

RAWA BELONG FLOWER MARKET REVITALIZATION INTO DKI JAKARTA TOURIST DESTINATION

Pantri HERIYATI¹, Ina Agustini MURWANI², Dewi TAMARA³, Anita MAHARANI⁴, Retno DEWANTI⁵, Anak Agung Ayu WULANDAI⁶, and Yuliana YULIANA⁷
^{1,2,3,4,5,6,7}Management Department, ⁷Interior Design Department⁷, and ⁸Hotel Management Department
Binus Business School Doctor Of Research In Management, Master Program, Undergraduate Program, Faculty
of Digital Commnucation and Hotel & Tourism
Binus University, Indonesia

pheriyati@binus.edu¹, imurwani@binus.edu², Dtamara@binus.edu³, Anita.maharani@binus.edu⁴,
Retno.dewanti@binus.edu⁶, a.wulandari@binus.edu⁷, Yuli@binus.edu⁸

ABSTRACT

Rawa Belong Flower Market is a distinctive market structure, various types of flowers and ornamental plants on offer, and its influence on local communities and tourism, this market teaches us about the importance of maintaining a balance between humans and nature. Like businesses in general, traders at the Rawa Belong Flower Market also face several problems that require creative solutions and effective solutions. In facing these problems, traders need to have flexibility, knowledge, and the right strategy to remain competitive and sustainable in a dynamic market. Binus University with the mission to empower the nation has put its commitment to assist Rawa Belong Flower Market to increase the competencies of the traders also to promote the site to achieve a higher competitive advantage to be able to position as attractive tourist destination in Jakarta. The one-year empowerment program was implemented successfully covering, providing training, coaching, and maintaining the market physical facilities. The program was involving team of Binus University lectures and students from multi program and campuses. To ensure that the program was run according to plan, an impact measurement was conducted. The result showed that the participant was satisfied with the program, perceived the program beneficial and willing to have a continuous program in the future.

Keywords: Empowerment Program, Rawa Belong Flower Market, Digital Promotion, Tourist Destination

1. INTRODUCTION

1.1 Background

Tourism has a social role in reducing poverty and social harmonization. Among them is Sustainable Tourism-Eliminating Poverty or STEP (UNWTO, 2018). It was stated that the role of Indonesian tourism was ranked 9th out of 176 countries and ranked 22nd for long-term contribution to the national economy in 10 years. Another important role of tourism is preserving the environment which has been established for a long time. In 1992 several technical documents and global agreements related to the concept of sustainability were approved. Recommendations from the DMO Conference held in Labuan Bajo, 21-22 September 2011.

A tourist destination is a geographical area located in one or more administrative regions which contains tourist attractions, public facilities, tourist facilities, accessibility, as well as tourist communities or communities. Developing and implementing innovative marketing strategies requires changes in the definition and understanding of attractiveness, accessibility, and requirements that must be available at a destination. Tourism development must be carried out based on sustainability criteria, meaning that the developer is able to be supported ecologically in the long term and is at the same time economically viable, ethically, and socially fair for the community.

Rawa Belong Flower Market is the largest flower market in Southeast Asia, with revenues of more than 15 billion rupiah per month and is also a Betawi ethnic residential area. The Mayor of West Jakarta has stated that the Rawa Belong Flower Market will become a tourist attraction that needs to be developed in stages. The problems that occur in managing the development of the surrounding area are the Government's commitment to handling the concept of tourist destinations, participation and awareness of local communities which are still low and incidental, the ability and capacity of each tourist destination according to its geographical location. local conditions, economy and culture are difficult to manage, stakeholder participation and contribution are not yet optimal in developing tourist destinations (Subakti et al., 2020). Apart from that, the chaos that occurs in the Rawa Belong area causes activities there to be limited. In Rawa Belong there are well-known educational facilities, namely the Tarsisius School, Bina Nusantara and the Rawa Belong village which functions as a canteen, cafe, and internet cafe. This functions to provide services needed by students (Martin, 2020). The aim of this empowerment program is to develop the Rawa Belong Flower Market as a tourist destination for DKI Jakarta.

1.2 Problem Formulation

The problem formulation in this study is "How to develop the Rawa Belong flower market into a DKI Jakarta Tourist Destination".

1.3 Problem Solution

Looking at the problem points above, it can be concluded that there is a need to develop solutions to problems with the aim of enabling traders in the Rawa Belong flower market to increase their business and competitiveness. Looking at the problems generally faced by traders, there are problems that can be a priority for solutions to be developed and implemented, namely the problem of digital marketing so that promotions can be more effective as well as building partnerships with buyers, especially buyers from industries such as hotels, which is an important segment for the cut flower industry as well as increasing the Branding of the Rawa Belong Flower Market.

Table 1. Output Achievement Targets

No.	Output type	Achievement Indicators
1	Brosur Digital and Printed	Provided
2	Digital marketing strategy and customer excellence	Provided
3	Increasing the attractiveness of market (fence painting)	Provided

1.4 Literature Review

Rawa Belong Flower Market

Creative tourism is a solution to the tourist experience in conventional tourism (Al-Ababneh, 2017). There is a creative tourism business model consisting of five group elements. They are demand factors, supply factors, products and services, tangible and intangible benefits of creative tourism, and financial outcomes for the destination.



Figure 1 . Activity at Rawa Belong Flower Market
(Source: Disparekraf DKI Jakarta, 2022)

Rawa Belong Flower Market is the largest flower market in Southeast Asia, with revenues of more than 15 billion rupiah per month (Wahyuni, 2015). The problems that occur in managing the development of the surrounding area are the Government's commitment to handling the concept of tourist destinations, participation and awareness of local communities which are still low and incidental, the capabilities and capacities of each tourist destination are different from each other. Others according to its local geographical, economic, and cultural conditions make its management difficult. Stakeholder participation and contribution have not been optimal in developing tourist destinations, and initial assessments of tourist destination profiles and maps have not been completed. Based on these findings, the aim of this research is to develop a strategy for developing the Rawa Belong Flower Market as a tourist destination and identify the internal and external environment of the Rawa Belong Flower Market area.

Cut Flowers

Cut flowers are flowers that are used as material for flower arrangements for various purposes in the human life cycle: starting from birth, marriage, and death. Therefore, it is natural that flowers have economic value (Widyawan & Prahastuti, 1994). Endah (2001) states that cut flower commodities have special characteristics, including:

1. Traded fresh
2. It has a large volume but small value (bulky)
3. Cannot be stored for a relatively long time
4. Cultivated in special areas
5. Requires relatively high costs.

2. METHODS OF PROGRAM IMPLEMENTATION

The implementation method was carried out through discussions with the management of the Rawa Belong Flower Market via zoom meetings and Whatsapp Group. The first activity is to analyze the needs required by Partners. We propose community service at Bina Nusantara University, Syahdan Campus, with an approach to providing training and mentoring on digital marketing and customer excellence, as well as creating a flower exhibition and short flower arranging course, as well as carrying out physical improvements, namely painting the fence outside the old Rawa Belong market building.

Community development activities are not research activities but apply appropriate knowledge already possessed by the Bina Nusantara University academic community and its network. The real output results can be enjoyed by the owner in the form of improvements to the painting of the outer fence facilities which look more beautiful and cleaner which can be enjoyed by the community and the general public. Because this activity will produce one of the outputs in the form of a national scale paper on Sinta, it is hoped that many academic parties can develop it For Other Activities.

3. RESULTS AND DISCUSSION

This 2023 activity will focus on strengthening and increasing the competence of flower traders who are MSMEs. Activities include providing training, among others, Excellent Customer Service, Skills in creating digital promotional content on social media so that flower traders can better promote their business by utilizing social media, trade financial management training, managing relationships with suppliers or flower suppliers, design training Florist. The promotional activities for the Rawa Belong Flower Market were also increased by the Binus University lecturer team by creating flyers containing interesting information about the Rawa Belong Flower Market. Where flyers are made in three languages, namely English, Mandarin, and Indonesian. The flyers were then distributed to the target market through Binus University's partnership with ITTA or the Indonesian Tour and Travel Association, and several hotels in Jakarta. This is intended so that both national and international target markets can get to know the Rawa Belong Flower market. Another activity involving students was carried out last June where around one hundred and fifty students from the Kemanggisan Binus University Campus area simultaneously painted the walls and fence at the front of the market.

It is hoped that from this activity, the appearance of the flower market will be cleaner and more attractive to visitors. The team of lecturers involved numbered thirteen people from business, design and architecture, literature, or language departments. The next program is holding a flower festival and exhibition at Binus Square which will last for three days involving participation from the Agricultural Product Promotion and Certification Service, Ministry of Agriculture, DKI

Jakarta Province. The method used in the empowerment program is to provide training and assistance directly to the objects of differentiation or partners, namely flower market traders.

3.1 Arrangement of Shops and Traders' Stalls at the Rawa Belong Flower Market

The arrangement of shops and vendor stalls at the Rawa Belong Flower Market creates a colorful and stunning atmosphere, while facilitating efficient trade transactions. These settings play an important role in creating a unique experience for visitors and help merchants in showcasing and selling their products.

3.2 Training Required of Rawa Belong Flower Market Traders

Based on the problem, the training required by Rawa Belong flower market traders is as follows: Traders at the Rawa Belong Flower Market can benefit from various training to improve their skills and knowledge in running a flower and ornamental plant trading business. Training that have been implemented and beneficial for flower market traders:

- 1) **Marketing and Branding Training**
Training in marketing and branding will help traders promote their business more effectively. They can learn about online and offline marketing strategies, creating interesting content, and how to build a strong brand image.
- 2) **Financial Management Training**
Skills in financial management are essential for traders to manage income, costs and profits efficiently. This training can help them manage cash flow, plan budgets, and understand financial reports.
- 3) **Sales and Negotiation Skills Training**
Merchants need to have good sales skills to interact with customers and influence them to buy their products. Training in sales and negotiation skills will help them in developing better persuasion and communication techniques.
- 4) **Time Management Training**
Traders often face tight time demands in caring for flowers and plants and running a business. Time management training will help them set priorities, avoid stress, and optimize productivity.
- 5) **Entrepreneurship Training and Business Plans**
Training in entrepreneurship and business plan preparation will help traders formulate their business vision and goals more clearly. This includes business planning, target market determination, competitive analysis, and growth strategy.
- 6) **Technology and E-Commerce Training**
In an increasingly digital world, merchants can take training on the use of technology and e-commerce. They can learn how to leverage online platforms, social media, and websites to expand their market reach.

A variety of training can help traders at the Rawa Belong Flower Market improve their skills and knowledge in running a flower and ornamental plant trading business. By improving their qualifications, traders can overcome the challenges they face and optimize their business potential. Developing the Rawa Belong Flower Market into an attractive tourist destination in DKI Jakarta is a challenging task but has great potential to increase the cultural and economic attractiveness of the region. We have done the strategies implementation to achieve this goal:

1. Improved Infrastructure and Facilities
 - a) Update and improve market infrastructure, such as buildings, parking areas, public toilets, and rest areas, to provide a comfortable experience for visitors.
 - b) Create visitor-friendly areas, such as parks or aesthetically pleasing green spaces, to create an attractive environment.
2. Increased Promotion
 - a) Carrying out strong promotional campaigns through social media, websites, and other online platforms to attract the attention of local and international tourists.
 - b) Collaborate with local influencers or celebrities to increase market exposure.
3. Development of Tour Packages
 - a) Arrange a special tour package that includes a visit to the Rawa Belong Flower Market as well as other nearby tourist attractions, such as parks, museums, or art centers.
 - b) Offers visitors a learning experience about the culture and history of the market through guided tours.
4. Annual Event Program
 - a) Hold annual events that are in the spotlight, such as the Rawa Belong Flower Festival, flower arrangement competitions, or art performances.
 - b) Create an interesting event calendar for various types of visitors, from families to art lovers.

3.3 Partnership and Cooperation with the Department of Promotion and Certification of Agricultural Products as Manager of the Rawa Belong Flower Market

Collaborate with local government agencies, universities, arts communities, and private companies to support the development of the market as a tourist destination.

1. Promotion of tourist destinations
 - a) The Promotion Department has the responsibility to promote the Rawa Belong Flower Market as an attractive tourist destination. This involves creating promotional campaigns through various media channels, including social media, websites, brochures, and advertising.
 - b) They can hold promotional events, such as flower festivals, garden exhibitions, or flower arrangement contests, to attract tourist attention and expand market reach.
2. Increased Market Visibility
 - a) This agency can collaborate with local, national, and international media to provide wider coverage of the Rawa Belong Flower Market.
 - b) They can organize visits by press, bloggers, or journalists to experience and cover the market atmosphere firsthand.
3. Collaboration with the Tourism Sector
 - a) This department can collaborate with other tourism agencies, such as the Department of Tourism and Culture, to include the Rawa Belong Flower Market in larger tourism packages.
 - b) They can collaborate in regional tourism promotion events, tourism exhibitions, or roadshows in various cities.
4. Tourism Event Management
 - a) This department can plan and coordinate tourist events at the Rawa Belong Flower Market, such as the annual flower festival, agricultural workshops, or art performances.
 - b) They can organize logistical support, promotions, and event execution to provide an enjoyable tourism experience for visitors.

Developing the Rawa Belong Flower Market into an attractive tourist destination requires collaboration between the government, traders, local communities, and various stakeholders. With the right strategy, this market can become a cultural and economic center that has a positive impact on the city and surrounding communities. Partnership and collaboration strategies with various parties are one of the keys to developing the Rawa Belong Flower Market into a

successful tourist destination. Collaboration with different parties can help support and accelerate the development of the market as an attractive tourist destination.

Collaboration with these various parties allows the market to leverage diverse expertise, resources and networks to create rich and memorable tourism experiences for visitors. With support and participation from various sectors, the Rawa Belong Flower Market can develop into a dynamic and attractive tourist destination.

Measuring the impact of the empowerment program at Rawa Belong Flower Market partners was carried out using a simple instrument developed to measure the effect or impact of the training provided to participants, especially traders at the Rawa Belong Flower Market. The questionnaire instrument was distributed to participants in October, namely 3 months after all training and mentoring topics were provided, with the aim of participants already having experience of the effects or influence of the training and mentoring provided. Descriptive analysis is presented as follows.

Tabel 4.1 Respondent Profile

No	Name	Store Name	No	Name	Store Name
1	Salinam	Toko Bunga Potong	13	Ridwan	Toko carnation
2	Eva	Toko Bunga Eva	14	Wawa	Toko carnation
3	Yula Karmila	Toko Sarana Penunjang aksesoris	15	Abdul Basir	Adem Florist
4	Junaidi	Toko Sarana Penunjang aksesoris	16	Ripan	Sarana Penunjang aksesoris
5	Law Mai Lie	Toko Aurora	17	Umi	Toko Sarana Penunjang aksesoris
6	Nicko Fuji	Sekar Arum Florist	18	Sutisna	Toko Sarana Penunjang aksesoris
7	Delmilmi	Toko Sarana Penunjang aksesoris	19	Selamet	Toko Sarana Penunjang aksesoris
8	Sarmili	Toko Bunga Fresh	20	Wahyuni	Toko Sarana Penunjang aksesoris
9	Apri		21	Asep Saepuloh	Toko Sarana Penunjang aksesoris
10	Ari	Melati Jaya 6	22	Solihin	Toko Sarana Penunjang aksesoris
11	Muchtar E.	Rosliami Flower	23	Ridwan	Toko carnation
12	Supri	Sedap Malam		Wawa	Toko carnation

Table 4.2. Response Summary

Questionnaire Statement	Respondent Response (number and %)				
	Very Disagree	Disagree	Neutral	Agree	Very Agree
Participants' desire to apply training results to business	0	0	4 (18,2%)	5 (22,7%)	13 (59,1%)
Participants understand the training material	0	1 (18,2%)	11 (50 %)	11 (50 %)	10 (45,5%)
Participants Can Serve Customers Better After Attending Training	0	0	1 (4.5%)	8 (36.4%)	13 (59.1%)
Training Provides Benefits	0	0	4 (18%)	4 (18.2%)	14 (63.6%)
Participants Can Create Digital Content on social media Better After Attending the Training	0	0	0	8 (36.4%)	14 (63.6%)

Better Manage Relationships with Suppliers	0	0	1 (4.5%)	8 (36.4%)	13 (59.1%)
Better Financial Management	0	0	1 (4.5%)	5 (22.7%)	17 (77.3%)
Implementing Their Store design to Make It More Beautiful	0	0	0	4 (18.2%)	18 (81.8%)
Willingness to join Training and Mentoring from Binus University in the future	0	0	0	4 (18.2%)	18 (81.8%)

From table 4.2, it can be concluded that most respondents who participated in the training felt that this empowerment program had provided benefits. They can also better manage their finances and relationships with suppliers, can be better at creating digital promotional content on social media, and can organize their stores more aesthetically.

The Rawa Belong Flower Market, as an important part of the Kemanggisian community, is experiencing an extraordinary transformation thanks to the strong collaboration between local flower traders and students from campuses in the Kemanggisian area. This empowerment program brings a spirit of cooperation and love for the environment, which shines through in the cleaning and repainting of the outside area and front of the market. This is the story of how we came together to create a cleaner, brighter, and more sustainable future:

1. Awareness of the Importance of the Environment
This program aims to remind us of all the importance of maintaining a clean and healthy environment. Through student participation, this message is conveyed with real action.
2. Inspiring Collaboration
Students from campuses in the Kemanggisian area play an important role in this program. They come together with a passion to contribute to their community. The collaboration between students and flower traders is a clear example of how cross-sector collaboration can create a big positive impact.
3. Repainting the outside area and front of the market is not just about giving it a fresher look.
It is a visual statement of our commitment to creating a more beautiful and inviting environment for everyone.
4. Environmental Education and Awareness
The program also includes education about sustainable environmental practices. Students share knowledge about waste management, energy savings, and small ways to maintain cleanliness.
5. Closer Community
In addition to positive physical results, the program has strengthened relationships between flower vendors and the campus community. This is a real example of how we can grow together as a larger community.
6. Shared Vision for the Future
This empowerment program is the first step towards a better future. Together, we have a vision to continue this effort, making it a starting point for other projects that will beautify and improve the market.
7. With a positive spirit and strong cooperation, we bring hope and change to the Rawa Belong Flower Market. This is a real example of how collaboration between the education sector and the community can create a sustainable impact and bring positive change for all of us. Let's paint a brighter and cleaner future together for the Rawa Belong Flower Market and the Binus University Kemanggisian campus community.

4. CONCLUSION

Rawa Belong Flower Market is an enchanting blend of natural beauty and cultural heritage. Through its long history, distinctive market structure, various types of flowers and ornamental plants on offer, and its influence on local communities and tourism, this market teaches us about the importance of maintaining a balance between humans and nature. This market is not just a place for buying and selling, but also a space that brings people together in an experience that embraces culture and natural beauty. In a world that is constantly changing, the Rawa Belong Flower Market is a clear example of how harmony can be realized in the vortex of the market.

The arrangement of the shops and stalls at the Rawa Belong Flower Market is an integral part of the market experience. From attractive product displays to interactions with traders, this setting creates a unique atmosphere that combines natural beauty and trading activities. Through creativity and good layout, traders create a stunning environment for visitors and help in promoting the culture and beauty of flowers and ornamental plants.

Like businesses in general, traders at the Rawa Belong Flower Market also face a number of problems that require creative solutions and effective solutions. In facing these problems, traders need to have flexibility, knowledge, and the right strategy to remain competitive and sustainable in a dynamic market.

A variety of training can help traders at the Rawa Belong Flower Market improve their skills and knowledge in running a flower and ornamental plant trading business. By improving their qualifications, traders can overcome the challenges they face and optimize their business potential.

REFERENCE

- Abdullah, M. M. (2017). *Studi Kelayakan Bisnis*. Yogyakarta: Aswaja Pressido.
- Abdullah, N. (2015). *Rawa Belong: Pasar Bunga Segar Terbesar di Indonesia*. Kabar 24. <https://kabar24.bisnis.com/read/20150309/386/410030/rawa-belong-pasar-bunga-segar-terbesar-di-indonesia>
- Al-Ababneh, M. (2017). Creative Tourism. *Journal of Tourism & Hospitality*.
- Disparekraf DKI Jakarta. (2022). *Pasar Bunga Rawa Belong*. <https://jakarta-tourism.go.id/article/detail/rawa-belong-flower-market>
- Drajat, A., & Kartika, D. (2017). *Startup Guidebook: Panduan Memulai Startup Bisnis yang Harus Kamu Tahu*. Yogyakarta: PT Anak Hebat Indonesia.
- Endah, H. J. (2001). *Membuat Tanaman Hias Rajin Berbunga, Cetakan Pertama*. PT Agromedia Pustaka, Tangerang.
- Fahmi, I. (2010). *Studi Kelayakan Bisnis: Teori dan Aplikasi*. Bandung: Alfabeta.
- Finnegan, S. R. (2011). *BIOPHILIC DESIGN The Architecture of Life Viewing Guide*. BIOPHILIC DESIGN.
- Holilah, L. (2005). *Analisis Kelayakan Usaha Bunga Potong pada Pusat Promosi dan Pemasaran Hasil Pertanian dan Hasil Hutan Rawa Belong*.
- Martin, K. (2020). Wadah Aktivitas Masyarakat di Rawa Belong. *Jurnal Sains, Teknologi, Urban, Perancangan, Arsitektur (Stupa)*, 2(1), 943. <https://doi.org/10.24912/stupa.v2i1.6896>
- Palu, B. (2011). *Tata Kelola Destinasi Wisata Ditingkat dengan DMO*. Beritapalu.Com. <https://beritapalu.com/2011/09/21/tata-kelola-destinasi->
- Sarwono. (1992). *Karakter Fenitipe Tanaman Krisan (Dendranthema grandiflorum) Kultivar Big Yellow Perlakuan Kolkisin*.
- Subagyo, A. (2007). *Studi Kelayakan: Teori dan Aplikasi*. Jakarta: PT Elex Media Komputindo.
- Subakti, A. G., Bahri, A. S., & Anita, T. L. (2020). A Strategy in Developing Pasar Bunga Rawa Belong as a Tourist Destination in West Jakarta. *Journal of Indonesian Tourism, Hospitality and Recreation*, 3(2), 153–159. <https://doi.org/10.17509/jithor.v3i2.25155>
- Sunyoto, D. (2014). *Studi Kelayakan Bisnis*. Jakarta: CAPS (center of academic public sevice).
- Tjiptono, F., & Chandra, G. (2011). *Service, Quality and Satisfaction (ed 3)*.
- Wahyuni, T. (2015). *Sekelumit Kisah Pasar Bunga Terbesar di Asia Tenggara*. CNN Indonesia. <https://www.cnnindonesia.com/gaya-hidup/20150213121330-269-31881/sekelumit-kisah-pasar-bunga-terbesar-di-asia-tenggara>
- Widyawan, R., & Prahastuti, S. (1994). *Bunga Potong Tinjauan Literatur*. Pusat Dokumentasi dan Informasi Ilmiah Lembaga Ilmu Pengetahuan Indonesia.