

## EMPOWERMENT OF SMALL TRADERS IN SUPPORTING THE DEVELOPMENT OF SETU BABAKAN BETAWI CULTURAL VILLAGE TOURISM DESTINATIONS

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### ABSTRACT

The Betawi Cultural Village tourism area is a mix of cultural, nature, and agro-tourism areas. Betawi Cultural Village has a tourism carrying capacity in the form of unique tourist attractions, tourist access, and good tourist facilities. Tourism business actors and the community play an important role in maintaining the sustainability of a cultural tourism destination. Betawi Cultural Village is the last stronghold in the preservation of Betawi culture. All Betawi culture in the form of art, tradition, architecture, spatial planning, plants, fruit, and food can be found at Betawi Cultural Village. One of the tourist destinations at Betawi Cultural Village is the Betawi cuisine. Based on observations, research and discussions focused on Betawi culinary traders, they have not paid attention to marketing communication strategies. Food traders have not done marketing communication well. Culinary products do not have standards in processing, taste, presentation, and packaging. Pricing has not taken into account the production costs and the desired profit. Places to sell food are bad, in wagon carts without water facilities, adequate washing and trash cans, less comfortable, and less clean. Empowerment needs to be done to food traders in the Betawi Cultural Village because traders play an important role in supporting the development and sustainability of tourism. Empowerment is done by providing training and counseling about strategies in marketing communications. Covers how to make and develop a product, determine the selling price, arrange a good place to sell, and promotions. This training will increase their income, and tourist visits, which means they support the development of the Betawi Cultural Village.

**Keywords:** Empowerment, Traders, development, Tourism Destinations

### 1. BACKGROUND

Betawi Cultural Village is designated as a Betawi cultural heritage area following Regional Regulation No. 3 of 2005. The determination of the Betawi Cultural Village as a cultural heritage area aims to maintain and preserve the Betawi culture. Betawi culture is preserved in the form of buildings, language dialects, dance arts, music arts, drama arts, and crafts such as batik and food. Betawi Cultural Village as the center of Betawi culture becomes a center for learning various Betawi art and cultural heritage.

Betawi Cultural Village is one of the tourism destinations developed in the development program of the DKI Jakarta Provincial Government. Following the mandate of Law no. 29/2007- Chapter V/Article 26 paragraph 6, which states: "The Provincial Government of DKI Jakarta preserves and develops Betawi culture and protects various other local cultures in the DKI Jakarta Province".

Betawi Cultural Village as a cultural tourism area, resources, unique traditions, and culture inherent in the community are the main driving elements of tourism activities. Communities that grow and live side by side with a tourist attraction become part of an interconnected ecological system. The success of developing a tourist destination depends on the level of community support and acceptance. Visitors' assessment of the elements of Setu Babakan tourism consists of tourist attractions in the form of attractiveness and uniqueness, tourist access, and good tourist facilities. (Widaningsih, T Titi, 2019)

The support of all tourism components involved in the development of Betawi Cultural Village tourism areas needs to be increased. The support of the tourism component becomes the capital in the development of cultural tourism. Communities and other tourism components must benefit from the existence of Betawi Cultural Village tourism objects. The community has a good attitude towards the presence of tourists in the Setu Babakan Betawi Cultural Village area (Widaningsih, T Titi, 2020).

The purpose of tourists visiting Setu Babakan Betawi Cultural Village is because they want to learn about Betawi culture, enjoy Betawi cuisine, and enjoy natural beauty (Widaningsih, T Titi, 2019). Various Betawi food products are offered at Betawi Cultural Village. The price of food products is relatively cheap. The price of 1 portion of food such as laksa, fried bean sprouts, ketoprak ranges from Rp. 15,000 – Rp. 30,000. Various snacks are also sold at relatively cheap and affordable prices. The location of Setu Babakan Betawi Cultural Village is easily accessible by tourists, access is very adequate, and there are various alternative roads and modes of transportation that can be used (Widaningsih, T Titi, 2019). Community service is carried out in collaboration with small merchant partners, especially food traders in the Betawi Cultural Village tourist area.

The reason for choosing small traders as service partners is because traders as tourism industry players play a role in the development and sustainability of tourist destinations. As a tourism industry player who is visited by many tourists, food traders do not understand how to market their products. The strategy that can be done is by implementing a marketing mix consisting of 4Ps. **Product** means the combination of goods and services offered to the target market. **Price** is the amount of money the customer has to pay to get the product. **The place** is a company activity that makes products available to target customers. **Promotion** means activities that convey the benefits of the product and persuade customers to buy it. (Kotler and Armstrong, 2009)

Culinary products in the Betawi Cultural Village area do not have standards in processing, taste, presentation, and packaging that are good and attractive yet. The condition of cleanliness of the place to sell in the Betawi Cultural Village area is still not clean and is uncomfortable. (Widaningsih, T Titi, 2019). The place to sell looks so simple that it is not neatly arranged and attractive, without adequate water and washing facilities. Food prices are the same among traders because they do not dare to make different prices. The promotion has not been carried out optimally with online or digital media.

Merchants in empowerment are not passive partners but subjects who are active, creative, and have many initiatives. In empowerment, the community is not an object or passive beneficiary but an active subject who is required to be creative and take many initiatives. The purpose of empowerment is to mobilize the active participation of the community so that they independently overcome the problems they face together (Purbantara and Mujianto, 2019). Empowerment is done by providing training related to the importance of building a communication strategy through product, price, place, and promotion.

## 2. METHOD

Service activities are carried out based on data obtained from research, observation, and focus group discussions with Betawi Cultural Village stakeholders, namely Betawi Cultural Village managers, communities, traders, studios, tourism offices, and Betawi leaders. To implement the partnership method, the stages of community service activities are carried out with the following steps:

- a. Collecting data, facts, and information related to the problem of the object of community service.
- b. Develop a joint plan through a focused discussion approach. In this process, all stakeholders are involved.
- c. Prepare work plans and technical implementation plans related to time, participants, materials, and methods of implementation.
- d. implementation of activities that have been planned and agreed upon as well as the handover of assistance to partners.

## 3. RESULTS AND DISCUSSION

Community service activities empower small traders in Betawi Cultural Village tourist areas by providing training. The training focused on marketing communication strategies carried out by food traders covering products, prices, places, and promotions.

- a. Products are the heart of marketing/sales. Quality products will provide satisfaction to customers. In addition to quality, many things need to be considered in building products that are not yet understood by food traders in the Betawi Cultural Village tourism area. Types of food products such as Ketapang seeds, Kembang Goyang, and coconut roots. Does not have a name/brand or brand, for example, Laksa mpok Umi, Tape Uli Band Ade. Unattractive appearance and shape and packaging. The uniqueness/uniqueness and advantages of the product. Product variant.

Merchants need to realize that the product is at the heart of marketing/selling. Consumers need to know the type of food purchased. Traders must include the type of product being sold, such as Ketapang seeds, kembang goyang, coconut roots, and others. The brand name should be used as a differentiator for other products such as Laksa Betawi, and the Rafli stall. Many traders have the same type of products, the name is important for differentiating similar products. The appearance of the form and packaging must be made attractive. Product quality must always be maintained. Product variations need to be developed following consumer interest, for example, the original flavored dodol with a variety of durian flavors. Culinary products need to standardize quality, cooking methods, taste, packaging, and serving methods. As a Betawi cultural area, traders must sell Betawi food,

- b. Price is sensitive because the price is used as a benchmark for consumers to compare with competitors. Price will affect sales. Incorrectly determining the price makes consumers not interested in buying. Pricing can be done simply by looking at the market price and by calculating the cost of production and the desired profit. Pricing must be taken carefully. Betawi food prices are relatively cheap and affordable with the potential to

attract tourists to enjoy Betawi cuisine. Based on observations and discussions with food vendors, the average price of Laksa Betawi is Rp. 25,000



Figure 1. Traders empowerment training



Figure 2. Examples of Betawi food products in the BCV area

Traders whose product standards are good, such as some traders who are under the guidance of Betawi Cultural Village Area Management Unit Setu Babakan, can increase their selling prices. No need to be afraid to compete with products whose product standards are still not good.

- c. The Betawi Cultural Village tourist area is used as a Betawi cultural tourism destination. Betawi Cultural Village is a place to learn and enjoy various Betawi cultures and of course Betawi cuisine. In the Betawi Cultural Village area, tourists can easily find, buy and enjoy Betawi specialties. The place is very important in ensuring the competitiveness of products in the market. Cleanliness, comfort, ease of getting goods (order: phone, online). Betawi Cultural Village is a comfortable tourist destination, but for the development of culinary tourism, it is necessary to arrange a place to sell. Places to sell seem only modest and there are still many traders who have not heeded the health protocols.



Figure 3. Discussion During Training Related to Products and Pricing



Figure 4. Places to sell and eat in the BCV tourist area

Traders need to make selling places to be more comfortable, clean, and tidy. Traders also still have to carry out health protocols by using masks and providing hand sanitizer and a sink.

- d. Marketing aims to serve two purposes. First, tell potential customers about the product, and second, persuade them to buy. Promotional strategies include various ways that can be used to communicate with the target audience. Effective promotion ensures good sales. Promotional elements such as Advertising, Direct selling, publication, and social media. The promotion is carried out in collaboration between traders and the Area Management Unit Betawi Cultural Village Setu Babakan. The manager does this by offering meeting packages with Betawi food menus, Betawi food workshops, and promotions to schools and studios through books, brochures, and other print media. The promotion carried out by the manager is less effective because the Area Management Unit Betawi Cultural Village is a non-commercial institution that should not seek profit. The management is fully funded by the DKI Jakarta provincial government.



Figure 5. Display of Betawi Products in the R&B room AMU BCV Office

Traders must promote goods starting with providing good service to tourists, so tourists will recommend the products purchased to others. Efforts that must be made by traders are optimizing the use of social media. Through social media do promotions because it does not require expensive costs. Through social media, traders market their products by sharing information and product images with a wider market. Build a product image, establish communication with potential customers and expand the network (Kautsarina, 2013).

Appropriate marketing communication is the first step for a tourism destination to be known by tourists. For tourists to get a good impression of tourist destinations, effective communication is needed. In marketing tourist destinations as products, tourism marketing communication is a management process in sending and providing information as well as suggestions about products and ideas to benefit people who travel or visit an area, so that tourists are happy to visit the destination, even suggesting the destination to others (McCabe, 2009).

When tourists who come to enjoy Betawi cuisine at Betawi Cultural Village Setu Babakan get satisfaction, then these tourists will come back and recommend it to others. If this happens, it will increase the number of tourist visits to the United Nations. This shows that tourism area traders play an important role in the development and sustainability of cultural tourism destinations. Empowerment of traders is something that must be done in the development of tourist destinations.

#### 4. CONCLUSIONS AND RECOMMENDATIONS

Betawi Cultural Village is a center for the preservation of various Betawi cultures. Culinary is a culture that must be preserved. There are still many non-Betawi culinary products found in the Betawi Cultural Village area. Culinary as a tourism potential in the Betawi Cultural Village needs to be developed by providing training and knowledge for traders on how to conduct marketing communications. Merchants' understanding of the importance of conducting marketing communications will increase their understanding of:

- a. The importance of determining the type of product, giving a name/brand or brand. Create an attractive appearance, shape, and packaging. Determine the uniqueness/distinctiveness and advantages of the product and the importance of making product variants according to the customer's interest.
- b. Determining the price simply by looking at the market price and by calculating the cost of production and the desired profit.
- c. Organize a clean, neat, comfortable, and healthy selling place by complying with the Health protocol
- d. Provide good service to consumers and conduct promotions through online media.

Empowerment of traders to be more complete requires simple bookkeeping training. Healthy and attractive food processing techniques and good and healthy food packaging techniques.

#### AWARD

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