

# Tourist Attraction Development After Revitalization of Taman Mini Indonesia Indah

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## ABSTRACT

This study investigates the development of tourist attractions at Taman Mini Indonesia Indah (TMII) following its revitalization, using the 4A framework: Attractions, Accessibility, Amenities, and Ancillary Services. A qualitative descriptive approach was applied, with data analyzed using Nvivo 12 Plus to facilitate thematic coding and identify patterns from interviews and observations. The findings highlight substantial improvements across all 4A components. Additionally, three key post-revitalization dimensions are identified: physical, economic, and social. The physical dimension involves the development of attractions, infrastructure upgrades, and environmental conservation efforts. Economically, TMII has expanded income sources, empowered small and medium enterprises, invested in infrastructure, and hosted events, strengthening its position as a premier destination. Socially, TMII serves as a center for education, cultural engagement, and community interaction, fostering a dynamic and inclusive social environment.

SARI PATI

*Penelitian ini mengkaji pengembangan daya tarik wisata di Taman Mini Indonesia Indah (TMII) setelah revitalisasi, menggunakan kerangka 4A: Atraksi, Aksesibilitas, Fasilitas, dan Layanan Pendukung. Pendekatan deskriptif kualitatif digunakan dengan analisis data melalui perangkat lunak Nvivo 12 Plus untuk memfasilitasi pengkodean tematik dan mengidentifikasi pola dari wawancara dan observasi. Hasil penelitian menunjukkan peningkatan signifikan pada semua komponen 4A. Selain itu, penelitian ini mengidentifikasi tiga dimensi utama pasca-revitalisasi: fisik, ekonomi, dan sosial. Dimensi fisik mencakup pengembangan atraksi, peningkatan infrastruktur, dan upaya konservasi lingkungan. Secara ekonomi, TMII telah memperluas sumber pendapatan, memberdayakan usaha kecil dan menengah (UKM), berinvestasi dalam infrastruktur, dan menyelenggarakan acara, memperkuat posisinya sebagai destinasi unggulan. Secara sosial, TMII berperan sebagai pusat edukasi, keterlibatan budaya, dan interaksi komunitas, menciptakan lingkungan sosial yang dinamis dan inklusif.*

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## INTRODUCTION

The tourism industry continues to expand, significantly contributing to national foreign exchange earnings (Ananda & Chair, 2020). Tourism can be defined as a short-term voluntary trip undertaken to enjoy specific attractions (Yunus & Fransisca, 2020). It involves the provision of facilities and services by the community, businesses, and government. Regions with strong attractions have the potential to become tourist destinations (Hamidah, 2022). Tourist attractions include the uniqueness and beauty of both man-made and natural creations (Ester et al., 2020). Indonesia's cultural and natural wealth supports the preservation of tourist sites, adding value and generating revenue for facility revitalization (Nugraha & Virgiawan, 2022). Promotions are conducted by both the government and tourists, focusing on four key components: attractions, accessibility, amenities, and ancillary services (4A). As the nation's capital, Jakarta offers eight main tourist destinations, including Ancol Dreamland and Taman Mini Indonesia Indah (Ariani & Zulhawati, 2023). TMII stands out as a favorite destination with a significant number of visitors.

Taman Mini Indonesia Indah (TMII), located in East Jakarta and established in 1972 on a 150-hectare site, represents the richness of Indonesian culture. It showcases the daily lives of Indonesia's 26 provinces through regional pavilions, fashion exhibitions, dance performances, and traditional celebrations. TMII's facilities include a miniature lake of the Indonesian archipelago, a cable car, several museums, the Keong Mas IMAX Theater, and the Tanah Airku Theater.

Cultural performances at TMII aim to offer a comprehensive portrayal of Indonesia's cultural diversity (Rifa'i, 2021). These activities not only enhance knowledge of cultural tourism but also aim to boost tourist visits to various provinces across Indonesia (Harling et al., 2023). The management of TMII's pavilions is delegated to local governments, who are tasked with providing

information, showcasing unique products, and organizing cultural events to attract visitors. For example, in 2016, Central Kalimantan utilized the pavilion at TMII with the theme "Explore Exotica of Central Kalimantan" to promote its natural and cultural potential and attract investors. Similarly, Aceh leveraged TMII's anniversary celebration to showcase its tourism potential through exhibition booths, handicrafts, local cuisine, superior products, Ratoh Jaroe dance performances, and cultural parades (Pradini et al., 2023).

According to the Head of TMII's Information Agency, the pavilions are the most frequented areas by visitors, particularly school students. Data from BPS reveals that visits to TMII in 2021 reached 889,993, a decline of 20.78% compared to the previous year (1.1 million) due to the Covid-19 pandemic and the PSBB policy. Before the pandemic, visitor numbers peaked at 6 million in 2018 before declining to 5.1 million in 2019. TMII has since undergone significant transformation, adopting a new concept and design. Approximately 70% of the area has been converted into green spaces, with the remaining 30% allocated for buildings. Renovations include the reorganization of main buildings, restoration of joglos (Sasono Utomo, Sasono Langen Budoyo, Sasono Adiguno), updates to the observation tower, and improvements to museums. Additional upgrades involve landscaping the pavilion and pedestrian walkways, renovating the bus stop and parking areas, and enhancing the island landscape within the Islands Lake. Further restorations have been made to the former Garuda Theater, the former Telkom Museum, and Keong Mas. TMII's revitalization has been successfully carried out through collaboration with the Ministry of Public Works and Housing.

From Figure 1, it is evident that the number of tourist visits to major attractions in DKI Jakarta experienced growth between 2020 and 2022. Taman Mini Indonesia Indah (TMII) stands out as one of the prominent tourist destinations with a relatively stable pattern of visits. Despite some fluctuations,

Objek Wisata Unggulan	Jumlah Kunjungan Wisatawan ke Obyek Wisata Unggulan Menurut Lokasi di 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. Monumen Nasional	443 034	-	5 007 359
5. Museum Nasional	67 088	28 700	523 141
6. Museum Satria Mandala	3 183	2 465	-
7. Museum Sejarah Jakarta	153 223	51 952	542 554
8. Pelabuhan Sunda Kelapa	16 348	32 950	12 256
Jumlah/Total	4 792 342	5 039 107	26 706 492

Figure 1. Number of Tourist Visits to DKI Jakarta Locations  
Source: Central Bureau of Statistics of DKI Jakarta Province, 2023

interest in TMII remains steady. In 2020, TMII attracted 1,123,542 visitors, which slightly declined to 889,993 in 2021 but rebounded to 1,057,316 in 2022.

TMII's appeal lies in its diverse attractions, which include miniature replicas of Indonesian regions, amusement rides, and cultural events. These features continue to draw visitors, although its numbers are surpassed by Taman Impian Jaya Ancol. In October 2022, TMII introduced a new concept characterized by four pillars: green, smart, cultural, and inclusive tourism, supported by the implementation of electric transportation for visitors (Lusia, E., & Herlina, M. G., 2022). TMII features various attractions, including a miniature Indonesian archipelago, regional pavilions, flora and fauna parks, museums, religious buildings, theaters, and recreational facilities. Before its revitalization, TMII was managed by Yayasan Harapan Kita under Presidential Decree No. 51 of 1977. However, its management was transferred to the state through the Ministry of State Secretariat by Presidential Decree No. 19 of 2021 (Presidential Decree, 2021).

Since July 1, 2021, PT TWC was appointed via Agreement Deed No. 01 regarding the Utilization of State Property (KSP Deed) to oversee the revitalization of TMII, which had suffered from management challenges and neglect for 44 years, particularly in its museum operations.

The revitalization process introduced four core management pillars: Inclusivity, Green Tourism, Cultural Representation, and Smart Tourism. Inclusivity emphasizes open access to all societal groups while promoting tolerance and cultural appreciation. The Green Tourism initiative focuses on sustainable and eco-friendly tourism practices. Cultural Representation highlights TMII as a showcase of Indonesia's rich cultural diversity, coined as "The Ultimate Showcase of Indonesian Beauty." Lastly, the Smart Tourism pillar leverages digital platforms to reflect Indonesia's vision for the future.

According to Minister of Public Works Regulation No. 18 of 2010, revitalization refers to efforts aimed at enhancing the value of land or areas through redevelopment, including improvements in physical, economic, and social aspects. Effective revitalization strategies should consider the environmental potential, historical significance, and unique attributes of the site while engaging broader community participation (Yarangga et al., 2021; Setiabudi et al., 2022).

This study provides significant contributions to tourism management and destination development by examining effective revitalization strategies and their impact on tourist attractions through perspectives from both management and visitors. The findings underscore the importance of

transitioning to a new management model, implementing modern management pillars, and involving the community in revitalization efforts. While community participation is recognized as essential, this research does not explore the extent of such involvement. Nonetheless, interviews with several visitors were conducted to gain insights during the study.

### Literature Review

According to Law Number 10 of 2009 of the Republic of Indonesia, a tourism attraction is defined as any entity that possesses uniqueness, beauty, and value, encompassing natural diversity, cultural richness, and man-made creations, which serve as targets or destinations for tourists (Center for Monitoring the Implementation of the Law of the Expertise Agency, 2022). As stated by Rifa'i and Kamaludin (2021), a tourism attraction encompasses anything intriguing and worth visiting.

Ester et al. (2020) emphasized that the primary motivation for tourists to visit a destination stems from the attraction's appeal. Additionally, Lebu (2019) noted that cost also significantly influences the attractiveness of a tourist destination. Tourist attractions can be categorized into four main types:

1. **Natural Attractions:** Encompassing landscapes such as mountains, beaches, and other natural sceneries.
2. **Architectural Attractions:** Including historical sites, modern architecture, archaeological remains, and monuments.
3. **Managed Visitor Attractions:** Areas such as amusement parks, zoos, and city parks, typically maintained by the government or private entities.
4. **Cultural Attractions:** Covering museums, traditional dances, cultural festivals, music events, and cultural villages.

From these definitions, tourist attractions can be summarized as elements possessing unique, attractive, and easily accessible characteristics that encourage individuals to visit specific locations

(Wardani, 2019). In essence, tourist attractions are defined by their ability to motivate visits through their distinctiveness, beauty, and diverse offerings (Erviani, 2023).

Revitalization is broadly described in the literature as a process aimed at enhancing the functionality or value of entities perceived to be underperforming. The Oxford Dictionary defines revitalization as "the act of giving new life and vitality to something," while Merriam-Webster describes it as "giving new life or vigor." Similarly, the Cambridge Dictionary frames it as "the process of making something grow, develop, or become successful again." Susilowati and Shanty (2023) described revitalization as efforts to restore the vitality of areas with historical significance.

The Ministry of Public Works Regulation Number 18 of 2010 defines revitalization as the redevelopment of an area to improve its former condition. Junaida (2019) further highlighted revitalization as an effort to rejuvenate parts of urban areas that have experienced deterioration. Collectively, these definitions suggest that revitalization represents an optimal strategy for restoring underutilized or degraded areas to their desired condition, particularly in the context of tourism development.

### Aspects of Revitalization

Sunarko et al. (2023) categorized revitalization into three key aspects:

1. **Physical Intervention:**  
This involves enhancing the visual and structural appeal of an area to attract tourists. Key actions include improving the quality of buildings, developing green spaces, establishing connectivity systems, and creating signage or billboards. Environmental sustainability should be prioritized, with physical planning oriented toward long-term goals.
2. **Economic Rehabilitation:**  
Short-term physical improvements should align with the development of economic activities, both formal and informal, to create

added value for urban areas. Revitalization should simultaneously focus on preserving cultural heritage and revitalizing economic functions, including mixed-use developments that promote sustainable social and economic growth.

3. **Social and Institutional Revitalization:**  
Efforts should aim to strengthen community involvement and institutional frameworks to support revitalization initiatives. This includes ensuring alignment between physical improvements and economic restoration to foster a cohesive and thriving community environment.

#### 4A Tourism Components

Cooper et al., as cited in Putri et al. (2023), identified four essential components of tourism, commonly referred to as the 4A model:

1. **Attractions:**  
Attractions serve as the core motivation for tourists to visit a destination. They can be classified into three categories:
  - **Natural Attractions:** Encompassing mountains, coastlines, lakes, and other natural features.
  - **Cultural Attractions:** Including traditional houses, handicrafts, cultural festivals, and heritage sites.
  - **Artificial Attractions:** Such as sporting events, music performances, exhibitions, and shopping experiences.
2. **Accessibility:**  
Accessibility involves the ease with which tourists can reach a destination and move within it. This includes:
  - **Entry Points:** Airports, seaports, and train stations.
  - **Transportation:** Public transport systems like buses and trains that connect key points to tourist destinations.
  - **Infrastructure:** Well-maintained roads, pedestrian paths, bridges, and facilities for visitors with disabilities (e.g., ramps and elevators).

3. **Amenities:**

Amenities refer to the infrastructure and services required to support tourists, including:

- **Accommodation:** Hotels, homestays, and guest houses.
- **Food and Beverage Services:** Restaurants, cafes, and other dining facilities.
- **Utilities:** Transportation systems, electricity, waste management, and other essential services.

4. **Ancillary Services:**

Ancillary services provide additional support for tourists, such as:

- **Information Centers:** Offering clear and accurate details about attractions and activities.
- **Tour Guides:** Knowledgeable guides enhance the visitor experience by sharing in-depth information about the destination's history, culture, and features.

#### METHODS

This type of research is aimed at providing a descriptive explanation of the data collected. The study is conducted in a setting that accurately reflects the real conditions of the object being studied, serving as the primary source of data relevant to the themes, problems, and research focus identified (Sugiyanto, 2020). The research site refers to the location where researchers carry out their activities to gather reliable and precise information. In this particular study, Taman Mini Indonesia Indah (TMII) serves as the primary research location, encompassing various destinations within its premises.

The data collected during the research process undergoes a rigorous selection process to ensure relevance. Data reduction involves systematically narrowing, filtering, or discarding unnecessary raw data obtained from field notes. For this study, data reduction included several stages, such as analyzing data from observations, interviews, and document reviews (Gunawan, 2022). The data were categorized, streamlined, and refined to remove

irrelevant information while focusing on essential elements. This process enables researchers to draw meaningful conclusions from the organized data (Sugiyono, 2021).

For the data reduction process, this study employed NVivo, a qualitative data analysis software. NVivo enhances the efficiency and effectiveness of data coding while supporting the integration of both qualitative and quantitative data. Moreover, NVivo facilitates the presentation of analysis results through visual formats such as tables, diagrams, and charts, allowing for thematic, content-based, comparative, and relational analyses (Endah et al., 2020).

## RESULTS AND DISCUSSION

The revitalization of Taman Mini Indonesia Indah (TMII) aims to enhance the visitor experience by offering attractions that are more engaging and facilities that are more accommodating. The primary goal is to provide a meaningful and immersive environment that leaves a lasting impression on each visitor. By modernizing its attractions and infrastructure, researchers believe TMII has the potential to become a leading cultural tourism destination in Jakarta. Key initiatives, such as spatial reorganization, the integration of interactive technologies, the enhancement of animal habitats, and the inclusion of comprehensive information on Indonesia's natural resources, reflect TMII's commitment to growth and innovation.

Through these revitalization efforts, TMII seeks to remain relevant and competitive in the cultural tourism sector. Updates to its facilities aim to

ensure a blend of traditional and modern elements that appeal to diverse visitor preferences. The use of interactive technologies not only modernizes the visitor experience but also fosters a deeper understanding of Indonesia's cultural and natural heritage. These advancements demonstrate TMII's dedication to positioning itself as a top-tier destination that aligns with the evolving expectations of its audience.

Visitor feedback serves as a critical component in TMII's continuous improvement process. For instance, Ani Fitriani's insights regarding the Reptile Park highlight the value of engaging with visitors to enhance interactivity and overall satisfaction. Her feedback not only reflects her positive experience but also provides constructive recommendations for future development. This collaborative approach ensures that visitor perspectives are integrated into TMII's efforts to improve its attractions and align with sustainable development goals.

By incorporating visitor input into its revitalization strategy, TMII demonstrates its commitment to creating a dynamic and inclusive environment. Listening to the voices of its audience allows TMII to adapt to changing demands while maintaining its cultural and educational mission. These efforts solidify TMII's status as a destination that offers enriching and enjoyable experiences, ensuring its continued growth and relevance in the tourism industry.

Based on the analysis of the coded interview data, the revitalization of TMII's A4 Attractions is aimed at enhancing the visitor experience by offering

**Table 1: Informants**

No	Informants	Method
1	Novera Mayang Sari ( <i>Manager Corporate Secretary - Public Relation TMII</i> )	Interview
2	Purnomo Drajat ( <i>Ass. Manager CS &amp; Visitor</i> )	Interview
3	Ahmad Kurniawan (Visitor)	Interview
4	Bayu Lesmana (Visitor)	Interview
5	Ani Fitriani (Visitor)	Interview

Source: Data directly from researchers, 2024

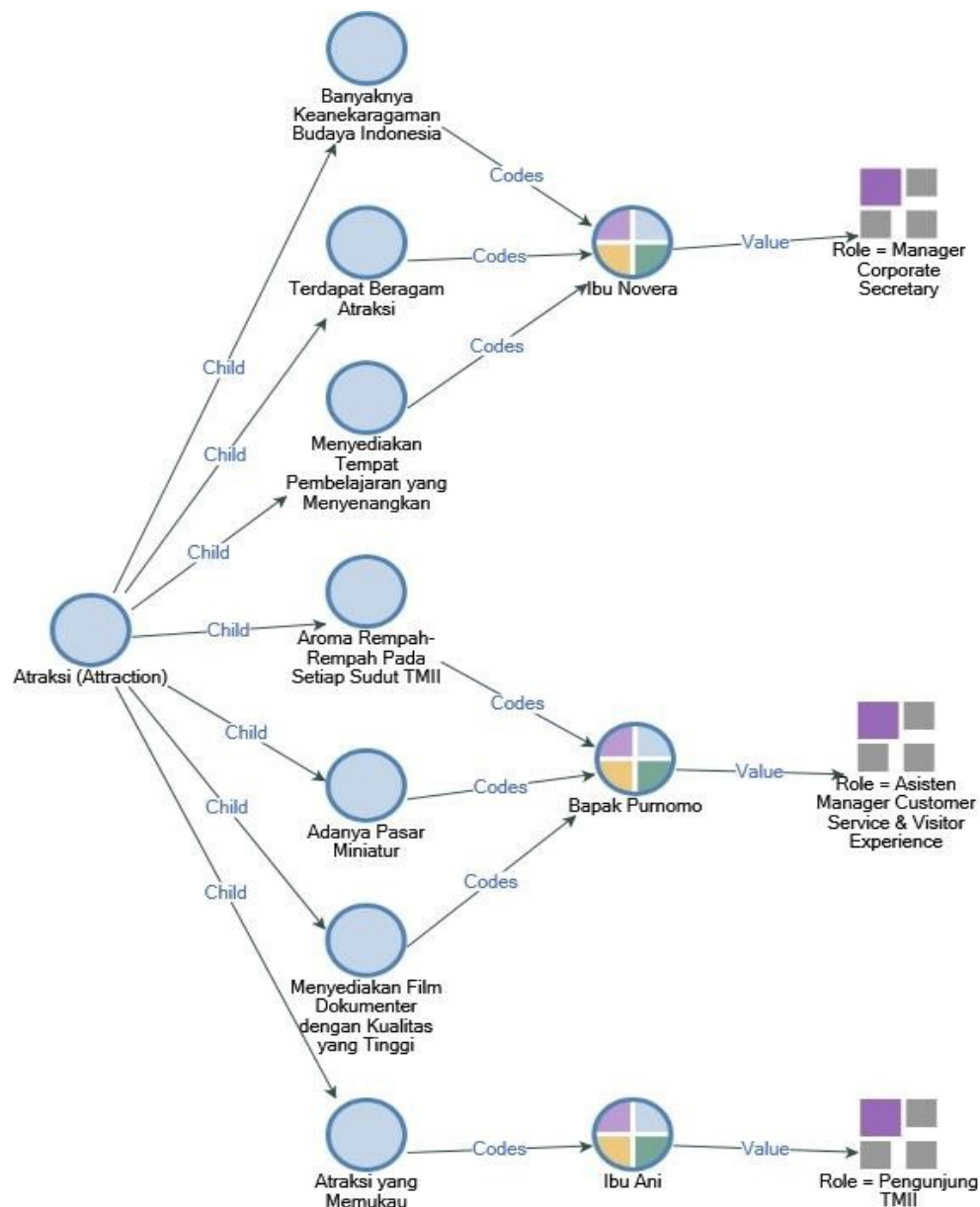


Figure 2. Attraction Code Project Map Analysis  
Source: Data processed by researchers using Nvivo 12 Plus, 2024

more engaging attractions and improved facilities. Specific measures such as the reorganization of spatial layouts, the integration of interactive technology, improvements to animal habitats, and the provision of more detailed information about Indonesia's natural wealth highlight TMII's commitment to continuous development and innovation. These efforts reflect a strategic approach to maintaining TMII's status as a premier cultural tourism destination.

Positive feedback from visitors, as conveyed by respondents, serves as valuable input for TMII's management in further enhancing the quality and interactivity of the visitor experience. As a cultural tourism destination, TMII provides visitors with extraordinary experiences through its captivating attractions and educational, interactive facilities. The integration of Indonesia's rich cultural heritage into a single location demonstrates TMII's dedication to inspiring learning and entertainment. Revitalization

initiatives underscore TMII's commitment to improving visitor satisfaction, ensuring it functions not only as a recreational space but also as a hub for exploring and celebrating Indonesia's cultural diversity. The success of various events, particularly during New Year celebrations, confirms TMII's strong appeal as one of Jakarta's leading cultural tourism destinations.

### TMII Tourism Accessibility Post-Revitalization

Following the revitalization of Taman Mini Indonesia Indah (TMII), accessibility has become a central focus for improvement. Enhancing infrastructure and spatial design has been pivotal in ensuring convenient access for visitors. Significant upgrades have been made to the infrastructure surrounding TMII. Key roads connecting various areas within the complex have been widened and repaired to facilitate smoother traffic flow. Additionally, the construction of dedicated pedestrian and

bicycle paths offers eco-friendly transportation alternatives while improving accessibility to attractions throughout TMII. These developments have been affirmed by both TMII management and visitors, reflecting a shared recognition of the importance of accessibility in creating a seamless and enjoyable visitor experience.

Based on the findings derived from interviews and NVIVO coding analysis, the revitalization of Taman Mini Indonesia Indah (TMII) has made significant progress in improving the accessibility of the tourist complex. Enhanced road infrastructure and better spatial planning, coupled with the availability of public transportation, have greatly facilitated easier access for visitors. These developments reflect a systematic approach to improving overall accessibility, ensuring that visitors can reach and navigate the complex with greater ease and convenience.

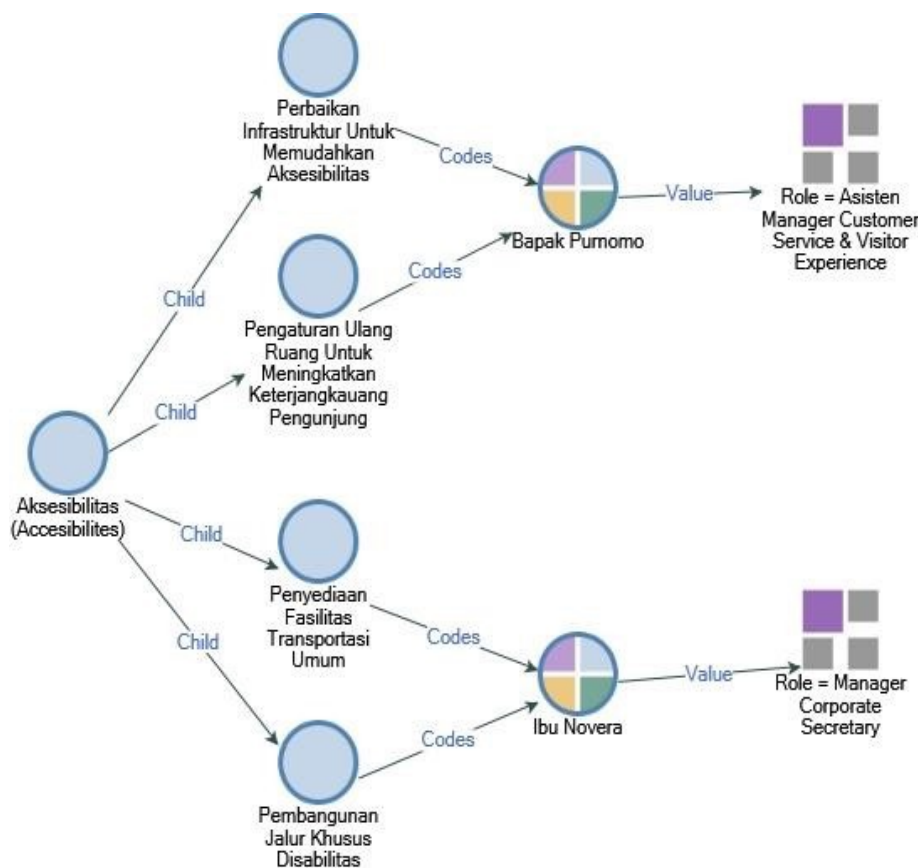


Figure 3. Accessibility Code Analysis Project Map  
Source: Data processed by researchers using Nvivo 12 Plus, 2024

A notable aspect of the revitalization is TMII's commitment to inclusivity, particularly for individuals with disabilities. Dedicated pathways, disability-friendly facilities, and the integration of accessible technologies have been introduced as part of the effort to create an inclusive environment. These initiatives demonstrate TMII's dedication to ensuring that every visitor, regardless of ability, can enjoy a seamless and fulfilling experience. Such advancements highlight the broader importance of upholding individual rights to accessibility and comfort at tourism destinations.

The development of amenities is a critical factor in attracting visitors and solidifying a destination's reputation. For TMII, the revitalization process included a comprehensive overhaul of its facilities to enhance visitor satisfaction. High-quality and adequate amenities are pivotal in providing a

positive experience, which can lead to increased visitor numbers and stronger recognition of TMII as a premier tourist destination. These improvements reflect TMII's strategic approach to meeting and exceeding visitor expectations.

Several new amenities were introduced during the revitalization process to enrich the visitor experience. A detailed list of these additions has been compiled to ensure that guests are well-informed about the facilities available to them. TMII management has actively communicated these enhancements, which were identified through interview findings and data analysis, ensuring that visitors can fully benefit from the upgraded infrastructure during their visit. These efforts collectively strengthen TMII's position as an inclusive, modern, and visitor-centric tourism destination.

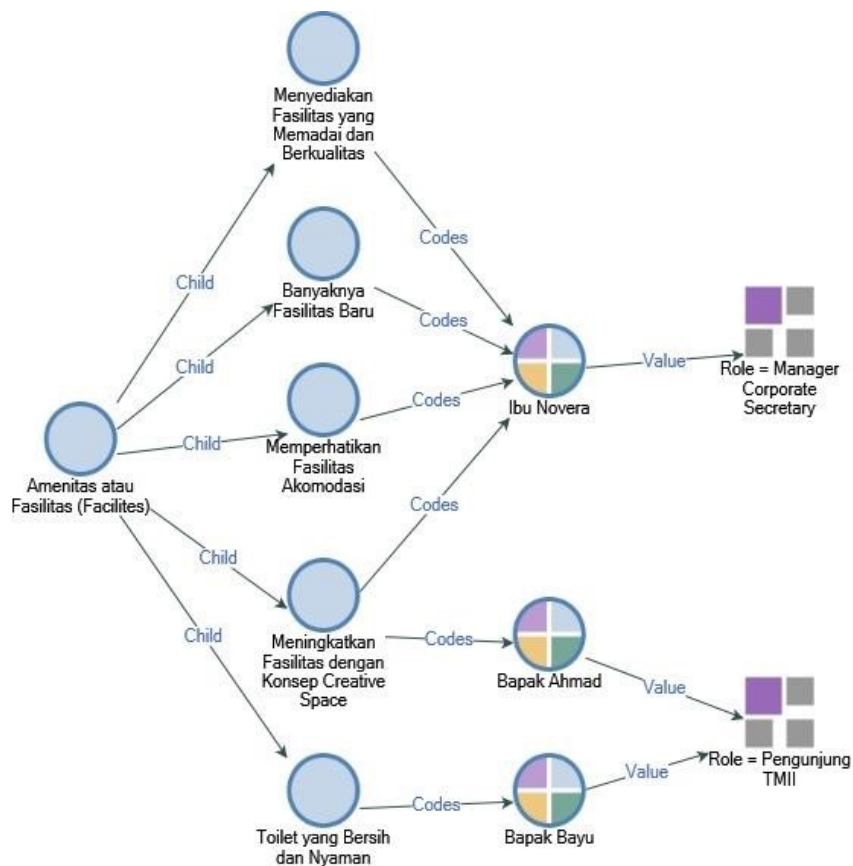


Figure 4. Facility Code Project Map Analysis  
Source: Data processed by researchers using Nvivo 12 Plus, 2024

The results of the coding interview analysis suggest that prioritizing the quality of accommodation facilities, such as providing clean and comfortable rooms alongside friendly service, significantly enhances the visitor experience at a tourist destination. These improvements contribute to making the destination more appealing and satisfying for guests. For TMII, such measures represent a positive step toward reinforcing its reputation as a welcoming and attractive tourist destination. By elevating the quality of lodging, TMII not only enhances visitor comfort but also creates a memorable experience, thereby increasing its overall appeal to tourists.

Enhancing accommodation facilities goes beyond ensuring visitor comfort; it also enriches the overall experience of staying at TMII. Visitors are encouraged to engage more deeply with what the destination has to offer, as they benefit from both the attractions and a pleasant stay. This initiative supports the broader goal of positioning TMII as a comprehensive tourist destination that combines cultural richness with modern hospitality. Such improvements contribute to a stronger reputation and increased competitiveness in the tourism sector.

TMII has successfully elevated its appeal to tourists by providing accommodations that complement its attractions and facilities. Visitors now view TMII not only as a place to explore cultural and educational attractions but also as a destination where they can enjoy a relaxing and satisfying stay. This dual focus helps distinguish TMII from other destinations and reinforces its status as a premier choice for cultural tourism. The improved lodging experience plays a pivotal role in shaping the destination's image as attractive, inclusive, and visitor-friendly.

### Ancillary Services at TMII Post-Revitalization

Ancillary services are an essential component of tourism infrastructure, providing critical support for the seamless operation of visitor activities. These services encompass various elements, such as ATM facilities, health services, banking, money changers, and other public amenities. Although these features may seem minor, they have a significant impact on the overall tourist experience by ensuring convenience and accessibility. For TMII, these services represent an integral part of its commitment to providing a well-rounded and visitor-focused destination.

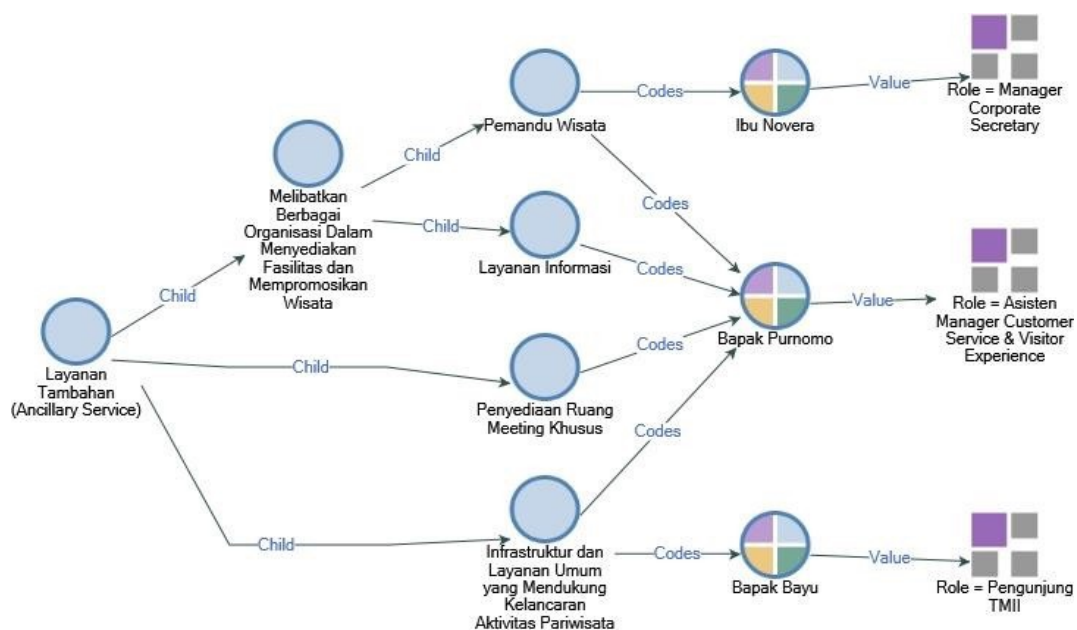


Figure 5. Ancillary Service Code Project Map Analysis  
Source: Data processed by researchers using Nvivo 12 Plus, 2024

In addition to public infrastructure, ancillary services also include the contributions of various organizations that facilitate tourism development. These organizations provide essential services such as information centers and tour guides, which play a vital role in enriching the visitor experience. The importance of these services was highlighted in interviews with TMII management and visitors, and the insights were systematically analyzed using NVIVO coding. These initiatives underline TMII's dedication to creating a comprehensive and supportive environment for tourists, ensuring a seamless and enjoyable visit.

Based on the findings from interviews and NVIVO coding analysis, it can be concluded that supporting services at Taman Mini Indonesia Indah (TMII) play a crucial role in enhancing the visitor experience. Essential components such as meticulous preparation, warm hospitality, and the provision of comprehensive information are pivotal in ensuring a seamless and satisfying visit for tourists. These improvements are anticipated to enhance TMII's performance at the national level. Nonetheless, challenges persist, including the need for continuous improvements in the quality and credibility of tour guide services, effective resource management, and the ability to adapt to the evolving needs and expectations of visitors.

#### **Aspects of Intervention at TMII**

TMII has undertaken extensive development initiatives to bolster its appeal as a tourist destination, with a primary focus on physical interventions. Through revitalization projects such as the enhancement of the World of Fresh Water & Insects exhibit and the Indonesian Fauna Museum, TMII has aimed to improve the physical quality of its buildings, landscaping, and connectivity systems. These efforts are designed to create a more engaging and visually appealing environment for visitors. Additionally, TMII has implemented various infrastructure improvements, including the restoration of historical buildings, road repairs, park enhancements, and the revitalization of public spaces.

The restoration of culturally and historically significant buildings, such as the Indonesian Museum, the Purna Bhakti Pertiwi Museum, and the Transportation Museum, underscores TMII's commitment to preserving the historical integrity and authenticity of these structures. Regular maintenance is also conducted to prevent deterioration and extend the lifespan of these valuable assets. These actions demonstrate TMII's dedication to protecting its cultural heritage while simultaneously enhancing its physical environment to meet the needs of modern visitors.

In terms of spatial development, TMII emphasizes both aesthetic appeal and functional design. Replanning initiatives, such as landscaping improvements, the construction of the Keong Mas Theatre, and the renovation of the Tugu Api Pancasila Plaza, are aimed at creating a more comfortable and visually pleasing experience for visitors. By carefully integrating beauty and functionality, these efforts contribute to a comprehensive revitalization strategy that prioritizes visitor satisfaction while preserving the cultural and historical significance of TMII's attractions.

The analysis of TMII's development initiatives, particularly through physical interventions, highlights significant advancements in enhancing its appeal as a tourist destination. TMII has successfully created an environment that is not only visually attractive but also safe and comfortable for visitors. These improvements contribute to delivering a memorable tourism experience for all who visit the complex. Such efforts align with the principles of sustainable tourism, ensuring that TMII remains a preferred destination for long-term and repeat travelers in the future.

#### **Economic Rehabilitation Efforts at TMII**

Economic diversification has played a critical role in reducing dependence on specific sectors and enhancing TMII's economic resilience. By hosting activities such as cultural festivals, art exhibitions, and music concerts, TMII fosters formal and

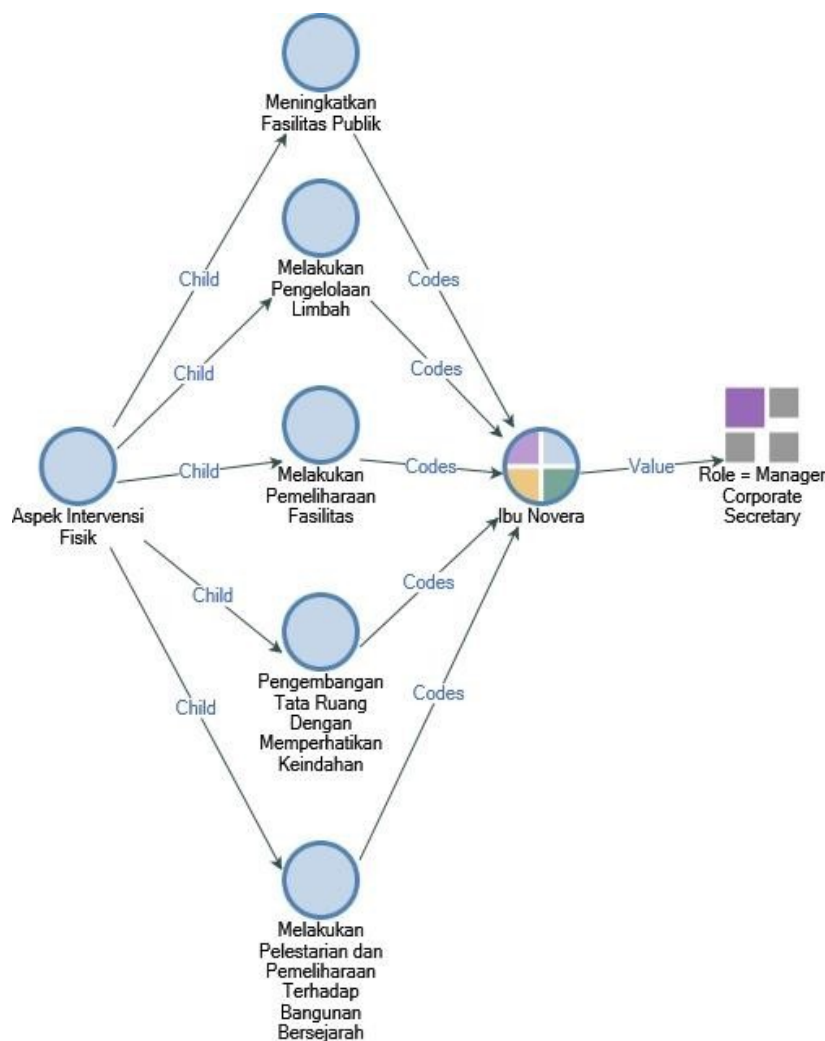


Figure 6. Physical Intervention Code Project Map Analysis  
Source: Data processed by researchers using Nvivo 12 Plus, 2024

informal economic activities within its vicinity. These events empower local businesses and micro, small, and medium enterprises (MSMEs), ensuring equitable distribution of economic benefits. As a result, the surrounding community's welfare improves, and economic disparities are minimized. Additionally, the development of sustainable infrastructure, including the maintenance of public facilities and the installation of free Wi-Fi, further elevates the quality of life for residents around TMII while strengthening the local economic base.

Strategic partnerships with private companies and local governments have been instrumental in driving TMII's growth. These collaborations have

facilitated the development of new attractions and improvements in infrastructure within and around the complex. Such partnerships ensure that TMII remains a dynamic and evolving destination capable of meeting the demands of modern tourism while fostering economic development. These joint efforts contribute not only to TMII's success but also to the broader development of its surrounding region.

Educational and training programs targeted at the local community have further bolstered economic rehabilitation. Initiatives such as comparative studies for schools and field practice opportunities enhance local skills and competitiveness,

particularly in the tourism and creative industries. These programs equip the community with the knowledge and abilities needed to thrive in a tourism-driven economy. Furthermore, events and activities organized at TMII serve as additional sources of income for the destination while simultaneously enhancing its reputation. However, their implementation considers environmental and cultural impacts to ensure sustainable practices.

Responses from TMII management and visitors, gathered through interviews, support the effectiveness of these initiatives. They emphasize that TMII's approach to economic rehabilitation not only generates income but also strengthens its role as a cultural and tourism hub. By integrating community development, economic growth, and sustainable tourism practices, TMII continues to position itself as a leading example of a culturally

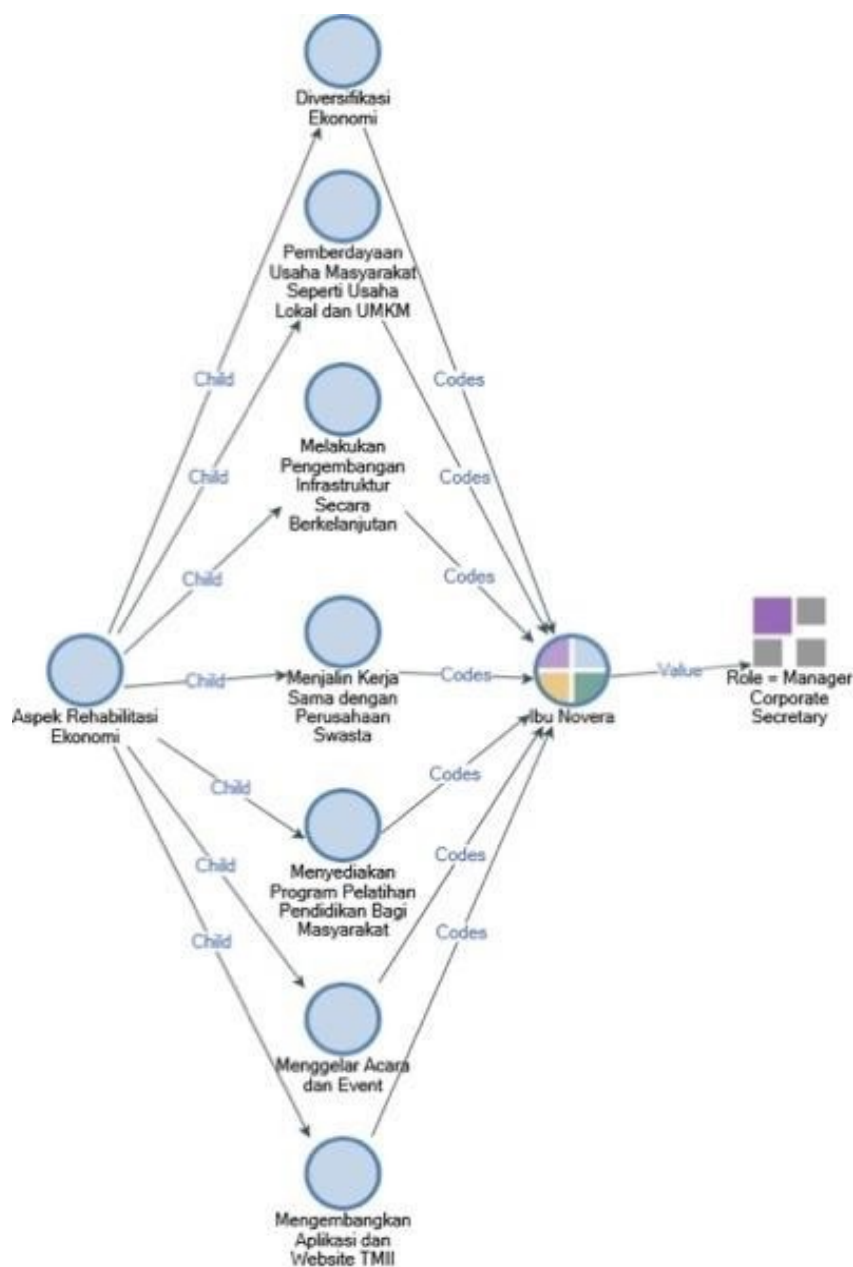


Figure 7. Economic Rehabilitation Code Project Map Analysis  
Source: Data processed by researchers using Nvivo 12 Plus, 2024

and economically sustainable tourist destination.

Based on the NVIVO coding analysis derived from interview data, it can be concluded that product and service innovation at TMII has significantly enhanced the visitor experience. The development of a mobile application and an official website has provided visitors with convenient access to updated information, tour guides, and exclusive promotions. These digital advancements have improved both visitor satisfaction and safety during their time at TMII. Overall, the economic rehabilitation efforts at TMII have had a dual impact: fostering regional economic growth and improving community welfare while simultaneously strengthening TMII's reputation as a premier tourist destination by expanding economic opportunities and enriching the visitor experience.

#### **Social Aspects at TMII**

In addressing social aspects, TMII has implemented various sustainable development initiatives aimed at improving both visitor experience and infrastructure quality. These efforts include restoring historical buildings, enhancing park facilities, and revitalizing other public spaces within the complex. In addition to infrastructure improvements, TMII has focused on increasing visitor safety and comfort by optimizing spatial layout and design. Enhancements such as improved aesthetics, the installation of surveillance cameras, and upgraded lighting systems contribute to a more secure and visually appealing environment, aligning with the overall objective of creating an attractive and comfortable destination.

TMII places a strong emphasis on the active involvement of the local community in its development and preservation efforts. Community participation plays a vital role in maintaining and preserving historical structures and the natural environment within TMII. These efforts are designed to foster a sense of pride and ownership among the community while reinforcing Indonesia's cultural identity. By encouraging collaboration, TMII not only

supports cultural preservation but also promotes the shared responsibility of sustaining its unique heritage.

In line with its commitment to environmental sustainability, TMII has developed eco-friendly amusement parks and taken measures to raise public awareness through digital platforms and cyber media. These initiatives aim to educate the public on environmental preservation and the importance of sustainable tourism practices. By integrating environmentally conscious development with public engagement, TMII demonstrates its dedication to building a more sustainable and inclusive tourism ecosystem.

Overall, TMII's focus on social aspects and community involvement reflects its broader mission of promoting sustainable development. By combining infrastructure improvements, enhanced safety measures, and active community participation, TMII creates a tourism environment that is not only visually appealing but also socially responsible. These efforts reinforce TMII's position as a destination that values cultural preservation, environmental sustainability, and community welfare while providing an exceptional experience for its visitors.

The enhancement of facilities at tourism destinations extends beyond the provision of public infrastructure and includes the development of high-quality accommodations. By focusing on the quality of accommodation, such as ensuring clean and comfortable rooms and delivering friendly services, destinations can significantly enhance the visitor experience. This approach not only elevates visitor satisfaction but also increases the overall appeal and competitiveness of the destination in the tourism industry.

In this context, TMII's management has highlighted the critical role of community involvement in preserving Indonesia's cultural heritage. TMII actively encourages community participation

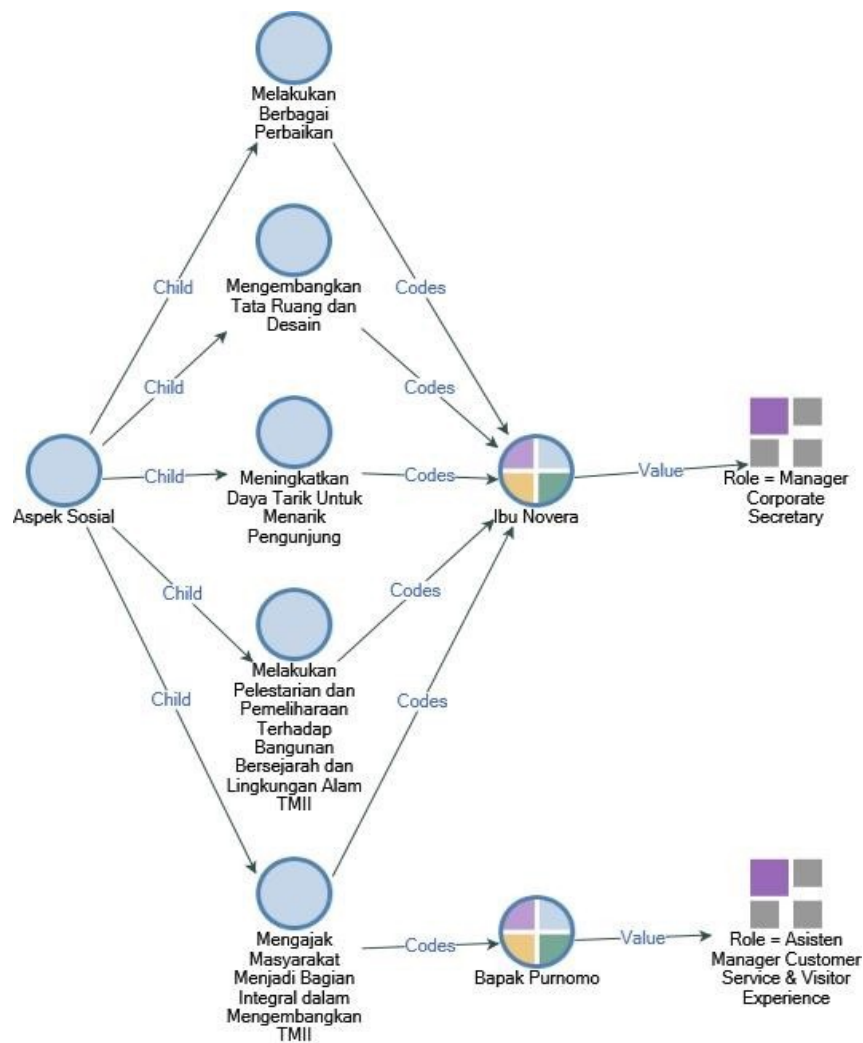


Figure 8. Social Aspect Code Project Map Analysis  
Source: Data processed by researchers using Nvivo 12 Plus, 2024

through programs designed to protect cultural and natural assets, including heritage preservation initiatives and the development of thematic parks. These programs serve as platforms for local communities to engage meaningfully with efforts to sustain the nation's rich cultural identity.

TMII's initiatives demonstrate its significant contribution to Indonesia's social development. By promoting community involvement and fostering an inclusive environment, TMII creates opportunities for cultural enrichment and social cohesion. These efforts not only provide a safe and welcoming space for visitors but also strengthen the community's role in maintaining and celebrating Indonesia's diverse cultural and natural heritage.

Through its various programs and activities, TMII achieves dual objectives: enhancing the tourism experience for visitors while fostering social well-being within the local community. These initiatives underline TMII's commitment to integrating cultural preservation with community engagement, reinforcing its position as a key driver of both social development and sustainable tourism in Indonesia.

## CONCLUSION

An analysis of TMII's tourist attractions prior to revitalization highlights key features that showcase Indonesia's rich cultural heritage. These include regional pavilions with traditional architecture, complemented by fashion exhibitions, dance performances, and traditional celebrations.

Additionally, the centerpiece of TMII is a lake representing a miniature Indonesian archipelago, alongside iconic attractions such as the Keong Mas IMAX Theater, the Tanah Airku Theater, and the cable car. These features formed the foundation for TMII's reputation as a cultural tourism destination.

Post-revitalization, the development of TMII's attractions has focused on enhancing its appeal and visitor experience in alignment with the 4A concept: Attraction, Accessibility, Amenities, and Ancillary Services. The revitalization emphasized creating diverse attractions—natural, cultural, and artificial—offering visitors a comprehensive exploration of Indonesia's wealth. Key measures, such as layout improvements and the incorporation of interactive technology, underscore management's commitment to elevating visitor satisfaction. Positive feedback from key informants, including Ms. Novera, highlights the role of visitor input in the ongoing development and enhancement of TMII's facilities.

Accessibility has been a primary focus of TMII's revitalization efforts. Significant upgrades to infrastructure, such as widening and repairing main roads and introducing pedestrian and bicycle paths, have improved mobility within the complex. Enhanced public transportation options, including increased bus and light rail frequency, have simplified access for visitors from various regions. Special attention has also been given to accessibility for individuals with disabilities, with dedicated lanes, disability-friendly facilities, and technology integration ensuring inclusivity. These efforts affirm TMII's dedication to being an accessible and welcoming destination for all visitors.

Improvements in TMII's facilities have also enhanced visitor satisfaction. Upgraded lodging and dining options, from on-site accommodations to nearby hotels, provide clean and comfortable amenities for guests. Innovative features like the creative space at Green Terrace encourage visitor engagement through diverse activities and events.

Enhanced public amenities, such as cleaner and more comfortable restrooms, have also been prioritized. Positive feedback from visitors highlights their appreciation of the improved facilities, contributing to TMII's appeal as a leading cultural tourism destination.

Ancillary services have played a critical role in increasing the quality and attractiveness of the TMII experience post-revitalization. Expanded offerings, including ATMs, money changers, healthcare facilities, and fully equipped meeting rooms, enhance visitor comfort and convenience. Feedback collected by Mr. Purnomo Drajat, Assistant Manager of Customer Service & Visitor Experience, underscores the importance of these services in meeting visitor needs. While these improvements reflect TMII's commitment to enhancing the visitor experience, challenges remain in maintaining consistent service quality and adapting to evolving visitor expectations.

### **Sustainable Development Insights**

Research findings emphasize the importance of sustainable development in TMII's post-revitalization efforts, focusing on three key aspects: physical, economic, and social.

1. TMII has made significant strides in improving its infrastructure and tourist attractions, including the restoration of historical buildings, redesigning spatial layouts, and integrating green planning for environmental preservation. These efforts have created a safe, attractive, and comfortable environment for visitors.
2. Economic diversification and regional empowerment are central to TMII's strategy. Initiatives such as supporting local businesses, developing infrastructure, forming strategic partnerships, and organizing events contribute to regional economic growth and reinforce TMII's status as a premier tourist destination.
3. TMII functions not only as a recreational space but also as an educational hub. Through performances, events, and community participation, TMII fosters a dynamic social

environment while promoting cultural and natural heritage preservation. These efforts

build a community that is actively engaged in safeguarding Indonesia's cultural identity.. ■

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