

ABSTRACT

YUSDIANTO HS. “STUDY OF URBAN TOURISM DESTINATION DEVELOPMENT IN JAKARTA”
CASE STUDY : PETAK SEMBILAN REGION GLODOK

Total of pages roman numerals viii + 107 pages + 36 pictures + 8 tables + 2 graphics

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Tourism resources in the Petak Sembilan region can be viewed in general from the cultural tourism potential in the form of chinese architecture as well as the cultural social of the local community and the culinary tourism potential of their chinese, thus becoming the basic capital in tourism activities (Wilkinson, 1994). The development of tourism sector in Petak Sembilan region either directly or indirectly will give dynamics, can be toward positive influence or negative threat influence to the area. The dynamics of such changes is a phenomenon that is part of the formation of the potential and character of the development of tourism sector in the Petak Sembilan region itself. Sectors that could be affected by tourism activities in the Petak Sembilan region include the economic, social, cultural and environmental sectors (Gunn, 1994).

Other potentials in the area of Petak Sembilan region is the existence of chinatown art and culture community and local community to preserve chinese religious events that have local culture such as on the eve of Chinese New Year celebrations with art performances and gambang kromong music, cokek dance and potehi puppet show . On gomeh stamp celebration or 15 days after Imlek often held the attraction of lion dance and dragon. At the time of praying shejit / birthday of kongco fat cu kong by holding festivals gotong taopekong and other cultural carnival such as ondel - ondel, raising red flag white, marching band and so forth. While the culinary potential in the Area of Petak Sembilan region is a place to eat typical china food that has been decades, where to sell small meals and china by typical and by the five or rare food vendors such as rice ulam, gomeh cap ketupat, pickles, dodol, bakpao, cahkwe, rujak juhi, rujak shanghai and various kinds of chinese special cakes that are in the Area of the Petak Sembilan region.

From all the relationships the potential elements can be elaborated into a destination concept framework that is a key element or an important part of the concept of tourist destinations, thus becoming a tourism product as a total experience that can enrich the experience of tourists gained by tourists from the day of arrival until the return of the destination The tourism he visited (Hermantoro, 2015). This study is intended to identify the factors that support the development of urban tourism destinations in Petak Sembilan region as the tourism product with two approaches, namely sustainable tourism and the core of the value / Sense Of Place.

Keywords: Tourism potential, Tourist destination, Tourism product, Petak Sembilan region, Sense of place.