

Trends and Tourists Purchasing Interest at The Souvenir Center of The Ragunan Zoo Wildlife Park

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ABSTRACT

This research focus on trend analysis and tourists' purchasing interest at souvenir center of the Ragunan zoo wildlife park. The research title chosen because souvenir center have has attraction potential that significant for visitors. and understanding factors that influence purchasing interest and tourists trend can provide the important insights for souvenir center management. Methodology that used is qualitative descriptive with analytical approach SWOC, involving observation and literature review. Problem Formulation includes an understanding of economic factor, social motives, that influence purchasing interest, impact of Anggrek park Ragunan to the trends of ornamental plant collection trends, and SWOC analysis to identify strengths, weakness, opportunities, and challenges in Ragunan souvenir center. This research aims to provide contribution to improve management and interest of souvenir product at this tourist destination.

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1. INTRODUCTION

The Tourism Industry is one of sector highest foreign exchange earner for Indonesia. Based on data Ministry of Tourism total Indonesia's tourism foreign exchange in 2018 amounting to \$19,29 M. Besides that based on data of World travel & Student Council, Indonesia is the number one of Southeast Asia as a country fastest growth in tourism sector [1].

In line with development of the times that increasingly modern, tourism actors demanded to creating creations and innovations in develop tourism at each respective region [2]. This thing done to

tourism that revisit not saturated and feel bored with type of activity that offered. Every tourism have different motive when deciding a tour [3].

Tourism Destination is a place that significant to visit in trip with several forms of actual regional boundaries or that can feel the difference, the basic geography unit to produce tourism statistic [4]. Indonesia as tourism destination must be keen to see potential that owned to attract many tourists visit to Indonesia [5].

Tourism destination management that proper and effective it is highly necessary

to make tourists feel comfortable and they will stay longer at the tourism destination that, according to them, is comfortable and feels safe for their stay at tourism destination that they visit [6]. When tourists find a destination

comfortable and safe, they are more likely to stay longer, contributing to an increased circulation of money within the tourist destination and boosting the income of the local community [7].

Table 1. The Number of Tourist Visits To Several Prominent Tourist Attractions In DKI Jakarta

No	Several Prominent Tourist Attractions	The Number of Tourist Visits To Several Prominent Tourist Attractions In DKI Jakarta		
		2020	2021	2022
1	Taman Impian Jaya Ancol	2,351,961	3,248,408	13,012,020
2	TMII	1,123,542	889,993	1,057,316
3	Ragunan	633,963	784,639	6,551,846
4	National Monument	443,034	-	5,007,359
5	National Museum	67,088	28,700	523,141
6	Satria Mandala Museum	3,183	2,465	-
7	Sejarah Jakarta Museum	153,223	51,952	542,554
8	Sunda Kelapa Port	16,348	32,950	12,256
Amount/Total		4,792,342	5,039,107	26,706,492

Source : jakarta.bps.go.id, (2022)

Based on above data, it can be known that Ragunan be one of tourism destination that crowded visitors in Jakarta. Number of Ragunan Visitors in 2022 is highest number, which is 6,551,846 visitors [8]. Ragunan tourism visitors from 2020 until 2022 can be seen to experiencing growth that significant.

Based on Information data at website: Ragunanzoo.jakarta.go.id, that Ragunan zoo wildlife park is a park covering an area of 147 hectares and inhabited more than 2.009 animals and adorned more than 20.000 trees make environmental cool atmosphere and comfortable. The Land is well-organized and developed and part of is still being developed towards a modern Ragunan zoo wildlife park as identity of Jakarta, located in Ragunan, South Jakarta. Ragunan wildlife park is tourist attraction that contains elements of education dan recreation that be tourist attraction to visit by visitor, with tourism product that offered is educational tourism to get know wildlife, plants and environment, primate schuner center, reflection park, childrens zoo and recreation facilities [9].

Tourists visit to tourism destination besides enjoy panorama, facilities an new

things in the tourism destination. Also because interested with souvenir present at the tourism destination [10]. Souvenirs are one of the attraction in tourism, which have to meet certain criteria, namely something to buy, that is tourist attraction must have facilities for shopping, especially souvenir items and local handicrafts as souvenirs to take back home [11].

The Tourism sector has evolved into an industry know as the tourism industry and produces tourism products for marketing. To advance tourism sector, special attention is needed, as well as effective management [12]. The tourism industry is a collection of various companies that collectively produce goods and services needed by tourists in particular and travelers in general during their journeys. The various types of companies referred to include travel agencies, transportation, accommodation/hospitality, catering/culinary, tour guides, souvenir businesses, and others [13].

Souvenir that offered at tourist destinations are always diverse, reflecting the uniqueness of the respective places. They vary in taste, brand, and price. This diversity aims

to ensure that tourists visiting these places feel delighted with the numerous facilities offered. The souvenir business is currently experiencing rapid and diverse growth, in line with the demands of tourists. Various price ranges, brand images, and flavors are offered by business players to please the eyes and taste buds of tourists. Entrepreneurial actors in the souvenir-selling industry must understand how to implement the right strategies to attract consumer interest by creating a good and quality brand image, taste, and price to enhance consumer purchasing interest [14].

This problem formulation research involves crucial aspects, including tourists' purchasing interest in souvenir products, the influence of travel trends on purchasing choices, SWOC analysis to identify strengths, weaknesses, opportunities, and challenges at the souvenir center of Ragunan Zoo Wildlife Park, as well as strategies to maximize souvenir products [15]. This research aims to understand the extent of tourists' purchasing interest in souvenir products, how travel trends influence purchasing preferences, analyze internal and external factors influencing the souvenir business in Ragunan through SWOC analysis, and formulate effective strategies to maximize the attractiveness and quality of souvenir products at the center.

2. LITERATURE REVIEW

2.1 *Purchasing Interest*

Purchasing interest is a desire that originates from within ourselves, a video, or its initiator in making a purchasing decision, where the person who first presents an idea to others to endorse a product or service. There are three underlying factors that trigger someone's interest, namely internal driving factors, social motive factors, and emotional factors [16]. Purchasing interest is a customer behavior that arises as a response to an object, indicating the customer's desire to make a purchase.

Purchasing interest is the desire that arises within consumers towards a product as a result of the consumer's process of observation and learning about a product [17].

According to Kotler and Keller, consumer purchasing interest is influenced by two factors [18]:

1. Other People's Attitudes The extent to which the attitudes of others reduce the preferred alternatives for an individual will depend on two things:
 - 1) The intensity of others' negative attitudes towards the preferred alternative of the consumer
 - 2) The consumer's motivation to comply with the desires of others.
2. Unanticipated Situational Factors - These factors can later change a consumer's stance in making a purchase. It depends on the consumer's own thoughts, whether they are confident in deciding to buy a product or not.

2.2 *Tourism Trends*

Tourism is a series of travel activities undertaken by individuals, families, or groups from their place of residence to various other places with the aim of making a tourist visit, not for work or earning income at the destination. The visits are temporary in nature, and over time, individuals will return to their original place of residence, resulting in different visits each time. This is because of a trend [19].

The tourism trends changes from year to year. Many people nowadays prefer to travel to non-mainstream places. Tourism is a leisure activity that involves spending money or engaging in consumptive actions. This is what drives the development of tourism throughout Indonesia. Tourism development is also a concern of the government to become

a source of income for the communities in tourist destinations. The government also provides adequate infrastructure support for the development villages tourist for tourist destinations has high accessibility [20].

2.3 SWOC Analysis

SWOC Analysis is a quite challenging task as it is only through this that alternatives and strategic plans can be formulated. Precision and accuracy in examining each factor are absolutely necessary. Failure to analyse it means failing to find relationships and intersections between strategic factors in the internal environment and those present in the external environment. Aithal and Suresh Kumar state that SWOC is the foundation for evaluating the internal potential and limitations and the probable/likely opportunities and threats from the external environment. This failure will also result in the inability to prepare good strategic decisions or plans [21].

a. Strength

Strength are elements that an organization can leverage, such as excellence in products/services that are reliable and different from other products, making it stronger than its competitors. Having human resources with reliable and skilled capabilities is also one of the factors that constitute a strength possessed by the organization.

b. Weakness

Weakness are deficiencies or limitations in terms of resources within the organization, be it skills or capabilities that hinder the organization's performance. Limitations or deficiencies in resources, skills, and capabilities can seriously impede effective

organizational performance. Facilities, financial resources, management capabilities, marketing skills, and brand image can be sources of weaknesses.

c. Opportunities

Opportunities are various things and situations that are advantageous for an organization, as well as trends that are one of the sources of opportunities. They are external factors available in the environment where the organization is located, which should be utilized by the organization.

d. Challenges

Challenges are environmental factors that are unfavorable in organization if not addressed they will become obstacles for the company, both in the present and the future. Challenges are the main disruptors to the company's position. The entry of new competitors, slow market growth, increased bargaining power of buyers or key suppliers, technological changes, and new or revised regulations can pose challenges to the success of the company.

3. METHODS

The research method employed is a qualitative descriptive method with a SWOC analysis approach. According to [22], qualitative research is a method used to examine the natural conditions of an object where the researcher serves as the key instrument. According to Nazir (2014), descriptive research examines the status of human groups, objects, conditions, thought systems, or current events with the aim of systematically, factually, and accurately describing the researched facts.

According to [23], qualitative descriptive research is aimed at describing and depicting existing phenomena, whether natural or human-made, focusing more on characteristics, qualities, and the interconnection between activities. Data collection techniques used include observation and literature review. SWOC analysis is employed to identify the internal strengths and weaknesses of a phenomenon or research object, as well as external opportunities and challenges that may influence it. Through this approach, the research can provide a profound understanding of both positive and negative aspects while exploring the potential for change and threats that may impact the research outcomes.

4. RESULT AND DISCUSSION

4.1 Purchasing Interest

There are three underlying factors that trigger someone's interest, namely:

a. Internal Driving Factors

Economic Capability is a resource possessed by consumers to make purchasing decisions for a product. In this case, Economic Capability, such as age, will influence the purchase of ornamental plants. For example, older consumers may need an activity to add to their leisure time, so they buy ornamental plants to fill their free time or engage in activities in their old age. Economic Capability has an influence on purchasing decisions.

b. Social Motive Factors

Consumers decide to purchase ornamental plants if their social circle or community has an interest in or owns ornamental plants. Indicates the influence of Social Class on purchasing decisions.

c. Emotional Factors

The attitude given by consumers towards ornamental plants, based on their beauty and benefits, significantly influences the decision to purchase ornamental plants. States the influence of attitude on purchasing decisions.

4.2 Influence tourism trends

One of the centers for ornamental plants in Jakarta is the Orchid Garden Ragunan. Its location is within the scope of 'Ragunan Zoo', precisely to the left of the main gate, about 200 meters from the entrance. The Orchid Garden Ragunan covers an area of approximately 5 hectares, located on land owned by the Jakarta Provincial Government, divided into 42 ornamental plant display plots, each managed by a different vendor. These plots, rented to farmers and traders for business, vary in size, approximately 800 - 1000 square meters each. To sustain the income of orchid traders, these plots not only sell orchids but also showcase various other ornamental plants.

According to [24], the craze for collecting ornamental plants has become a trend since the Corona virus pandemic hit Indonesia last year. With many people spending more time at home to alleviate boredom, they have started gardening in a simple way, in their home yards or apartments. Collecting ornamental plants is seen as a way to bring a touch of nature to the narrow spaces of large urban settlements. Unable to go to the beach or the mountains, people turn to ornamental plants as a remedy for nature tourism amid the pandemic. One of the large and complete ornamental plant centers in South Jakarta is Anggrek Ragunan Park.

Upon entering the Anggrek Ragunan Park area, visitors are greeted by colorful ornamental plants in pots. Along the path, these ornamental plants demarcate the boundary between shops and streets. True to its name, various types of orchids with diverse prices can be found here, ranging from tens of thousands to hundreds of thousands. In addition to orchids, this place also sells various other types of ornamental plants. There are 43 plots selling ornamental plants here, each usually having its own distinctive characteristics. Based on information from a seller in Plot V encountered by CNNIndonesia.com, many types of aglaonema ornamental plants are sold there, such as aglaonema suksom,

aglaonema pink anjamani, and aglaonema red anjamani. These three plants have become the best-selling ornamental plants.

Spread ornamental plants are a type of ornamental plant with relatively constant and not too fluctuating demand because generally used for landscaping. Consumers of ornamental plants tend to look for plants that are in line with current trends. Therefore, ornamental plant nursery entrepreneurs must always present the latest types of ornamental plants to avoid market saturation and attract consumer interest.

4.3 SWOC Analysis

The SWOC analysis for the Ragunan souvenir center is as follows:

1) Strengths

In terms of pricing, the offered prices for each item are fixed. Bargaining is no longer necessary, providing added convenience for visitors. Well-organized and neat product arrangement facilitates customers in finding desired products. A variety of products are available, not limited to just plants, but also including toys and other souvenirs.

2) Weaknesses

The offered prices are relatively higher compared to the general market prices. Not all sellers are friendly.

3) Opportunities

Opportunities for Small and Medium Enterprises (UMKM) to sell their products in Ragunan, providing visitors with a chance to buy souvenirs with various product types.

4) Challenges

Infiltration of souvenir sellers without proper permits from the Ragunan tourism management.

From SWOC analysis, it can be concluded that in addition to wildlife tourism, the souvenir center in Ragunan is an attraction visitor. One of the key factors is the availability of plant souvenirs, catering to a

significant market segment, especially with the current trend of collecting ornamental plants.

4.4 Maximizing Souvenir Products at Ragunan Tourism

To maximize souvenir products at Ragunan Tourism, effective strategies are crucial, and one of them is promotion. In this era of advanced technology, social media marketing plays a significant role. Therefore, it is hoped that the management of Ragunan Tourism, especially the Ragunan souvenir center, can utilize technology to market their souvenir products, attracting a broader audience. Additionally, the variety of souvenir products should be expanded, such as introducing diverse types of ornamental plants and incorporating souvenirs that represent the distinct features of Ragunan. Besides enhancing souvenir products, development education at Ragunan Tourism are essential. For instance, conducting specialized guided tours focusing on ornamental plants can provide visitors with valuable insights. Therefore, the development of educational tourism model that cater to visitors of all ages is crucial. Educational tourism can offer unique knowledge and insights that one can only gain while visiting a particular destination.

5. CONCLUSION

The conclusion drawn from this research indicates that tourists' purchasing interest in souvenir products at the Souvenir Center of Ragunan Zoo is influenced by economic, social, and emotional factors. The impact of tourism trends, especially the craze for collecting ornamental plants, has a positive effect on the sale of ornamental plants in Ragunan Orchid Garden. SWOC analysis identifies strengths such as fixed pricing and organized product displays, but also weaknesses such as relatively high prices and the entry of unauthorized sellers.

To maximize souvenir products, marketing strategies through social media and diversification of souvenir products,

including a variety of ornamental plants, are necessary. The importance of educational development in Ragunan tourism, such as specialized tour guides for ornamental plants, will add value to visitors. Thus, the implementation and development of these strategies are expected to enhance the appeal of the Souvenir Center at Ragunan Zoo, meeting the diverse needs and purchasing interests of tourists.

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