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Planning Development of Creative Park in JungleFest Bogor

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Abstract. A lot of people who need a short escape with full experience make a theme park always wanted to visit. Located in Bogor city, nearby the capital city of Indonesia makes Junglefest is one of the urban destinations to be visited. In order to increase the number of visitors, they planned to add more attractions inside their territory, and will be called “Creative Park”. This paper is giving a short review regarding the planning development of this Creative Park in a form of a theme park. Starting with mapping the potential analysis, planning steps, development steps, and evaluating steps by looking into the impact arising from the activities done in the park.

Keywords. Theme Parks, Creative Park, Planning Development

1. Introduction

Recreation and amusement parks have become an important element in modern society. In urban areas, the changing of era and the density of activity with the high level of stress makes the demand of recreation and entertainment always increase day by day. Meanwhile, the tourism sector has become the largest contributor to local revenue in Bogor City. Tourism activities obviously give a high contribution to the economics of the city [1]. By 2015, The PAD (Pendapatan Asli Daerah or Local Revenue) from the tourism sector reached Rp118 billion, in 2016 increased to Rp 204 billion, hotels contributed Rp65 billion in 2015 then rise to Rp75 billion in the next year. Similarly, restaurants that previously contributed Rp75 billion, rise to Rp95 billion, and entertainment from Rp22 billion, up to Rp29 billion. one of the trends in development both nationally and internationally is theme parks, which will remain a trend now and, in the future, (WTO). However, amusement parks have not become a leading tourist attraction in the city of Bogor [2].

Junglefest is one of the theme parks in Bogor city, the concept of this place is adopted from the jungle environment which brings freshness, cleanness, and harmony like in the jungle area. In terms of increasing the total experience of the visitor in order to number of visitors, they have a plan to add an attraction inside the location of the Junglefest area. They called it “Creative Park”. Actually, this park is made as a studio for movie maker purposes, but it also will open to the public in order to gain more revenue as an attraction.

However, the number of visitors who come is not always as targeted by the Junglefest manager. the biggest decline occurred in 2015 with a total of 116,388 visitors from the previous year as many as 221,446 with a percentage decrease of 47%. Likewise, the number of visits in 2016 decreased by 28% with the number of visitors as many as 121,438 people and continued to decline from year to year [3] .

The presence of the Covid 19 pandemic adds to the heavy burden of Junglefest to be able to survive in uncertainty, therefore it is deemed important for development to be carried out to be able to return Junglefest to its original state as a tourist destination for the community, especially millennial tourists.

The concept itself comes from the phenomena arising from a lot of Millennials pattern in doing tourism activities preferred in visiting a place that has a hisbackground background of a movie making. They will take a lot picture and upload it in kinds of social media as the reflection of self actualization. Besides, this park is also aimed for family tourist which is friendly for any kinds of age. Younger tourist travel longer hours, travel more and spend more than older travelers. But of course will should find out about their behavior, preference, experience and benefit young people seek while traveling [4].

2. Research methods

The study a desk research method. The secondary data was used, accompanied with the online data and previous research and other scientific publication related to the focus of research. The analysis is descriptive qualitative with using SWOT analysis to find out the internal and external factors in order to find out the best planning development suit to the Junglefest.

3. Literature study

3.1. Tourism

Tourism of course related to tourism resources, the availability of public facilities and tourism facilities, good accessibility and also very close community involvement in an area coverage in it [5]. Etymological word "tourism" is identified with the word "travel" in the English language is defined as a trip that is made many times from one place to another. Based on the above matters as well as seeing the current situation and condition, tourism can be interpreted as a journey, planned, and could be done individually or group from one place to another in order to get satisfaction and pleasure [6]

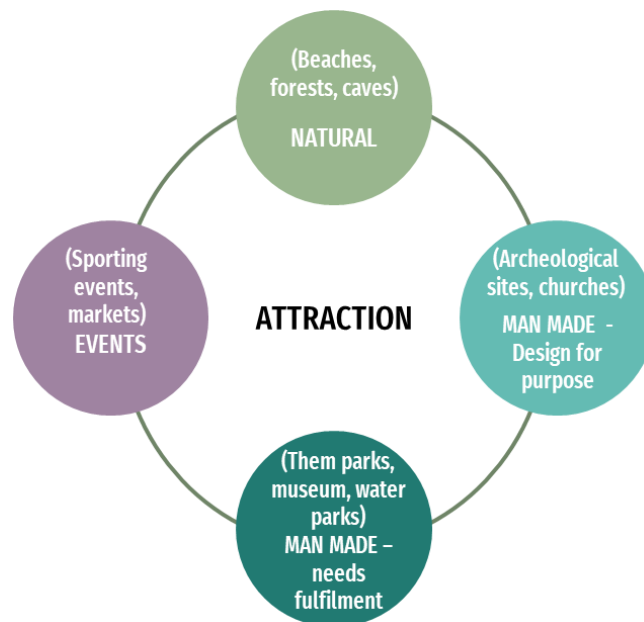


Figure 1.1 Types of attraction
Source: Dridea Catrinel & Strutzen, 2008

Attraction is the main point of tourism. If there is not something unique in it, people will not go there. The above figure 1.1 shows us that attraction could be divided into four main classifications [7]. The first is natural attraction, which natural environment as the main feature, it could be beaches, forests, caves, mountains and etc., second is man-made based attraction which build and designed for purpose as a shape of archeological sites, churches, mosques, temples, etc., the third is also man made based attraction with stressing in the needs of human fulfillment, like theme park, amusement park, water parks, etc., and the last is events attraction, which in the form of organizing various kinds of activities that can attract people to come to see or participate in that event, it could be in sports events, cultural events, markets and many more.

Someone in deciding to visit a tourist destination can not be separated from their background and interest. Based on the interests of tourists, then divided into three groups [8] like general interest tourism, special interest tourism, and mass tourism. Special interest tourists will chooses a destination based on their interest, skill, and knowledge. Someone will decide to come and visit a place because of the activities that can be done in an area, without it its hard to make people come (Sari, 2018). Nowadays, people are getting notice to find out all facts and description of destination trough internet [10]. And website, social media and other digital source could help them a lot in become their consideration in deciding in visiting a destination.

3.2. Creative Park

In mass tourism, several attractions that can be managed as an attraction for visitors include historical buildings, museums, galleries, archaeological sites, monuments, and themed retail sites.; amusement and leisure parks [7]. Its focusing on quantity rather than quality and of course as the opposite of of special interest tour [11]. One form of mass tourism could be creative park. Creative Park is a creative economy park as a gathering space for creative industries with distinctive personalities and characteristics [12]. Creative park in the form of a park that can attract tourists to come because of the overall creative concept it has [13]

3.3. Theme Park

The theme park is a thematic park designed and made to satisfy tourists who come with an effort to be able to fulfill various kinds of travel desires by providing various kinds of diverse entertainment attractions [14]. Theme park is a park with theme that can be used as a place for a day tour with family and friends [15]. The distinguishes between theme parks from other places with similar types is that the entrance fee ticket is a one-time ticket or commonly referred to as a direct ticket, has a specific theme in its design and atmosphere, provides various types of artificial tours, which of course require high investment because they require sophisticated technology. in its operation and maintenance of various attractions

Based on the nature of the subject of theme parks [14], it can be classified as miniature landscape, custom class, historical and cultural class, theme parks, plants class, and film class. Miniature landscape according to a certain proportion it can be in the form of a well-known building complex, both foreign, ancient, and modern buildings so that tourists have a broad understanding of the culture contained therein so that they can appreciate different cultures. The custom class displays the customs and ways of life of the community in the form of a simulation that aims to describe the scenes of national life and folks along with the usual customs and traditions. The historical and cultural provide an overview of the beautiful and diverse cultural background. Theme parks emphasize the fulfillment of a sense of pleasure that is always changing according to the target market share, most of which are built using sophisticated technology. The plants class: stressing animals and plants as the main attraction or theme. The film class: the concept is made with the theme of the film where there is a process in taking pictures in the form of shooting scenes, films, and television which is a collaboration between film activities and tourism. Based on the above criteria the Creative Park in Jungglefest can be concluded as the film class theme park. These kinds of theme park is supported by the government. It can affect to any sector. The development of a theme park at each location in each country has differences from one another [7], this may occur because of the economic level and also some differences in wealth in the people who exist in a particular area. In addition, the complexity and ease of using the mode of transportation will also have an influence on the development of the park's environment, the quality of the natural environment and the existing heritage builds will make a significant difference to the theme raised. In addition, a national culture that supports and is in harmony with the theme and activities carried out will support the development of an amusement park. the number of tourists who come will be directly proportional to the amount of income earned.

4.4. Planning Development

Planning is an action in an effort to connect existing facts to make assumptions about the future with the aim of obtaining visualization and formulating activities that can be proposed to achieve the desired goals [16]. Some of the important components contained in planning include achieving goals, alternative choices, future-oriented, action and comprehensive [8]. In short, planning can be said as a process to achieve the goal of using all existing resources to be able to solve future problems and optimize all existing resources. Tourism development planning is carried out in several stages, namely long-term, medium-term and short-term. Some of the stages of development include: 1) explaining the direction of future development clearly, 2) paying attention and emphasis on a destination, 3) having a vision and mission achieved, 4) identifying existing opportunities, 5) transparency creates a sense of belonging, 6) as a guide for implementation and evaluation [17]. One thing that must also be understood is to continue to involve the local community. In planning the development of tourism industry, the role of

the local community is very significant [18], especially to ensure the sustainability of the tourism carried out

4. Potential analysis

4.1. Appraisal of Opportunities

We can do thrive the area by some characteristics which could be classified into a special areas with a particular vision based on the landscape form, various types of plants, the availability and use of clean water, land use and cultural heritage, and so on. This creative park will located inside the area of Jungle Fest in Bogor. It will build as one of the attraction in order to attract more visitors to come as the characteristics of mass tourism that purposed to gain large number or visitor to the attraction.

For the analytical process, one of the methods used is SWOT. It is one of the methods commonly used to map internal and external conditions, containing the mapping of strengths, weaknesses, opportunities, and threats. where the existing findings will be taken into consideration in making decisions or strategies that will be used to win the existing competition in SWOT, factors could be able to divided into factors originating from the site itself (in the form of strengths and weaknesses), and factors originating from outside that cannot be controlled (opportunities and threats) [19]

Here are the results of the mapping of the creative theme park's future location based on SWOT analysis:

Tabel 1
Analytical Process of Creative Theme Park Based on Location

No	SWOT	Descriptions
1	Strength	<ul style="list-style-type: none"> a. It could accommodate high carrying visitor. b. Not far away from Jakarta, Bekasi, Tangerang and Depok city. c. In the city of Bogor area. d. Good raoad access. e. No Competitor for this similar theme parks. f. Family Friendly. g. Good facilities already made by Jungle Fest Management. h. Supported by the Minister of Tourism of Indonesia, stated that he will still welcoming the investor to build theme park or amusement park.
2	Weakness	<ul style="list-style-type: none"> a. All object is man made b. Core area is long away from public access c. Mostly raining a hole year d. New concept, need more marketing expenses
3	Opportunities	<ul style="list-style-type: none"> a. Alot of domestic tourist come to Bogor

		<ul style="list-style-type: none"> b. Offer a new experience to the tourist. c. Could develop a range recreation ativities in keeping with the landscape. d. To supply the demand for high quality facilities and landscape setting e. A lot of millenial really crazy with film industry f. For the entrance fee, it could be bundling with the Junglefest fee.
4	Threats	<ul style="list-style-type: none"> a. Near by the local residence b. The access to reach the location always in high traffic. c. The use of round water will affected to the avaliability of the park surrounding water supplies.

Source: Research Data, 2022.

5. Implement (planning – development – evaluation)

5.1. Planning

In developing a theme park industry, firstly it is necessary to prepare the good planning in building the theme park industry so it can succeed. Here are some stages in building theme park [7]:

- 1) The economic environment of theme parks
- 2) The socio-cultural environment of theme parks
- 3) The psychical environment of theme parks
- 4) The transportation of the theme parks
- 5) The infrastructure of theme parks
- 6) Facilities offered by the theme parks
- 7) The Institutional Environment
- 8) The Development of Theme Parks

In these stage observation study like doing survey to the location is very needed. Then, based on the result mapping of potential of the theme park can be done. Then, doing more research in order to measure the future of the industry, if the results is possitive, then it can countinue to the next development. If the result is negative. So, lets find the another way. While the specific planning of theme park [19] as follows;

- 1) The Entrance: Entrances or greeting elements should be as attractive as possible and slightly dramatic / different from the elements around. The structures, shapes and materials used should also support the surrounding environment.
- 2) Information Board : could be from wooden, rocks, metal/iron
- 3) Parking Area : standard design of parking lots for some vehicles such as cars, motorcycles, buses and also disabled.
- 3) Toilet Facilities: the theme park should have at least three toilets for women and men.
- 5) public seating: for the visitor with a supportive and appropriate theme. The material can be wood, stones, metal/iron

6) Children's Play: there must be many alternative choices. There are various playing activities, both for playing activities with family or individual playing activities with or without parent's supervision.

7) Building location: In building a theme park, administration room, ticketing, information room, and café must be close together for more efficient activities.

8) The Tree: In designing a themed park, trees can not be abandoned because it is one of the landscape/garden elements that has the double function of beautifying the garden and protecting the garden.

After making the basic planning for the theme park, then let's move to the steps in developing this creative park. The next step is making the feasibility study for a variety of leisure attractions that will be built in the park.

5.2. Development

The first step, of course, is to design the development of the theme park with its which will be carried out so that it can provide an important foundation and guidance in an effort to realize the goals. see and see the market potential and how to win the existing competition There are several steps that should be made in doing the feasibility study: 1) Orientation meeting, 2) site and area evaluation, 3) concept and trends, 4) market analysis, 5) evaluation of facilities, 6) annual usage, 7) physical planning and concept development, 8) financial development.

For Junglefeast Creative Park, the first step that must be done is to conduct an inaugural meeting to align the scope of work to be carried out and the concepts used so that there is an understanding to achieve the desired goals. Then evaluate the location and area of the theme park being built, it must also be able to map out how close this location or area is to market coverage, what obstacles are faced in reaching the predetermined location, and how the route will be taken to reach this place, how alternative paths other than the main route, what development activities may occur around the location in the next few years, what facilities must be provided to compete with similar theme parks. State the desired main concept for development in detail, and must follow the things of interest highlighted in the industry trends. Furthermore, carry out market analysis based on market demographic profiles such as age, income, area of origin, and total population and also based on various other information that can be collected such as economic growth rate, growth rate, and so on. Hereafter, make comparisons with similar theme parks in terms of the use of the name (both the name of the place used and the name of the attraction), the location of the location owned, and a detailed description of the actual situation that can be observed physically, financially and also the number of costs used for development activities.

An annual assessment of the proposed facility in detail for five years of operational activity in the form of a study of market size, market characteristics, the market performance achieved by the facility, and potential competition that may arise. Then, is followed by physical planning and concept development by carry out physical planning with a focus on the types of activities that can be carried out, the space or scope of visitor services that can be provided, and the area of land or space needed to provide food and drink places. This must also be followed by a detailed layout of the layout as well as the layout and flow in 3D to be able to provide a clear visualization of the various choices of activities that can be carried out. The next step is financial analysis in the form of financial forecasts for the next five years with details of revenue by category, operating expenses, operating profit or surplus, and return on investment for equity investors, if applicable. And the last step is warranted and typical development goals. This guaranteed amount will be used to obtain credit and will of course be compared with the number

of needs needed in carrying out development activities so that it can be seen in the future whether the development carried out will benefit or not in the future. This is done to get a guarantee for the investment that will be made

6. Evaluation

6.1. The Impact

Evaluation will be done after all planning is executing, and the result as the outcome will show the impact that comes from the activities drives from the existence park. There will always be two kinds of impact, the first is positive impact and the second is negative impact. There are a lot of effects comes from these theme parks, in general some of it is as follows [19] : 1) Increasing ethnic diversity, 2) Social changes, 3) Polarization of income, 4) Specialized tastes and the fragmentation of leisure, 5) Lifestyle changes, 6) The networked society, 7) Changing perceptions of risk, 8) Health concerns, 9) Commercialization, 10) Environmental concerns.

6.2. Economy Impact on Society

Local sustainability is a form of success from a successful theme park development [20]. In terms of increasing the number of tourist arrivals, amusement parks can be helped to be encouraged by the availability of new attractions. Remaining factors range from theme parks' location, utilization of resources, the product, the market, customer focus, and team management [21]. Destination image is improved by the developments of theme parks and therefore tourism is increased, furthermore local community receives economic benefits together with the education being available for public through many ways such as story telling, science, technology. Large number of destinations conduct the actions of both supporting theme parks' development as well as providing opportunities in terms of reaching political benefits in a wide range of local, national, and in some occurrence to be international [22].

In managing theme park, of course, it takes manpower to be able to carry out its operational activities. from expert workers to operational workers. This certainly provides job opportunities for each segment of the workforce, for the wider community in general and the surrounding community in particular. High school or college students most likely occupy large numbers of temporary and seasonal jobs in the recreation field. These jobs are non essential related to formal education and are opened to wide range of people with personal qualities desires [22]. If theme park is managed properly, integrated between existing attractions and tourism facilities, obviously it will be able to satisfy the tourists who come so that more economic impacts will be obtained from the sustainability of the tourists who come. On-line booking facilities, hotels, night entertainment complexes, and transportation services are now being offered by theme parks in addition to rides, shows, retail outlets, and food services facilities [23].

6.3. Disadvantages

The disadvantages that may arise are various issues that can have a negative economic, socio-cultural, and environmental impact on the destination of theme park. high entry fees, friction between tourists and local communities, the emergence of various kinds of pollution (soil, air and air), damage to ecosystems or habitats, the amount of waste that arises and the consumption of electricity, energy and air.

7. How to overcome (based on the strength and advantages from the local) who is the investment

The conclusion gained on this issue is that some of the key success factors of Junglefest as a form of theme park development are the form of a continuous number of visitors, the protection of copyright owned, the quality of facilities, and tourist attractions in the form of rides provided as well as varied, consistent and the quality shows, the use of effective and efficient workers, the availability of investment funds for additional capital, maximizing existing external factors, carrying out developments at appropriate costs and can be done positively.

Theme parks generate billions of dollars as well as being a driver of the local economy as the main effect of their presence, public sector development, and private and non-profit sectors can be an option. In the case of Junglefest Creative Park, the private sector is the one which suits for encouraging development. multinational organizations that work on it will certainly help to improve several economic sectors if it is carried out in an integrated manner with several other stakeholders. the investment made will certainly increase profits, increase investment, increase the market, as well as the purpose of diversification carried out in the business.

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