

Characteristics of Tourists Visiting Setu Babakan

¹Dipa Awaloedin, ²Padri Achyarsyah, ³Rizki Nurul Nugraha, ⁴Muhammad Surya Saleh

¹²³⁴Universitas Nasional

Article Info

Article history:

Received April, 2024

Revised April, 2024

Accepted April, 2024

Keywords:

Characteristics,
Cultural Tourism,
Development Strategy,
Setu Babakan,
Tourists

ABSTRACT

The research with the title "Characteristics of Tourists Visiting Setu Babakan" was chosen to understand more deeply the characteristics of tourists visiting a tourist destination. The success and sustainability of a destination is highly dependent on a deep understanding of geography, demography, psychography and tourist behavior. The research location is Setu Babakan, Srengseng Sawah, Jagakarsa, South Jakarta. The urgency of this research is to improve the tourist experience and optimize the utilization of Setu Babakan's resources. By analyzing tourist characteristics, Setu Babakan can plan development strategies more effectively and can increase the number of visits. The data collection method is by distributing questionnaires to 100 respondents who have been determined by the slovin formula, interviews with informants who are purposely selected, and literature from previous studies. This type of research data is quantitative and the approach used is descriptive quantitative. The results showed that most Setu Babakan tourists came from within the city, dominated by Gen Z and Millennial age groups with preferences for cultural tourism activities. Setu Babakan tourists are relatively middle economic level, intend to visit again, and are willing to recommend this destination to friends and family. Setu Babakan needs to improve facilities in accordance with tourist expectations.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

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

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

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

1. INTRODUCTION

Tourists are one of the actors of the tourism industry that greatly influences the success of a tourist destination. The success of a tourist destination is not only seen from the number of visits, but also from the experience and satisfaction of tourists [1]. The presence of tourists can support a tourist destination to be more popular and support the economy of the surrounding community and the country's economy [2]. Analysis of characteristics such as

profiles, behaviors, perceptions, and preferences of tourists is very important in assisting the development of tourist destinations, adjusting marketing strategies, providing appropriate facilities, and creating a more satisfying tourist experience [3]. In addition, tourists' perceptions of tourist destinations are also important in shaping the image and reputation of a tourist destination. Several factors, such as cleanliness, safety, friendliness of local people, and cultural

uniqueness, can also have a relevant influence on how tourists rate the tourist destination [4].

Setu Babakan as one of the unique tourist destinations in Jakarta, attracts the attention of many tourists. Setu Babakan, located in Srengseng Sawah, Jagakarsa, South Jakarta, is a tourist area that maintains the authenticity of Betawi culture. The area is famous for its diverse Betawi culture, which includes traditional Betawi houses, culinary specialties, historical items, and traditional arts. In addition to cultural tourism, the destination also provides other tourist attractions such as water tourism, agro tourism, and events [5]. Setu Babakan has great importance as a cultural heritage site and a place for the preservation and promotion of Betawi arts and culture. The development of this area as a tourist attraction has been guided by the 4A concept, which includes *amenities, accessibility, attractions, and ancillary institutions* [6]. The government and local communities have worked together to provide amenities, improve accessibility, and establish institutions to support and showcase Betawi cultural heritage. This uniqueness of Setu Babakan as a Betawi cultural conservation area makes it an attractive tourist destination for local and foreign tourists [7].

Table 1 Setu Babakan Visitor Data

Year	Number of Visitors
2019	55,227
2020	13,042
2021	9,947
2022	43,508

Source : Setu Babakan Manager

The table above has attached the number of local and foreign tourist visits to Setu Babakan from 2019 to 2023. From the visitor data of Setu Babakan for the last 5 years, it can be said that visitors in 2020 and 2021 decreased dramatically due to the active spread of the Covid-19 virus. In that year, not only Setu Babakan visitors decreased dramatically, other tourist destinations were also affected, even the acceptance of foreign visitors was also limited by Indonesia [8]. In 2022,

Setu Babakan visitor data began to rise again because in that year Indonesia began to be free from the spread of the Covid-19 virus. And finally in 2023 visitors increased quite a bit, this proves that Setu Babakan visitors are starting to normalize and improve. But every year the characteristics of tourists visiting Setu Babakan based on demographics, geographics, psychographics, and behavior experience many changes [9].

Based on the explanation above, the objectives of this research are 1) Identification of tourist characteristics of Setu Babakan, and 2) The suitability of tourist characteristics with facilities, facilities and infrastructure, and 3) The suitability of tourist characteristics with the target market. By describing characteristics based on demographic, geographic, psychographic, and tourist behavior, it is expected that the results of this study can provide valuable insights for Setu Babakan managers, government authorities, and local communities. Enabling Setu Babakan to make decisions and plan further development strategies to attract more tourists.

2. LITERATURE REVIEW

Before explaining in more detail about the characteristics of tourists, let's further clarify one by one what characteristics and tourists are. First, characteristics, according to the *Kamus Besar Bahasa Indonesia* (KBBI) [10] online version, characteristics are signs, traits, or features that can be used as identification; distinctiveness or distinguishing qualities. In short, characteristics are part of the personality, behavior, nature, character of a certain characterization, for example, human personality, human behavior, the nature of objects, and so on. Some definitions of character according to experts [11] :

- ⊙ According to Maxwell, character is much more than just words. Moreover, character is a choice that determines the level of success.
- ⊙ According to Kamisa, the definition of character is the psychological, moral, and ethical traits that can make a person look different from others. Character can be

interpreted as having a character and personality.

- ⊙ Wyne, character marks how to focus the application of good values into actions or behaviors.
- ⊙ Gulo W, Definition of character is personality seen from an ethical or moral point of view (such as someone's honesty). Character usually has a relationship with relatively fixed traits.

While the definition of tourists, according to the *Kamus Besar Bahasa Indonesia* (KBBI) [10] online version, tourists are people who travel; travelers; tourists. So, more clearly tourists are people who travel for tourist purposes. Some definitions of tourists according to experts :

- *The World Tourism Organization* (2004) defines a visitor as for statistical purposes, any person visiting a country that is not his or her own for any reason, except to seek employment in the country he or she is visiting. There are two categories of visitors, namely: 1) Tourist (*tourist*) is a temporary visitor who stays for at least 24 hours in the country visited with the purpose of travel. 2) Travelers (*excursionists*) are temporary visitors who stay in a country visited for less than 24 hours [12].
- Based on Law No. 10 of 2009 concerning Tourism, tourists are people who travel [13].
- According to G.A Schmoll (1977), tourists are individuals or groups who travel for vacation and recreation by planning their purchasing power.
- According to the *Badan Pusat Statistik* (BPS) [14], Tourists are individuals or groups who stay at least 24 hours, but not more than 12 months in the place visited with the purpose of the visit, among others: vacation, recreation, business sports, visiting friends and family, missions, attending meetings, conferences, visits for health, study and religious reasons.

Tourists based on their scope and region can be divided into two, namely foreign tourists and local tourists. Foreign tourists are individuals

or groups who come from other countries and visit other countries for tourism (not where they live). Local tourists focus more on individuals or groups traveling in an area or country where they live [15].

The following is an explanation of the characteristics of tourists, according to Seaton and Bennet (1996); tourist characteristics are distinguished based on the characteristics of the trip and the characteristics of the tourists themselves [16] :

1. Trip Descriptor: travelers are divided into groups based on the type of trip. The types of trips can be divided into: leisure trips, visiting family/friends, business trips and other trips. Furthermore, trip types are distinguished based on the duration of the trip, distance traveled, travel time, type of accommodation/transportation used, trip organization, amount of expenditure, and so on.
2. Tourist Descriptor: focuses on the tourist, usually described by "*who wants what, why, when, where, and how much?*".

According to Philip Kotler, tourist characteristics are shared in several aspects including [17] :

- a. Geographical aspects: geographical background is the main indicator to determine the profile of tourists, including nationality, region of origin, and others.
- b. Demographic aspects: basic variables consisting of gender, age, occupation, education, marital status, income, and others are used as a basis for categorizing tourist profiles.
- c. Psychographic Aspects: travelers are divided into groups based on social class, lifestyle, and personality.
- d. Behavioral Aspects: Travelers are divided into groups based on their knowledge, attitude, usage, or perception of something.

3. METHODS

The research location was Setu Babakan on Jl. RM. Kahfi II, RT.13/RW.8, Srengseng Sawah, Jagakarsa, South Jakarta. The research was conducted from November to December 2023.

The subjects of this research are tourists who visit Setu Babakan. Data collection techniques in this study were distributing questionnaires to Setu Babakan visitors during November to December, interviews by determining informants intentionally by considering their competence related to data needs, and previous research literature related to this study [18]. The type of data in this study is quantitative, namely in the form of numbers from the data obtained.

In determining the number of respondents in this study, it was carried out by using the Slovin formula, to determine the number of respondents from a population that was already known in number [19]. The following is the slovin formula for determining the number of respondents :

$$n = \frac{N}{1 + N(e)^2}$$

n = sample size/number of respondents

N = population size. We used data on visitors to Museum Betawi in 2022.

e = percentage of allowance for accuracy of sampling error that can still be tolerated

$$n = \frac{43.508}{1+43.508(0,1)^2} = \frac{43.508}{1+435,08} = \frac{43.508}{436,08} = 99,77$$

As a result, the number of respondents to this study was 100 people. The approach to this study is quantitative descriptive which is used to explain and interpret the data described descriptively [20]. Previous research that is a reference for this research is as follows :

Table 2 Research Reference

Year	Title	Author	Analysis Technique	Research Subject
2018	Characteristics and Perceptions of Foreign Tourists in Sanur and Canggu Areas, Bali	Komang Ratih Tunjungsari	Descriptive Qualitative	Foreign Tourists
2021	Millennials' Travel Behavior in Small Island Destination: The Overview of Gili Trawangan, Indonesia	<ul style="list-style-type: none"> • Ramang H Demolingo • Liliana Dewi • Subur Karyatun • Kadek Wiweka • Putu Pramania Adnyana • Andhika Prasetya 	Descriptive Qualitative and Triangulation of Methods	Local and Foreign Tourists
2021	Types of Community Participation in Setu Babakan Betawi Cultural Village, South Jakarta in the Form of Community-Based Tourism	<ul style="list-style-type: none"> • Gagih Pradini • Ramang H Demolingo • Ahmad Mas Nugroho 	Descriptive Qualitative	Community around Setu Babakan: The community there, Chairman of RW 8, and Chairman of RW9
2022	Improvement of Service Quality of Setu Babakan Betawi Cultural Village UPK	<ul style="list-style-type: none"> • Rizki Nurul Nugraha • Putri Indriani 	Descriptive Qualitative	Setu Babakan Managers and Actors

2023	Characteristics of Foreign Travelers in the Hospitality Industry	<ul style="list-style-type: none"> • Muhammad Rival • Yen Polisda 	Descriptive Qualitative	Hotel Staff
------	--	---	-------------------------	-------------

Source : Journals from Google Scholar

4. RESULTS AND DISCUSSION

4.1 *Setu Babakan Profile*

In 2005, Setu Babakan was designated as a Betawi cultural tourism and preservation area in Jakarta Special Capital Region Regulation Number 3 of 2005. The Betawi Cultural Village covers 289 hectares, and initially the Culture and Tourism Office managed it. But in 2019, its management was under the Culture Office under the name of the Betawi Cultural Village Area Management Unit. The emergence of the Betawi Cultural Village in Setu Babakan was a response to massive urbanization that resulted in the marginalization of the Betawi community. In 1998, the Governor issued a decree for the preparation of the Betawi Village concept, and Setu Babakan was chosen as the right location because the place still retains its Betawi nuances, traditions, and community life [21].

Setu Babakan Betawi Cultural Village in South Jakarta is a tourist destination that integrates ideas in Betawi culture and society developed through physical and non-physical activities. Serving as a beautiful and powerful tourist destination that reflects the life of the Betawi people, the place is also a cultural heritage area in DKI Jakarta. Setu Babakan, which was once an artificial lake, is now a tourist area that

A. Geographical Aspect

Table 3 Characteristics of Tourists based on Geography

Description	Choice	Percent (%)
Region of origin	Within City	69
	Outside the City, including : <ul style="list-style-type: none"> • West Jawa • Central Jawa • D.I Yogyakarta-Riau 	31

Source : Processed primary data (2023)

Based on the area of origin of Setu Babakan tourists, they are mostly visited by inner-city visitors (areas around Setu Babakan).

features the daily activities of the Betawi people, including pencak silat training, parang games, aqiqah, and various Betawi cultural sites. In addition to the arts, there are water tours, agro tours, culinary tours, and events. Managed by the Setu Babakan Betawi Cultural Village Management Board, this destination is a place of beauty and beauty, uniqueness and nature that is difficult to find even in the city of Jakarta. Although it is usually quiet on weekdays, it remains a bustling tourist destination on weekends and holidays. In 2009- 2010, the construction of Zone A and Zone C added attractions with traditional houses of Pinggiran Betawi, Central Betawi, and Coastal Betawi. Setu Babakan Betawi Cultural Village continues to develop into a tourist destination that combines the diversity of Betawi culture with the local government and various communities [22].

4.2 *Tourist Characteristics*

After distributing questionnaires to 100 Setu Babakan visitors, researchers obtained data on the characteristics of tourists based on the geographical, demographic, psychographic, and behavioral aspects of Setu Babakan visitors. The following is an explanation of the results of the data on the characteristics of tourists visiting Setu Babakan.

With the result of more inner-city visitors at 69%, Setu Babakan is still popular among the people of Jakarta. For tourists who come from outside the

city at 31%, it cannot be denied that this figure is quite good for attracting visitors from outside the

city, so Setu Babakan can be further expanded in its promotion.

B. Demographic Aspect

Table 4 Characteristics of Tourists based on Demographics

Description	Options	Percent (%)
Gender	Male	33
	Female	67
Age	17 - 23	53
	24 - 30	35
	31 - 40	9
	41 - 50	3
	>50	-
Last education	JUNIOR HIGH SCHOOL	2
	SENIOR HIGH SCHOOL / VOCATIONALSCHOOL	49
	Bachelor/Diploma	46
	Postgraduate (S2, S3)	3
Jobs	Student	52
	Civil servants/employees of BUMN/TNI/Police	8
	Private Employee	17
	Professional	1
	Entrepreneurship	2
	Self-employed	15
	Labor	3
	Not Working	2
Income per month	Less than IDR 3,000,000	57
	IDR 3,000,001 - IDR 6,000,000	27
	IDR 6,000,001 - IDR 10,000,000	15
	More than IDR 10,000,000	1

Source : Processed primary data (2023)

Based on the demographic aspects of the table above, the ratio of tourists with female and male gender is 2:1, with this result Setu Babakan can plan special marketing with an understanding of the dominance of visits by women, and with adjustments to facilities and services by considering the preferences and needs of female visitors, but still have to pay attention to the needs of tourists with male gender so that tourist visits are balanced between men and women. Based on age, currently the age border is divided into several generations, namely there are Gen Z (8-23 years old), Millennials (24-39 years old), Gen X (40-55 years old), Baby Boomer (56-74 years old), and Pre-Boomer (75 years old and above) [23]. Setu Babakan visitors

are led by Gen Z, which is 53%, with these results Setu Babakan is still in great demand by young people. Then followed by the Millennial generation, which is 35% and 9%, with the results of this data showing that Setu Babakan visitors are still visited by many young people, namely Gen Z and Millennials, so Setu Babakan can plan strategies for the needs of this generation of visitors. Based on the last education, with the last education of high school / vocational school and Bachelor / Diploma leading, namely 49% and 46%, with these results showing that visitors have a middle and higher education background.

Based on occupation, more tourists are still students, namely 52%, after a brief interview with some of them it is known that many of them

are doing research and also increase knowledge and experience, so Setu Babakan is still a special concern among students for their education, private employees 17%, self-employed 12%, civil servants / BUMN / TNI / Polri employees 11%, laborers 3%, entrepreneurs 2%, professionals 1%, and not working 2%. Based on the income of tourists, many of them earn less than IDR 3,000,000, namely 57%, this result shows because many tourists are still students and have not worked and some of them are laborers, private employees, self-employed, and do not work. Income of IDR 3,000,001 - IDR 6,000,000 amounting to 27%, this data is from tourists whose employment status such as private employees, professionals, some of the students

who work, civil servants / employees of BUMN / TNI / Polri, and self-employed. Income of IDR 6,000,001 - IDR 10,000,000 amounting to 15%, this data is from tourists whose employment status such as private employees and civil servants / BUMN / TNI / Polri employees. And income of more than Rp 10,000,000 is 1%, namely tourists who work as private employees. With the results of this data, the majority of Setu Babakan tourists have low incomes, but this is also due to several reasons mentioned earlier, namely some of them are students who are not aside from working. However, with tourists with income between Rp 3,000,001 - Rp 6,000,000 amounting to 37%, it has the potential to increase attracting the middle segment.

C. Psychographic Aspects

Table 5 Characteristics of Tourists based on Psychographic

Description	Options	Percent (%)
The main motivation for tourists visiting Setu Babakan	Research	15
	Recreation / Leisure	84
	Business/Commerce/Service	1
	Meetings	-
Main reasons why tourists visit Setu Babakan	Completeness of tourist facilities and activities	9
	Ease of access (both roads and transportation)	9
	Has appeal	35
	Gain knowledge and experience	25
	Setu Babakan is very popular/known	22
Pattern of visit to Setu Babakan	On your own	12
	With friends	42
	With family	35
	With the group	9
	Together with the community	2
Time of travel	<i>Weekday</i>	19
	<i>Weekend/weekend (weekend)</i>	56
	Red dates	10
	School vacation	15
Transportation Tools used	Public Transportation	19
	Private Vehicle (Car/Motorcycle/Bicycle)	75

Source : Processed primary data (2023)

Based on psychographic aspects, the main motivation for tourists to visit Setu Babakan is more for recreation / leisure, which is 84%, these results show that visitors still choose Setu Babakan as one of the tourist

destinations for their recreation / leisure, when conducting short interviews with several respondents why choose recreation / leisure, many of them answered because the atmosphere is cool and good for recreation /

leisure. Furthermore, the motivation to conduct research amounted to 15%, with these results showing that Setu Babakan is still the choice of place for research. The motivation for Trade / Business / Service is 1%, this result is the result of tourists visiting for Service activities; and the motivation for meeting meetings is 0%, with this result means that Setu Babakan is not the choice of tourists to conduct meeting meetings. Based on the main reasons for tourists visiting tourists, Setu Babakan has an attraction approved by tourists by 35%, these results indicate that the attraction that Setu Babakan has is very liked by tourists; to add knowledge and experience by 25%, these results indicate that Setu Babakan is one of the good destinations to increase tourist knowledge; Setu Babakan is very popular/famous by 22%, these results indicate that Setu Babakan is quite popular according to some tourists; ease of access by 9%, with the results of this figure indicating that access to Setu Babakan is still not good; and the completeness of tourist facilities and attractions by 9%, with the results of this figure indicating that few tourists pay attention to the completeness of Setu Babakan's tourist facilities and attractions.

Based on the pattern of tourist visits, many of the tourists came with friends, namely 42%, came with family by 35%, came alone by 12%, came with a group by 9%, and came with the community by 2%. The data results show that Setu Babakan is one of the tourist destinations of choice for tourists to visit with friends and visit with family. Based on the time chosen to visit Setu Babakan, weekends (*weekend*) by 56%; school vacations by 15%; red dates by 10%; and weekdays by 19%. With the results of this data, tourists choose more time to travel on holidays than on weekdays, so Setu Babakan can plan strategies to increase their tourist attractiveness on holidays. Based on the means of transportation used, tourists mostly use private vehicles to go to Setu Babakan, which is 75%, with these results Setu Babakan can develop parking facilities for tourists so that problems do not arise in tourist parking

facilities. The use of public transportation (19%) and *online* transportation (6%), from these figures it can be seen that the use of transportation like this is very little. This is also shown by Databoks [24] and BPS DKI Jakarta [25] that the increase in the use of private vehicles is increasing from year to year, although there is no data in 2023 from this data it also shows that the use of private vehicles is still chosen by tourists to travel rather than using public transportation. That way there must be special attention to improving public transportation facilities by the government and the perpetrators of this.

Based on the source of tourist information about Setu Babakan, 53% of tourists get more information about Setu Babakan from friends / relatives / communities, this shows the importance of personal recommendations in decision making; 33% of tourists get information from the internet / social media, this indicates the importance of the role of *online* platforms in influencing travel decisions; 8% of tourists get information from travel agencies, this may indicate that tourists prefer to seek information independently rather than through travel agencies; and 6% of tourists get information from promotional media (pamphlets / banners / brochures), this indicates that this method may be less effective in reaching the target audience. With these data results, Setu Babakan can strengthen marketing in the local community, make good use of social media, increase *online marketing*, and evaluate promotional media strategies. To disseminate information through the internet is currently one of the most important platforms because of the widespread use of technology, the internet is very influential on tourists in obtaining information [26].

When tourists visit Setu Babakan, many of them do not bring children under the age of 10, which is 63% and bring children under the age of 10 at 37%. With these results, it is likely that tourists prefer to visit without bringing small children, another possibility is that tourists are doing research, another possibility is that tourists prefer to come with school/college

friends, the possibility of not having children, and other possibilities. But with that 37% figure, Setu Babakan but has the potential to increase it again by providing special tourist facilities or attractions for children under the age of 10 and improving existing ones. Based on tourist activities that tourists like in Setu Babakan, tourists choose cultural tourism activities by 41%; culinary tourism 29%; water tourism 27%; following *events* 2%; shopping for *souvenirs* 1%; and agro- tourism 0%. Based on the results of this data, that cultural tourism activities at Setu Babakan are more prominent than other tourism activities, so the cultural theme that has been brought from the past by Setu Babakan is highly favored and supported by tourists. Culinary tourism activities and water tourism are fairly balanced because they are only 2% different, with this result that tourists also like these two tourism activities more. For activities to participate in *events*; shopping for *souvenirs*; and agro-tourism, there are still relatively few chosen by tourists, most likely because tourists do not know these tourism activities. For example, participating in *events*, this problem is most likely that tourists do not know the schedule of *events* organized by Setu Babakan or the date is not in accordance with the choice of tourists; *souvenir* shopping activities are most likely tourists do not know where to buy *souvenirs*, or because they do not match the tastes of tourists; while agro-tour activities are most likely tourists do not know the existence of agro- tourism or the activity area of agro-tourism or indeed tourists do not like it. That way, the manager of Setu Babakan can pay attention to the problems of the three tourism activities to be further improved in order to attract the attention of tourist.

Based on the total expenditure of tourists in Setu Babakan, the total expenditure of around Rp 51,000 - Rp100,000 is 41%, the total

D. Behaviour

Table 6 Characteristics of Tourists based on Behavior

Description	Options	Percent (%)
Frequency of visits (in the last 5 years)	Once	44

expenditure of Rp 101,000 - Rp 200,000 is 28%, the total expenditure of more than Rp 200,000 is 15%, the total expenditure of Rp 21,000 - Rp 50,000 is 13%, and the total expenditure of up to Rp 20,000 is 3%. This result shows that Setu Babakan is attractive to tourists with a medium budget, and tourists with expenditures above Rp 200,000 show the potential to increase spending by offering premium experiences or services. Based on data on the largest expenditure of tourists during the trip, eating and drinking or call it culinary at 50% is a high priority for tourists during their trip, so Setu Babakan can focus on improving the culinary experience of tourists. Transportation at 32% shows that movement and mobility during the trip has a significant role in budget allocation, because the existence of efficient and accessible transportation is the key to retaining and attracting more tourists. Although accommodation at 14% is smaller than culinary and transportation, it shows that the comfort and quality of the place to stay is still a concern for tourists. *Souvenirs* are 4% smaller than accommodation, indicating that Setu Babakan must strengthen the promotion and development of local *souvenir* products, in order to increase revenue from tourists who are interested in buying *souvenirs* typical of Setu Babakan.

Based on the length of time spent by tourists, most tourists at 84% spent 2-4 hours at Setu Babakan, this indicates that Setu Babakan tends to be a day or half-day visit option. Travel time of 5-12 hours amounted to 9% and less than 24 hours amounted to 4%, indicating that Setu Babakan is more considered as a short tourist spot or destination for day activities. With the results of these data, Setu Babakan can consider increasing the attractiveness at certain hours, such as on weekends or holidays in order to increase the duration of visits.

	Twice	28
	Three times	10
	More than three times	18
Travelers plan to visit Setu Babakan again	Yes	93
	No	7
Travelers would recommend Setu Babakan to friends/siblings	Yes	100
	No	0
Obstacles when visiting Setu Babakan	Difficult to reach the location	27
	Lack of trade facilities (cinderama, souvenir shops, food, etc.)	22
	Lack of adequate facilities (places of worship, public toilets, parking)	45
	None	6
Travelers' expectations of Setu Babakan	Increased tourism activity	38
	Improved site arrangement	20
	Improved tourism facilities	42

Source : Processed primary data (2023)

Based on the frequency of tourist visits in the last 5 (five) years, 56% (28% twice, 10% three times, and 18% more than three times) of visitors returned to Setu Babakan at least twice in a 5 (five) year period and 44% of visitors came once. With these results, Setu Babakan can organize periodic programs or events that can keep visitors coming back, such as annual or more art festivals, special activities, and the like. Setu Babakan can also improve the tourist experience, improved communication with visitors (informing them of the latest developments) and marketing.

Based on the intention of tourists to visit Setu Babakan again, the level of intention of tourists to visit again is very high at 93% and not to visit again at 7%. For the reasons of tourists who do not intend to visit again, we conducted a brief interview with them, 7% of them were due to their regional origin which made it possible not to visit again, difficult to reach the location, and inadequate facilities. With these results, Setu Babakan can focus on improving visitor experience, monitoring, and continuous evaluation. Based on data regarding tourists' intention to recommend Setu Babakan to friends/family, the perfect recommendation ratio is 100%, although in the previous data 7% of tourists had no intention of visiting again, but they would still recommend Setu Babakan to their friends/family. With perfect recommendation

results, Setu Babakan has a great opportunity to build a strong reputation as a tourist destination that is highly preferred and recognized by visitors. Also planning a sustainable strategy to maintain and improve the quality of the visitor experience can provide long-term benefits for Setu Babakan.

Tourist constraints and tourist expectations of Setu Babakan can be said to be questionnaire questions related to several aspects of geographic, demographic, psychographic, and behavioral. Based on tourist constraints: 1) Lack of adequate facilities by (45%) this is related to geographical and behavioral aspects because it includes basic infrastructure, with such a figure Setu Babakan must improve existing infrastructure. 2) The difficulty of achieving the location of (27%) is related to geographical aspects because it includes accessibility and location, with this data Setu Babakan can work with the government to pay attention to the accessibility of tourists to Setu Babakan. 3) The lack of trade facilities by (22%) is related to behavioral aspects because it covers the needs of tourists, with the results of this data Setu Babakan needs to improve these facilities again in order to improve the tourist experience. Based on tourists' expectations : 1) Improvement of tourist facilities (42%) is related to behavioral and psychographic aspects because it reflects the desire of visitors to have a

better experience. 2) Increasing tourist activities (38%) is related to behavioral and psychographic aspects because it reflects visitors' interests and preferences for interesting tourist activities. 3) Improved location arrangement (20%) is related to geographical aspects because it involves improving the spatial layout and infrastructure in Setu Babakan. With the expectations of tourists towards Setu Babakan, this destination can pay attention and improve this so that tourist satisfaction increases and they want to come back to Setu Babakan.

5. CONCLUSION

Tourists are one of the tourism industry actors who support the success of a tourist destination. Over time, tourists who come to a tourist destination must change, as well as the characteristics of the tourists who visit. Likewise with Setu Babakan, the characteristics of tourists there must be different and are divided based on geographic, demographic, psychographic, and behavioral aspects. Based on geography, namely regional origin, many Setu Babakan tourists come from within the city (still around Jakarta). Based on demographics, Setu Babakan tourists are relatively visited by Gen Z and Millennials. Based on psychographics, tourists are relatively middle class, tourists prefer to come to visit with friends/family, tourists prefer cultural tourism activities, culinary and transportation to be a priority during their trip, and choose holidays for the right time to travel. Based on behavior, tourists relatively visited twice or more in the last 5 years, tourists have a high intention to come back again to Setu Babakan, and tourists will recommend Setu Babakan to friends/family. The

obstacles faced by tourists are more on the lack of adequate facilities, so Setu Babakan can improve their basic facilities. The expectations of tourists are also the same, they hope to improve the facilities of Setu Babakan. With the results of these data, this research can be useful for Setu Babakan managers and the government that supports Setu Babakan to *take action* on further development.

Researchers hope that the results of this study can be useful for Setu Babakan managers, Government authorities, and the surrounding community in order to carry out further development. Suggestions from researchers for future researchers are to be able to analyze the characteristics of foreign tourists visiting Setu Babakan, because in this study we did not get respondents from foreign tourists and did not know how their perspectives were.

ACKNOWLEDGEMENTS





The authors would like to express their deepest gratitude to all those who have contributed to the completion of this journal. Without the support and assistance of various parties, this journal would not be able to be completed. Thank you to colleagues who have shared ideas, insights and experiences. Discussions and collaborations with colleagues have improved this research. Thank you to all those who directly or indirectly participated in the completion of this paper. All your contributions are very meaningful for the completeness and quality of this journal. Hopefully this journal can provide benefits and positive contributions. Thank you all for your attention and support.

REFERENCES

- [1] R. H. Demolingo, L. Dewi, S. Karyatun, K. Wiweka, P. P. Adnyana, and A. Prasetya, "Millennials' Travel Behavior in Small Island Destination: The Overview of Gili Trawangan, Indonesia," *Asian J. Adv. Res. Rep.*, pp. 28–37, Dec. 2021, doi: 10.9734/ajarr/2021/v15i1230442.
- [2] R. N. Nugraha and F. B. Manjorang, "Kajian Kelengkapan Fasilitas, Sarana, dan Prasarana Terhadap Kepuasan Wisatawan di Destinasi Wisata Museum di Tengah Kebun Jakarta," *J. Inov. Penelit.*, vol. 3, no. 6, 2022, [Online]. Available: <https://stp-mataram.e-journal.id/JIP/article/download/2106/1636>
- [3] R. N. Nugraha, T. Yuliantini, and S. Karyatun, "TREN PARIWISATA DKI JAKARTA," *J. Ris. Manaj. Dan Bisnis JRM Fak. Ekon. UNIAT*, vol. 4, no. 2, pp. 317–328, Jun. 2019, doi: 10.36226/jrmb.v4i2.267.

- [4] C. Pinaria, I. A. Kalpikawati, and I. G. A. Febrianto, "KARAKTERISTIK WISATAWAN YANG MENGINAP DI HOMESTAY DAN PERSEPSI WISATAWAN MENGENAI UBUD SEBAGAI DESTINASI WISATA," *J. KEPARIWISATAAN*, vol. 20, no. 2, pp. 89–91, Sep. 2021, doi: 10.52352/jpar.v20i2.456.
- [5] Irwan, R. Tahir, M. L. Suryadana, and U. L. Khadijah, "Identifikasi Potensi Kampung Budaya Betawi Setu Babakan Sebagai Destinasi Wisata Pendidikan Yang Berkelanjutan," *Al-Hikmah Media Dakwah Komun. Sos. Dan Kebud.*, vol. 11, no. 2, pp. 62–67, Dec. 2020, doi: 10.32505/hikmah.v11i2.2221.
- [6] R. icky L. Pehulisyana and S. Nugroho, "Eksistensi Perkampungan Setu Babakan Sebagai Daya tarik Wisata Budaya Betawi, Jakarta Selatan," *J. Destin. Pariwisata*, vol. 8, no. 2, 2020, [Online]. Available: <https://ojs.unud.ac.id/index.php/destinasipar/article/download/67975/37606>.
- [7] D. Rosmalia, E. P. Dewi, and R. I. Putri, "POTENSI RUANG WISATA BUDAYA BETAWI DI JAKARTA," vol. 3, no. 2, 2019.
- [8] R. N. Nugraha and I. G. K. H. Angligan, "REVENGE TOURISM," *J. Ilm. Hosp.*, vol. 11, no. 2, 2022, [Online]. Available: https://scholar.google.com/citations?view_op=view_citation&hl=id&user=_FRNjYUAAA&citation_for_view=_FRNjYUAAA:YOWf2qJgpHMC
- [9] K. R. Tunjung Sari, "Karakteristik dan Persepsi Wisatawan Mancanegara di Kawasan Sanur dan Canggu, Bali," *J. Pariwisata Terap.*, vol. 2, no. 2, p. 108, Sep. 2018, doi: 10.22146/jpt.43178.
- [10] KBBI, [Online]. Available: <https://kbbi.kemdikbud.go.id/>
- [11] A. Andriani and W. Wakhudin, "Implementasi Pendidikan Karakter Melalui Model Pembelajaran Discovery Learning Di Mim Pasir Lor Karanglewes Banyumas," *J. Pengabd. Masy.*, vol. 1, no. 2, pp. 51–63, Nov. 2020, doi: 10.32815/jpm.v1i2.303.
- [12] M. Rival and Y. Polisdia, "KARAKTERISTIK WISATAWAN MANCANEGARA DI INDUSTRI PERHOTELAN," vol. 3, no. 2, 2023.
- [13] BPK, "Undang-undang (UU) Nomor 11 Tahun 2008 : Informasi dan Transaksi Elektronik." Database Peraturan, 2023. [Online]. Available: <https://peraturan.bpk.go.id/Details/37589/uu-no-11-tahun-2008>
- [14] BPS, "Konsep dan Definisi Statistik Kunjungan Wisatawan Mancanegara," Badan Pusat Statistik. [Online]. Available: <https://merantikab.bps.go.id/subject/16/pariwisata.html>
- [15] R. Maesaroh, "Dampak Citra Destinasi, Kualitas Pelayanan Dan Harapan Wisatawan Wisata," in *Dampak Citra Destinasi, Kualitas Pelayanan Dan Harapan Wisatawan Wisata*, Guepedia, 2019. [Online]. Available: https://books.google.co.id/books?hl=id&lr=&id=UX4WEAAAQBAJ&oi=fnd&pg=PA105&dq=Dampak+Citra+Destinasi,+Kualitas+Pelayanan+Dan+Harapan+Wisatawan+Wisata&ots=l9COPiPO9L&sig=Is7WijBjsV5HfY9yNwS3Z-BBIB&redir_esc=y#v=onepage&q=Dampak%20Citra%20Destinasi%2C%20Kualitas%20Pelayanan%20Dan%20Harapan%20Wisatawan%20Wisata&f=false
- [16] I. Koswara, "KARAKTERISTIK WISATAWAN; SIAPA DAN BAGAIMANA MEREKA BERWISATA," *War. Pariwisata*, vol. 5, 2002, [Online]. Available: <https://multisite.itb.ac.id/p2par/wp-content/uploads/sites/114/2021/04/06.-juni2002.pdf>
- [17] T. Purba, "ANALISIS RESPON SEGMENT GEOGRAFIS TERHADAP PASAR KAGET DI KOTA BATAM," 2017.
- [18] M. I. Hasan, *Pokok-Pokok Materi Metodologi Penelitian dan Aplikasinya*. Jakarta: Ghalia Indonesia, 2002.
- [19] G. Pakendek and A. L. Rantetampang, "STUDY PERSEPSI PASIEN KUALITAS PENYEDIAAN MAKANAN TERHADAP CITRA RUMAH SAKIT UMUM JAYAPURA," vol. 1, 2018.
- [20] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta Bandung, 2010.
- [21] R. N. Nugraha and P. Indriani, "Peningkatan Kualitas Pelayanan UPK Perkampungan Budaya Betawi Setu Babakan," Dec. 2022, doi: 10.5281/ZENODO.7384948.
- [22] G. Pradini, R. H. Demolinggo, and A. M. Nugroho, "JENIS PARTISIPASI MASYARAKAT DI PERKAMPUNGAN BUDAYA BETAWI SETU BABAKAN, JAKARTA SELATAN DALAM BENTUK PARIWISATA BERBASIS MASYARAKAT," *Turn J.*, vol. 1, no. 2, 2021.
- [23] B. Rosariana, "Generasi 'Milenial' Dan Generasi 'Kolonial,'" Kementerian Keuangan Republik Indonesia. [Online]. Available: <https://www.djkn.kemenkeu.go.id/kpkn-pontianak/baca-artikel/14262/Generasi-Milenial-Dan-Generasi-Kolonial.html>
- [24] R. Pahlevi, "Cek Data: Anies Singgung Jumlah Kendaraan di Jakarta Tidak Berubah, Berapa Jumlah Sebenarnya?," Databoks. [Online]. Available: <https://databoks.katadata.co.id/datapublish/2023/12/12/cek-data-anies-singgung-jumlah-kendaraan-di-jakarta-tidak-berubah-berapa-jumlah-sebenarnya>
- [25] PBS, "Jumlah Kendaraan Bermotor Menurut Jenis Kendaraan (unit) di Provinsi DKI Jakarta 2020-2022," BPS DKI Jakarta. [Online]. Available: <https://jakarta.bps.go.id/indicator/17/786/1/jumlah-kendaraan-bermotor-menurut-jenis-kendaraan-unit-di-provinsi-dki-jakarta.html>
- [26] R. N. Nugraha and P. D. Rosa, "PENGELOLAAN MUSEUM BAHARI SEBAGAI DAYA TARIK WISATA EDUKASI DI JAKARTA," *JIP J. Inov. Penelit.*, vol. 3, 2022, doi: <https://doi.org/10.47492/jip.v3i6.2148>.

BIOGRAPHIES OF AUTHORS

	<p>Dipa Teruna Awaloedin, Graduate from Doktor Ilmu Akuntansi, Hasanuddin University Indonesia, Lecture at National University Jakarta, member of IAI,</p> <p>Email : dipateruna@civitas.unas.ac.id ORCID: 0000000161747659 id scopus : 57782579100 id sinta : 260124</p>
	<p>Padri Achyarsyah, Graduate from Accounting Doctoral Program Padjadjaran University in 2016. As management consultant for Business Valuation, management consultant and public accountant.</p> <p>Email: padri.achyarsyah@civitas.unas.ac.id,</p>
	<p>Rizki Nurul Nugraha, SST.Par., MM.Par, Graduate from master Program Tourism Administration STP Bandung 2015, Lecture at Nasional University Jakarta. As a tourism consultant specialist for Tourism Planning and Development.</p> <p>Email: rizki.nurul@civitas.unas.ac.id ORCID: 0009000734368750</p>
	<p>Muhammad Surya Saleh 19 years old, Studying at National University, Faculty of Economics and Business, Tourism Study Program, started studying in 2022. Based on this research, I am interested in issues or topics that are happening all the time. I am very interested in new information to add to my experience and knowledge.</p> <p>Email : muhammadsuryasaleh@gmail.com</p>