pollute the environment and disrupt the ecosystem. Plastic waste, in particular, can be very detrimental because it is difficult to decompose and can pollute the ocean if not managed properly.

b) Tourist Ethics

This tourist ethics towards the environment in the Old City of Jakarta Tourism is because irresponsible tourist ethics can cause an increase in waste around the Old City of Jakarta. Waste that is not disposed of properly can pollute the environment and damage the aesthetics of historic places in the Old City of Jakarta. And behavior that lacks

respect for local culture, such as ignoring applicable rules which can damage the environment in Jakarta's Old City Tourism.

c) Environmental Pollution

Tourist activities can cause environmental pollution because irresponsible tourists will cause an increase in waste and can pollute the environment in the Old City of Jakarta tourism and damage the aesthetics of historical places in the Old City of Jakarta tourism, other tourist activities can also disrupt the air quality around tourist destinations, harming human health, and reducing the tourist experience. Mitigation efforts such as good waste management and the use of renewable energy are important to reduce the impact of environmental pollution on the tourist environment.

According to researchers from the research results, the Area Management Unit and the local Kota Tua community hope to increase awareness among visiting tourists to maintain environmental sustainability and cleanliness of the surrounding environment, so that this area is maintained and can be enjoyed for a long period of time. This is related to the history and culture of the Old City of Jakarta.

If these negative impact factors occur, other additional costs will arise for the local economy. According to researchers from the research results, tourists in the Old City of Jakarta hope to increase their awareness of maintaining environmental sustainability and cleanliness, so that this area is maintained. Efforts to increase tourists' understanding and awareness of this negative impact, by implementing regulations and better education both of which can help maintain a balance between tourism and environmental preservation in the Old City of Jakarta Tourism.

4.4 Sustainable Environmental Preservation Efforts for Tourism in the Old City of Jakarta.

According to Haris in a quote (I Nyoman.S, 2022) he sees that the concept of environmental sustainability, environmental factors (ecology) that are needed to support sustainable development, ecological aspects

are aspects that are highlighted a lot when discussing sustainable design. From the results of an interview with Mr. Irfan and the Jakarta Old City Area Management Unit, "This environment has a crucial influence on the sustainability of Jakarta Old City Tourism, such as waste management, building conservation, tourist behavior and community participation. This can increase tourism sustainability and maintain a balance between economic growth and environmental preservation in the Old City of Jakarta Tourism". In this case, researchers will identify sustainable tourism environmental factors in efforts to preserve the environment which influence the sustainability of Jakarta's Old City Tourism.

a) Waste Management

This waste management makes great efforts for good environmental sustainability because this waste management can provide a good image for tourism in the Old City of Jakarta. Waste Management is an effort to control pollution caused by the disposal of waste resulting from various human activities. By managing waste, it is intended that the implementation of waste management in the Old City of Jakarta runs well and regularly in accordance with predetermined plans. As said by Mr. Irfan as the Management Unit for the Jakarta Old City Area and the Jakarta Old City Community. Waste management at the Jakarta Old City tourist attraction is managed by the DKI Jakarta Provincial Tourism and Culture Office assisted by the Jakarta Old City Area Management Unit, the management unit for museums and communities and the people around the Jakarta Old City tourism area.

b) Conservation of Historical Buildings

Conservation of historic buildings also provides great efforts for the sustainability of Jakarta Old City tourism because historic building conservation can evaluate the physical condition of buildings to determine the level of damage and the urgency of conservation actions required and the maintenance and restoration of historic buildings in Jakarta Old City tourism is an

important aspect in ensuring the sustainability of the cultural heritage in Jakarta's Old City Tourism. As also said by Mr. Irfan as the Management Unit for the Kota Tua Jakarta Area and the Kota Tua Jakarta Community. The conservation of historical buildings in the Old City of Jakarta Tourism is managed by the management of the respective museums in the Old City of Jakarta Tourism which is assisted by the DKI Jakarta Provincial Tourism and Culture Office, especially Taman Fatahillah Old City of Jakarta.

c) Tourist Behavior

This tourist behavior also provides great efforts for the sustainability of tourism in the Old City of Jakarta because this tourist behavior can be the key to minimizing negative impacts. Through education and information, tourists can be empowered to understand the importance of maintaining environmental sustainability in Jakarta's Old City tourism. As said by Mr. Cevi as a Bicycle Community in the Old City of Jakarta. In this tourist behavior, visitors are always reminded not to litter and maintain the cleanliness of the surrounding environment, especially along streets and public areas. Responsible tourists can respect historical buildings, parks and the surrounding environment to preserve the environment for sustainability in Jakarta Old City Tour.

This tourist behavior has a crucial role in ensuring that visits do not damage, but rather support environmental sustainability and the preservation of historical heritage. Tourist behavior not only includes personal responsibility, but also creates a sustainable tourism environment that is appreciated and participated in by all visitors. By implementing good tourism ethics, the tourist experience can be more positive and make a positive contribution to environmental sustainability in Jakarta Old City tourism. Through awareness, education and active participation of tourists, it can be ensured that Jakarta's Old City tourism remains an enchanting destination and maintains its cultural and historical authenticity.

d) Community Participation

This community participation also provides great efforts for the sustainability of Jakarta Old City tourism because this community participation can maintain the environment in Jakarta Old City Tourism which can increase awareness of sustainability. Community participation in the Old City of Jakarta Tourism. With active participation the community can reduce waste by helping waste management in the Old City of Jakarta Tourism and the community can also promote an environmentally friendly lifestyle, the community can preserve historic buildings and culture which can maintain cultural integrity in the area. Jakarta Old City Tourism, with educational programs for tourists about historical values and cultural events in Jakarta's Old City, environmental education programs about the positive and

negative impacts of tourist activities that can make wiser decisions in supporting environmental sustainability in Jakarta Old City Tour.

Discussion Result

Based on the research results, data analysis uses SWOC analysis. The environmental impact on sustainability in Wusata Kota Tua Jakarta has two factors, namely internal factors and external factors. Identification of internal factors is needed to determine the appropriate impact for the related object in order to maximize the strength factors it has and minimize the weakness factors it has.

The following is a table of internal factors and a table of external factors. Environmental impact on sustainability in Jakarta Old City Tourism:

Tabel 1. Faktor Internal

NO	Strenghts	Weaknesses
1.	Effective waste management.	Tourist indifference regarding the lack of awareness or concern of tourists towards the environment in the Old City of Jakarta tourism.
2.	Tourist education that provides eductive information to tourists about the importance of protecting and preserving the environment of the Old City of Jakarta.	Lack of supervision of waste management activities can enable careless waste disposal which can be detrimental to the environment.
3.	The involvement of the local community can be a major force in protecting and preserving the environment of the Old City of Jakarta.	Lack of public environmental awareness about environmental impacts can hinder community participation.

Tabel 2. Faktor Eksternal

NO	Opportunities	Challenge
1.	Improving waste management infrastructure including the provision of modern waste disposal sites and recycling facilities.	Lack of effective waste management infrastructure and public awareness of waste sorting and recycling.
2.	Involving the community more actively in programs to protect and preserve the environment that creates shared responsibility.	Air pollution and humidity can damage historic structures that are vulnerable to environmental degradation.
3.	Design and develop environmentally friendly facilities including city parks.	Irresponsible behavior such as littering and lack of awareness of environmental aspects.

Tabel 3. Perhitungan Bobot dan Rating

NO	Strenght Factor	Bobot Rating Skor		
1.	Effective waste management.	0,15	4	0,60
2.	Tourist education that provides eductive information to tourists about the importance of protecting and preserving the environment of the Old City of Jakarta.	0,17	3	0,51

3. The involvement of the local community can be a major force in protecting and preserving the environment of the Old City of Jakarta.	0,14	4	0,56
Total Score	0,46		1,67
NO	Weaknesses Factor		Bobot RatingSkor
1. Tourist indifference regarding the lack of awareness or concern of tourists towards the environment in the Old City of Jakarta tourism.	0,15	3	0,45
2. Lack of supervision of waste management activities can enable careless waste disposal which can be detrimental to the environment.	0,20	2	0,40
3. Lack of public environmental awareness about environmental impacts can hinder community participation.	0,16	2	0,32
Total Score	0,51		1,17
Total	1,00		2,84
NO	Opportunity Factor		Bobot RatingSkor
1. Improving waste management infrastructure including the provision of modern waste disposal sites and recycling facilities.	0,16	2	0,40
2. Involving the community more actively in programs to protect and preserve the environment that creates shared responsibility.	0,14	3	0,45
3. Design and develop environmentally friendly facilities including city parks.	0,13	1	0,14
4. The Old City area of Jakarta has the potential to develop modern infrastructure to be environmentally friendly.	0,12	4	0,48
Total Score			0,55 1,77
NO	Challange Factor		Bobot RatingSkor
1. Lack of effective waste management infrastructure and public awareness of waste sorting and recycling.	0,10	3	0,30
2. Air pollution and humidity can damage historic structures that are vulnerable to environmental degradation.	0,11	3	0,33
3. Irresponsible behavior such as littering and lack of awareness of environmental aspects.	0,13	2	0,26
4. Maintaining environmental and cultural sustainability in the sustainability of Jakarta Old City tourism.	0,11	3	0,33
Total Score	0,45		1,22
Total	1,00		2,99

In the table above, you can see the total value of the Culinary IFAS matrix results in the Old City area of Jakarta using the total value in the results of internal factor analysis with a score of 2.84. This figure is in the above average category, indicating that environmental conditions are sustainable in the Old City area. Jakarta is in a good position.

It can also be seen that the total value of the EFAS matrix results in the Old City of Jakarta area using the total value in the results of the analysis of external factors with a score of 2.99, this figure is in the above average category, indicating that the external conditions in the environment in the Old City of Jakarta area are at good position.

From the SWOC matrix analysis, 4 main strategies can be prepared, namely S-O, W-O, S-C, and W-C. Each strategy has its own characteristics and should be implemented and implemented together and mutually support each other [13]

From the SWOC matrix analysis, 4 main strategies can be prepared, namely S-O, W-O, S-C, and W-C. Each strategy has its own characteristics and should be implemented and implemented together and mutually support each other [13].

- 1) S-O Strategy (Strengths - Opportunities) in this category there are various alternative strategies that take advantage of

they are in quadrant V and supported by strategies from the SWOC analysis is:

- 1) Improving the environment by improving management in terms of environmental maintenance and preservation, for the Area Management Unit, Community and Tourists so that the environment improves and what is implemented continues and is sustainable.
- 2) Reduce internal weaknesses by carrying out an environmental development plan that can be implemented by all actors in the Kota Tua area of Jakarta.
- 3) Taking advantage of external opportunities, such as tourists and environmental organizations or institutions that participate in preserving the environment so that tourism is more comfortable and cleaner.
- 4) Anticipate external challenges by carrying out evaluation plans in sustainable practice.

Competitive Advantages Compared to Other Tourism:

- 1) The Old City of Jakarta has a rich historical and cultural heritage, including historic buildings that reflect a mix of cultures.
- 2) The charm of Dutch colonial architecture which is still well preserved, adds to the attraction for tourists who are interested in history and architecture.
- 3) The existence of parks and open spaces around the tourist area provides a natural impression that tourists can enjoy.
- 4) There is an integrated sustainability program, such as waste management, environmentally friendly energy, and building preservation that

provides a positive image for the destination

- 5) Active participation of local communities in the management and preservation of tourist areas creates close ties with local communities.

This strategic analysis can help to overcome internal weaknesses and external threats, by always developing a sustainable environment. Apart from that, the Regional and Community Management Unit can also take advantage of new opportunities in tourism and improve the environment and attractiveness of the Old City of Jakarta for many local and foreign tourists.

5. CONCLUSION

Based on research, the environmental impact on sustainability in Jakarta's Old City Tourism creates a good environment for sustainability there. Although there are still challenges such as the behavior of tourists who litter due to lack of supervision, this environmental impact has enriched their interest and understanding of the environment. SWOC analysis shows that the strengths of the environmental impact on the sustainability of Jakarta Old City Tourism outweigh the weaknesses, while the opportunities outweigh the challenges. The appropriate strategy is S-O, namely taking advantage of opportunities by using the strengths you have. The results of the IFAS-EFAS calculation place the environmental impact on Jakarta Old City Tourism in quadrant V, namely the growth strategy through horizontal integration. The focus is on environmental development to create positive value for the destination, interactive tourist experiences and increased sustainability. Environmental impact in Jakarta Old City Tourism is an important strategy in tourism sustainability, especially in the preservation and maintenance of the surrounding area. Positive impacts include joint cleaning programs and preservation of buildings and tourist areas. However, the negative impact is irresponsible tourist

behavior, causing increased waste and environmental pollution. In the future, it is hoped that tourism actors in the Old City of Jakarta Tourism can develop and assess environmental impacts better.

ACKNOWLEDGEMENTS

In this research, useful suggestions for improving environmental development in sustainability in tourism can be improved through the availability of more modern and

efficient facilities to support environmental development to the maximum, then special programs or training on environmental education in managing the environment for tourism sustainability, conservation and The environmental maintenance provided ensures the sustainability of tourism by considering environmental impact factors in Old Town Jakarta Tourism. For the author of this article, there are limitations in its creation related to the environment.

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