

The Importance of Management Partnerships in Developing Tourism Sustainability After the Covid-19 Pandemic at Taman Impian Jaya Ancol

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Abstract

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Tourism has become a basic need for many people and is considered a human right that should be respected and protected. As an essential sector in the global economy, tourism contributes significantly to national revenue and creates employment opportunities. Taman Impian Jaya Ancol, a major tourist destination in Jakarta, faces various challenges due to the Covid-19 pandemic, including a decline in visitor numbers, increased health costs, and changes in tourist behavior. This study aims to analyze the role of partnerships in building a positive image for Taman Impian Jaya Ancol in the post-pandemic era. Using literature studies and SWOT analysis, this research evaluates internal and external factors affecting this tourist destination. The analysis indicates that partnerships with various stakeholders, including government, local communities, environmental organizations, the private sector, and media, are key strategies to address post-pandemic challenges. Partnerships have proven to offer positive contributions by enhancing security, supporting local economic development, developing sustainable practices, and increasing tourism appeal. However, barriers such as economic uncertainty, increased operational costs, and travel restrictions require adaptive and innovative strategies. Recommendations for strengthening partnerships, including marketing innovation, diversification of funding sources, and collaboration with media and influencers, can help Taman Impian Jaya Ancol rebuild its positive image in the post-pandemic era. The study concludes that partnerships are a critical foundation for overcoming the post-pandemic challenges in the tourism sector. Strategies involving collaboration, innovation, and adaptability are needed to ensure the sustainability of partnerships and the long-term success of Taman Impian Jaya Ancol.

Keywords: *Tourism, Public Relations, Partnership, Sustainability, SWOT Analysis*

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INTRODUCTION

Tourism is a journey from one place to another, temporarily carried out individually or in groups, as an effort to find balance and harmony and happiness with the environment in social, cultural dimensions as well as nature and science (Spillane, 1987). Tourism in Indonesia as one of the country's main foreign exchange earners or contributors as well as a sustainable economic driver, so that the state of tourism in Indonesia helps a lot and benefits various parties, both government, community and private. Most countries in the world believe that the tourism industry contributes

greatly to the economic growth of a country. Indonesia as a developing country, emphasizes the importance of developing the tourism industry to improve the community's economy (Dahles, 2000). One of the reasons why tourism development efforts are needed is because tourism can be a bridge that brings jobs to the community. (Archer, Cooper, and Ruhanen, 2005). People who directly work in the tourism industry (e.g. accommodation, transportation, travel services, entertainment, etc.), as well as those who indirectly get positive tourism benefits, certainly expect tourism to be increasingly developed as an alternative to improving community welfare (Ardahaey, 2011).

Tourism as a global phenomenon has become a basic need of hundreds of millions of people. As a basic necessity, travel should be part of human rights that must be respected and protected. This has led to several international organizations such as the United Nations, the World Bank, and the World Tourism Organization (WTO) recognizing that tourism is an integral part of people's lives, especially in terms of social and economic activities. The notion or definition of "tourism" develops with various similarities and differences. The similarity lies in people's desire to travel from one place of residence to another, driven by curiosity to experience or experience for themselves the beauty of a tourist destination. The difference, however, is the priority of certain parts of the definition based on their perspective or importance (Pradini et.al., 2023). According to the Law No. 10 of 2009, tourism can be defined as a variety of tourism activities supported by various facilities, as well as services provided by the community, companies, government, and local governments (Pradini et. al., 2022). The study of tourism participation has been widely applied in the tourism sector. This tourism participation connects all sectors (Pradini et. al. 2023). Tourism at this time is a necessity for humans, both those who travel and the community around the tourist destination area. Tourists need to be satisfied through their expectations, while the community around the location hopes that it will have positive implications in the form of increased income and welfare. At this time, the position of the tourism sector is one of the mainstay sectors that can increase the country's foreign exchange as a support for oil and gas and non-oil and gas export commodities. The development of the tourism sector is carried out because it is able to make a considerable contribution to the country's foreign exchange receipts and in addition, tourism activities are closely related to the unique resources of a tourist destination, namely in the form of natural attractions and cultural attractions (Nugroho, and Pradini, 2022).

However, due to the Covid-19 pandemic, it has caused significant negative impacts in various sectors around the world, including Indonesia. One of the industries most affected by the Covid-19 pandemic that has disrupted the world economy over the past two years is the tourism industry. The Covid-19 pandemic has had a negative impact on the tourism service industry by causing fewer visitors. Industry players in the tourism sector must face the challenge of overcoming the problem of adapting to the new habits

of visitors and following health regulations recommended by the government. Slowly the district government began to reopen tourism by implementing new habit adaptations in the new normal era during the Covid-19 pandemic. This recovery effort is still based on policies in effect during the Covid-19 pandemic, such as the 5M health protocol (Wearing masks, washing hands, maintaining distance, avoiding crowds, limiting mobility) which is urged for tourists and tourism managers.

Taman Impian Jaya Ancol is a man-made tourism that has a large area with various attractions in it. Taman Impian Jaya Ancol, also known as Ancol which was developed by PT Pembangunan Jaya Ancol Tbk and located in the North Jakarta area, is a tourism business engaged in the business of organizing entertainment and recreation activities. Taman Impian Jaya Ancol has an area of 552 Ha, located in Ancol Village, Pademangan District, North Jakarta. This tourist area is limited by the easternmost boundary of Sunda Kelapa Port which is the western boundary, to the westernmost boundary of the Tanjung Priok PLTU as the eastern boundary (Ongkosono, 2009). Taman Impian Jaya Ancol is realized into a famous tourist attraction in Jakarta because the location and attractions it offers are very interesting where there is a mixture of modern tourism with marine tourism, namely the existence of Ancol Beach. Taman Impian Jaya Ancol provides diverse tours in one area. Tourist attractions become one of the important elements as a promotional event of a tourist attraction in order to attract as many tourists as possible. Tourist attractions themselves mean all objects or attractions available as tourist attractions to visit these tourist attractions. In this case there is a competition between tourist attractions to provide the most attractive attractions for tourists (Yoeti, 1997). Tourist attractions in Taman Impian Jaya Ancol are very diverse in type, and this is one of the attractions that cause tourists to come for a tour.

According to data obtained from the DKI Jakarta Provincial Tourism Office from 2018 to 2021, Ancol Dreamland is different from other tourist destinations such as TMII, Ragunan, etc. Ancol has attracted around 14 million visitors over the past three years. However, due to the Covid-19 pandemic, Ancol itself has lost around 6 million visitors due to these capacity restrictions. In addition, companies will find it difficult to win the competition because they need to reevaluate sound business goals and strategies given the increasingly fierce commercial competition in the tourism sector. Faced with this, each company has its own strategy to survive and continue to exist. One of the public relations strategies for the continuity and development of the company is through partnerships. Partnership, a step or main strategy for the development of a tourist destination. The positive impacts of establishing a good partnership with the press include: the media cooperates in helping disseminate information, procedures or government policies to the public, the media has the power to influence the public, help the publication of institutions, and also as a promotional tool that will make institutions better known and closer to the public.

METHOD

The type of research used in this study is a literature study. Literature study according to Syaibani (2012) is all efforts made by researchers to collect information relevant to the topic or problem that will be or is being researched. The information can be obtained from scientific books, research reports, scientific essays, theses and dissertations, regulations, statutes, yearbooks, encyclopedias, and other written sources both printed and electronic. The main characteristics of literature study according to Zed (2008) include:

1. Researchers deal directly with text or numerical data and not with direct knowledge from the field or eyewitnesses in the form of events, people, or other objects.
2. Library data is ready-to-use, meaning that researchers do not go anywhere except directly dealing with source materials that are already available in the library.
3. Literature data is generally a secondary source, meaning that researchers obtain material second-hand rather than first-hand original data in the field.
4. The state of library data is not limited by space and time.

RESULTS AND DISCUSSION

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of Taman Impian Jaya Ancol can provide a comprehensive picture of the current position and conditions, as well as the potential and challenges that may be faced by the tourist destination.

A. Strengths:

1. Taman Impian Jaya Ancol offers various facilities and entertainment, such as Dufan, Atlantis Water Adventure, SeaWorld, and Pasar Seni.
2. Located on Jakarta's waterfront, the strategic location makes it easy to access for tourists.
3. Ancol is known as a major tourist destination in Jakarta, with established branding.

B. Weaknesses:

1. Ancol often experiences congestion and congestion, especially on weekends or holidays, can affect the visitor experience.
2. Some facilities may require further maintenance to maintain quality standards.
3. Relatively high ticket prices may be an obstacle for some groups of tourists.

C. Opportunities:

1. Opportunities to develop new facilities or upgrade existing ones to attract new tourists.
2. Cooperation with third parties, such as hotels or other tourism companies, can increase package offers and attractiveness.
3. Take advantage of ecotourism trends with the development of programs and activities focused on nature conservation.

D. Threats:

1. Competition from Other Travel Destinations: Competition with other travel destinations that may offer similar or newer experiences.
2. Security and Safety Crisis: Threats from security situations or crises that may

affect tourist visits.

3. Changes in Traveller Preferences: Changes in tourist trends and preferences may affect Ancol's attractiveness if not accommodated.

This SWOT analysis is expected to provide insight into internal and external factors that can affect the performance of Taman Impian Jaya Ancol as a tourist destination.

The results of this study show that partnership plays a very important role in creating a positive image of Taman Impian Jaya Ancol, and partnership is one of the main strategies to support this. Here are some of the roles of Taman Impian Jaya Ancol partnership in creating a positive image, namely:

1. Partnerships with the government and security agencies help in improving security around Ancol. Enhanced safety creates a positive experience for visitors and supports a positive image as a safe tourism destination.
2. Partnerships with local communities help in supporting local economic development and creating jobs. Partnership programs can involve the community in the management and maintenance of destinations, building positive relationships between Taman Impian Jaya Ancol and the surrounding community.
3. Partnerships with environmental agencies help in developing sustainable and environmentally friendly practices. Sustainability initiatives such as waste management, energy conservation, and nature conservation can enhance Ancol's positive image as an environmentally responsible destination.
4. Partnerships with the private sector and financial institutions can support the development of modern and quality tourism infrastructure. Good facilities provide a positive experience to visitors and create an image of Ancol as a quality tourism destination.
5. Partnerships with media, influencers, and the tourism industry help in destination promotion and marketing. Synergy in marketing campaigns can increase the attractiveness of Ancol and form a positive image in the eyes of the public.

This research also shows that there are several obstacles faced in an effort to create a positive image after the Covid-19 pandemic through partnerships at Taman Impian Jaya Ancol, including:

1. Due to high financial unsustainability, the pandemic has increased the financial burden on Taman Impian Jaya Ancol, and partners will find it difficult to meet their financial obligations.
2. Increased health and hygiene costs, adoption of strict health and hygiene protocols increase operational costs for all partners in Taman Impian Jaya Ancol.
3. The pandemic resulted in a decrease in visitor numbers, which in turn could affect revenue and the sustainability of partnerships.
4. Travel restrictions and government policies, travel restrictions or changes in government policies may affect the flow of tourists and the operations of Taman Impian Jaya Ancol.

5. Difficulties in maintaining and updating infrastructure and facilities in Taman Impian Jaya Ancol due to limited financial resources.
6. Challenges in marketing and branding to attract tourists back after the pandemic.
7. Difficulty organizing events and meetings, Taman Impian Jaya Ancol has difficulty organizing large events or meetings involving crowds of people. Taman Impian Jaya Ancol managers and partners proactively identify, overcome, and adapt to existing obstacles. Strategies involving collaboration, innovation and adaptability will be key to ensuring the continuity of the partnership in the post-pandemic era.

CONCLUSION

The conclusion of this study is that the Taman Impian Jaya Ancol partnership has a key role in the post-pandemic recovery strategy. Collaboration with various partners, including the government, private sector, and society, is the foundation for rebuilding a positive image of the destination. Partnerships involve the full support of various parties, including the industrial sector, local businesses, and government, who work together to achieve common goals. This creates the synergies needed to address post-pandemic challenges. Despite barriers such as high financial unsustainability, increased health and hygiene costs, decreased number of visitors, travel restrictions and government policies, difficulties in maintaining and updating infrastructure and facilities, difficulties in marketing and branding, and difficulties in organizing events and meetings, Taman Impian Jaya Ancol managers and partners proactively identify, overcome, and adapt to these obstacles. Strategies involving collaboration, innovation, and adaptability are considered key to ensuring the continuity of partnerships in the post-pandemic era.

Researchers have the following suggestions:

1. Strengthening the alignment of vision and mission, alignment of vision and mission of all partners involved. A strong understanding of common goals will ensure that all stakeholders have the same focus in creating a positive image of Taman Impiang Jaya Ancol.
2. Actively encourage equal participation from each partner. Acknowledging and resolving differences in participation and contribution levels will minimize imbalances and create a positive image.
3. Diversification of sources to cope with economic uncertainty. Working with financial institutions and exploring alternative financing can help keep your marketing and branding efforts sustainable.
4. Post-pandemic marketing innovations by creating creative marketing campaigns, leveraging digital media, and targeting the right market segments can help revive travellers' interest after tough times.
5. Implement a monitoring and evaluation system to monitor the progress and effectiveness of the partnership. To ensure that each partner fulfills its obligations and actively contributes to achieving common goals.
6. Strengthening cooperation with media, influencers and tourism industry players. Designing a coordinated and creative advertising strategy can increase

Ancol's visibility and appeal in the market.

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