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Familiarization Trip Strategy to introduce Jakarta Textile Museum to Foreign Tourist

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Abstract. This research is conducted to analyze how the Familiarization Trip strategy is done, the result, and the obstacle. The method used in this research is descriptive qualitative using the Nine Steps of Public Relations by Ronald D. Smith to analysis the strategy, interview and data research to analysis the result and the obstacle. The result of this research explains that Familiarization Trip has been done well but in the other hand has not given significant result to the increasing number of foreign tourists visiting Jakarta Textile Museum.

Keywords. Tourism, Familiarization Trip, Jakarta Textile Museum, Strategy

Introduction

Jakarta as capital city of Indonesia has certain attraction for foreign tourists. This attraction should be supported by various facilities and infrastructure in order to meet the international standards as a State Capital that is ready to compete with cities in other countries as one of world's tourist destinations.

Within the historical wealth from various races and ethnic, Jakarta has unite every interest and national international network, provide learning from the past, creation, innovation, and hope for future generations [1]. This makes Jakarta very rich in history and culture. Therefore, it is important to preserve culture and also introduce Jakarta's historical tourism. This makes Jakarta very rich in history and culture. Therefore, it is important to preserve culture and introduce Jakarta's historical tourism.

One of tourism potentials in Jakarta that is related with its culture and history is Jakarta Textile Museum. Jakarta Textile Museum was founded in 1976 and spearheaded by the Governor of Jakarta, Ali Sadikin within the aim of honoring the First Lady, Mrs. Tien Soeharto and officially opened on 18 June 1976. In the middle of 1970, the use of textile, its quantity and quality of production are systematic. Several types of textiles even consider as rare. This is motivated some residents to establish an institution dedicated to preservation and research of Indonesian textiles. Government provides accommodation in beautiful old building at Tanah Abang, Jakarta [2]. In 1062, this property was acquired by Ministry of Social Affairs and used as an office, then the buildings and land officially handed over to the Government and Governor Ali Sadikin decided that it is needed to preserve the textile tradition in Indonesia was greater than the city needs to store archives. thus, Textile Museum was born. [2].

There are some facilities in Jakarta Textile Museum such as *Main Building, Batik Gallery, The Batik Pavilion, Natural Dye Garden, Library, Laboratory Storage, Gift Shop, Auditorium, Praying Room, Internet Hotspot, Fiber Gardern, Introduction to Wastra Room, Mini Theater, Parking Space*[2].

Textile Museum is one of Indonesian tourist destination that has historical vibe. Apart from its function, which is to cultivate textiles in Indonesia, Textile Museum building is also related to the old Jakarta with an old Netherland design. Besides, Textile museum also provided novel experience. Visitor not only ably to catch the textile of Indonesian and its production process, but also tried to operate the tools to process the material and learning how to make their own batik[2].

The advantage of textile museum compared to other museum is *workshop batik*. Pengunjung bisabelajar caramembuat batik dan membawa hasil karya mereka untuk dibawapulang. One of the efforts from Government Tourism and Culture Office of Jakarta on introducing Textile Museum to foreign tourists is a Familiarization Trip.

Familiarization Trip is a journey of person or group of people who are consider has an influence in society such as figures, artists, public figures or others with an aim to introduce tourist objects [3]. According to the regulation of Ministry of Tourism and Creative Economy number 5/2013 stated that Familiarization Trip is an activity of a group based on certain program of visiting tourist attraction in order to introduce or promote a place. Familiarization Trip activities expected to be able to attract tourists. Familiarization Trip implementation has an aim to create awareness due to their experiences during the trip (Jaringan Dokumentasi dan Informasi Hukum Biro Hukum dan Kepegawaian Sekretariat Jenderal, 2013, p.251).

Familiarization trip is a strategy to introduce the destination and Indonesian tourism product through media or direct travelling. It is expected to maintain a good relationship among countries, and a fair competition in tourism aspect. Familiarization Trip has several advantages because it costs less than foreign media advertising abroad. Besides, they can directly experience visiting the tourism object in Indonesia[4].

Based on the background above, this analysis was related to the strategy of Familiarization Trip by Department of Tourism and Culture on introducing Textile Museum to foreign tourist in order to make the tourist know about how strategies are carried out, the results, and the obstacles and they can be improve in order to promote tourism place of DKI Jakarta.

Research Methods

This research used qualitative research method. According to (Ardianto, 2014, p.59) inside his book of Public Relation research method stated that qualitative research comes from behavioral science and social sciences. Qualitative research has a main point as a method of understanding the uniqueness, dynamic and holistic nature of human presence and human interactions with the environment [6].

Moleong explained in his book regarding the definitions of qualitative which concluded that qualitative research is research that is intended to understand the phenomena experienced by research subjects such as behavior, perception, motivation, and action (Lexy J. Moleong, 2019, p.6)

The approach method used in this research is descriptive approach. Kriyantono explained that descriptive research approach has an aim to provide systematic, factual and accurate description about the fact and population characteristic of certain object [8]

This research based on the formulation on analyzing strategy by Department of Tourism and Culture on introducing Textile Museum in Foreign tourism through Familiarization Trip which researcher did an interview to know the answer and focused point of this analysis, field

observation and data analysis. Data collection was carried out using interview techniques and documentation which will be obtained through informant and hardcopy of data.

Result And Discussion

The result of Familiarization Trip strategy on Introducing textile museum for foreign tourist

Familiarization Trip program by Department of Tourism and Culture has been done for 12 times, and the rest 2 program is the result of collaboration with Ministry of Tourism. The difference between Familiarization Program held by Department of Tourism and Culture in Jakarta and it collaboration program with the Ministry of Tourism is the visited place. Familiarization Trip by Ministry of Tourism in Indonesia include various city tour in Indonesia, while the program held by department of Tourism and Culture only include Jakarta region.

The data obtained from Textile museum indicated that the amount of foreign visitor at Textile museum on 2017 consist of 2.185 people with 2.122 adult and 63 foreign student. Furthermore, to analyze the result of familiarization trip to introduce textile museum, the data from 2010 to 2017 explained as below:

Table.1 Number of Wisman Visitors to the Textile Museum

Year	Adult	Students	Group visitor	Total
2010	559	15	100	674
2011	838	164	757	1,759
2012	1,174	0	0	0
2013	1,075	0	196	1,271
2014	874	0	0	874
2015	1,735	0	0	1,735
2016	758	0	0	758
2017	2,122	63	0	2,185

Source: own study, 2018

The result of interview with Batik Instructor in Textile museum Jakarta from 2006 indicated that textile museum dominated by local visitor. There are many local visitors, especially when they held the school field trip. Training to make their own creation of Batik which gain an interest from local and international visitor.

Local people want to learn how to draw batik correctly because they do not have much leisure time by other business such as working. While foreign people often come to learn how to make batik intensively, most of them is people who married with Indonesian citizen and stay in Indonesia, thus they have no other activities besides being housewives. And it makes them have a leisure time to visit Textile Museum and learn how to make batik.

Besides collaborating with Familiarization Trip, Jakarta Textile museum also build cooperation with department of tourism and culture by the promotional event abroad such as events and exhibitions. In exhibition, they explained about Jakarta and it tourism place along with Betawi culture. Besides, department of culture and tourism will provide attraction from Jakarta Textile Museum such as learn to make batik for free. This shows that many people are interested in learning batik. Even during the exhibition, visitors did not do the process of waxing and only coloring using a brush.

Based on the explanation above, this research examines Familiarization Trip facilities by Department of Tourism and culture on introducing and improving the number of tourist visitor in Jakarta Textile Museum. Researcher concluded that, in order to introduce Jakarta Textile Museum, exhibition suited more to be implemented, because the information can be well spread to visitor. Meanwhile, as the data described above, by Familiarization Trip, not all participants are brought to visit the Jakarta Textile Museum and not all participants who have been brought to Jakarta Textile Museum will write about Jakarta Textile Museum. Therefore, the information of Jakarta Textile Museum is not conveyed well to the receiver.

The data processed and analyzed the data obtained from the Information and Development section of Department of Tourism and Culture and obtains the following data.

Table2. The amount of foreign visitor in Indonesia

2010	1.892.866
2011	2.003.944
2012	2.125.513
2013	2.313.742
2014	2.319.295
2015	2.377.226
2016	2.512.005
2017	2.658.055

Sumber: Own Study

Based on the data of Foreign Visitor in Jakarta 2010-2017 above, which was obtained through Information and Development of Department of Tourism and Culture Jakarta, there is an increase visitors in Jakarta as shown in the table. Familiarization Trip has been held since 2010, researchers concluded that the implementation of the Program plays a role in providing an increase in number of foreign visitor in Jakarta.

Meanwhile foreign visitor number to Textile Museum of 2017 has also been improved as 0,91% from 44,357 become 44,761. From the data, the researchers also concluded that Familiarization 2017 Program takes a role in providing an increase in number of foreign tourists' visitor in Jakarta.

Research Obstacles

After understanding the program of Familiarization Trip, it can be concluded that the success of Familiarization Trip influenced by several kind of controlled and uncontrolled aspects. Based on the interview of Informant Ibnu, as a finalist of Jakarta Abang None contest of 2017 and carried out the task of *Familiarization Trip*. He has been obligated on Familiarization Trip for 4 Times, for Singapore tourist, Palestine, and Aljazair. By those experiences, Ibnu being trusted to be one of this research informant. Besides, the opinion of external informant can be used as knowledge to overcome the obstacle in objectively by outsider from Department of Tourism and Culture Jakarta.

Ibnu shared one of the experiences he encountered while accompanied Familiarization Trip from Jordan:

“During the Familiarization Trip from Jordan, participants only came to Jakarta, but also Bali, Lombok, Bandung, and Jakarta. While in Bali and in Lombok, they did not obtain any get good service and good travel. Too short, too rushed, did not get anything, suddenly

moved to another place outside Jakarta. It is only Bandung that can satisfy them because they stay in a good hotel. After arrived in Jakarta, they were taken to the hotel which is usually used in every Familiarization Trip for Muslim Tourist. Unfortunately, the service of that hotel is not really good, in terms of hygiene. And it causes every participants, journalist, high class influences and others propose complains, they ask to move to other hotel, they even stated that this services is something disrespectful. If this keep happen, they rather go back to their country, and will write about how Indonesia and Jakarta is terrible. And it makes a poor assessment of Jakarta” (Azhar, wawancara data primer, 30 Juni 2018).

The experience above, include as one of unpleasant experience, where the participant from foreign visitor of Department of Tourism and Culture feel that they have bad experience under their expectation. Thus, much of participants made a complaint.

According to Ibnu's story above, it is said that Jakarta Culture and Tourism Office provides hotels that commonly used in every Familiarization Trip for other Muslim tourists, However it turned out that current Familiarization Trip participants were high-class influencers, therefore there stated huge complaints due to the hotel service that did not meet the expectations of Familiarization Trip participants, there are a yellow staid above the attic and there were stain on the towels. it can be seen that Department of Tourism and Culture only provide the same facilities for every Muslim familiarization trip participants, whereas, actually it need more research for different participants, especially when they come from higher class participants. According to Familiarization Trip participants in the interview above, guests or participants who visit tourism objects in Jakarta should be shown what it appropriate to publish.

Related to the problem above, the next obstacle is budget. In this case, Department of Tourism and Culture should prepare an appropriate place to stay for high class influence. According to Olivia as a journalist who has become Familiarization Trip participant, the problem of conducting deeper research is that there is a need for change. It needs to do a deeper research regarding the audience target and media social of participant.

Apart from the point above, there is a need to improve the schedule; Jakarta does have many various tourist attractions that should be shown for Familiarization Trip guests or participants. However, too much destination made the guest move too fast from a destination to other destination. Furthermore, the traffic jam in Jakarta takes more time to arrive at a place to another place. Besides, destructed roads also consider as an obstacle, because it will be less comfortable to walk through. Jakarta also needs good souvenir to sell, while Jakarta still has shortcomings in promoting the destinations and tourist attraction

One of the obstacles that need to be improved is the reparation of Infrastructure and transportation in Jakarta to make easier for foreign visitor on visiting a tourist attraction. And the instruction should be written in English. Here is the example of interview result of informant with foreign visitor.

- What do you think about Jakarta as a capital city?
It's busy, chaotic but dynamic and vibrant. It's progressing with the times but retains a lot of its heritage and traditions.
- What do you think about Jakarta as a tourism destination?
I think there's a lot of potential – lots of hidden gems that are waiting to be discovered.
- What to improve in Jakarta as a capital city?
Transport infrastructure, definitely!
- What to improve in Jakarta as a tourism destination?
Make it easier for tourists to get around – but this is only possible if transport infrastructure is improved. Have more signs and instructions in English. Also need more young ambassadors (like yourself) to promote it better among young travellers in south-east Asia using social media – lure them away from Bangkok and Hong Kong!
- What is your favorite destination and why?
Bangkok. It's just as chaotic and dynamic, but there is the very convenient skytrain and subway, cafes and restaurants with very cool and/quirky designs, good food from street food to fine dining, excellent shopping again from cheap to quality Thai design. But its tourism industry is much more established, and there are many websites/bloggers who have written lots of articles about Bangkok and it's easy to find information.
- Do you want to visit Jakarta again for holiday purpose?
Maybe, not sure yet. If there is a strong enough reason for me to return!

Figure 1. Interview result and processed by researcher

Besides, Abang None as promoter of Familiarization Trip, Abang None has significant role and more experience in the aspect of guiding and knowledge. Besides promoting, Abang None must also help government to promote a good name of Jakarta. Moreover, should serve a good experience for participants. When there is a problem occurred and cannot be handled by Department, Abang None should be able to maintain good relations by holding proper discussions. Therefore, Familiarization Trip guests can consider Abang None as partners to get detailed information of Jakarta. Even Abang None should be able to convince them, and become informants' for Familiarization Trip participants who need more information.

As what explained above, that in carrying Familiarization Trip, Abang None has an important role to determine the success of Familiarization Trip by providing a better experience to participants and also maintaining a good relationship with them. However in practice, this also often becomes an obstacle where the selected Abang and None to serve tend to be passive and not pro-active, furthermore, they tend to be more silent and go with the flow; Thus Abang None can't function as expected.

it can be concluded that several obstacles on Familiarization Trip consist of(1) the served infrastructure and facilities did not meet the expectations, (2) sometimes there are too much places that need to be visited, thus the participant could not have a good experience, (3) Jakarta terrible traffic jam,(4) Jakarta terrible road becomes a journey obstacle, (5) less conserved tourist attractions and destinations sometimes occur during its implementation (6) the involved people who are not well functioned in the process of Familiarization Program.

Conclusion

Based on the discussion of Familiarization Trip strategy by Department of Tourism and Culture of Jakarta on Introducing the Textile Museum to International Tourists, researchers obtain the conclusions as below:

Familiarization Trip Campaign has been done as what it should be. Department of Tourism and Culture Jakarta managed to attract journalists and tour operators within the country to visit tourist objects in Jakarta,whether implemented entirely by the Department of Tourism and Culture Office or by the request of Ministry of Tourism. Department of Tourism and Culture of Jakarta have been succeeded in implementing the eight-steps of public relations strategy. First, *situation* where Department of Tourism and Culture Jakarta did the analysis

regarding which countries will be invited to participate in the Familiarization Trip and what is the cultural background of the participated countries and the background. Second, *objectives* of maintain a goal in the implementation of Familiarization Trip, such as an increase of insight about Jakarta's tourism objects and textile museum. an increase of Jakarta Publication and textile museum as a City of Tourism, and an increase in the number of tourists from Familiarization Trip participating countries. *Audiences* are selected based on previous visitor reports. Several countries will be selected with an aim of increasing the visitor number from these countries. And the participants of Familiarization Trip will be selected by KBRI or KJRI. *Strategy* by Department of Tourism and Culture of Jakarta by Familiarization Trip program where the participant will have direct experience on visiting tourism place in Jakarta, thus they can share their story to other foreign friend and improve the number of foreign visitor. The carried out *tactics* include provided a guide who are expert in foreign languages and understand the history of Jakarta development and has wide knowledge and the information can be effectively conveyed. *Timetable* include the implementation of 2017 Familiarization Trip campaign started from march to November 2017, while planning have been carried out before and reports are will be done afterwards, required *Budget* for this campaign was spend around 2 billion every year, and 100-200 million in each program depends on the number of participants, visit duration, and the destination. *Evaluation* by Department of Tourism and Culture ensure that each familiarization trip participant done his job. Tourism Office also produces activity reports and publication reports as evaluation materials.

However on its implementation, Familiarization Trip occur several obstacles, Familiarization Trip was done more than a day, and the participants visited several countries or event in Jakarta. Journalists could not review all the aspects from hotels, places to eat, every tourism objects, and every object of activity. Therefore, it cannot be guaranteed that journalists who visit Textile Museum always produce publications about the Textile Museum. Because it is related to the journalist background and the experience they got when they had the program. Besides, other obstacles occurred regarding preparation of Familiarization Trip did not meet the expectation, infrastructure and traffic of Jakarta did not support the condition. Lack of destinations, roles and functions of Familiarization Trip supporting parties which is not meet the expectation. Another obstacle is that Familiarization Trip's success factor on increasing foreign tourist visitor cannot be controlled.

There are several efforts that can be done by Familiarization Trip to maintain a good assessment of participants. Organizer should report the results of publications published by the Familiarization Trip participants as the evidence of Familiarization Trip participants itself. And it needs a deeper research before organizing the plan and make sure that the event running as what it planned before.

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