

## Product Diversification and Implementation of Public Relations Strategy at Setu Babakan

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### Abstract

*This study discusses product diversification and the implementation of Public Relations (PR) strategies in the Betawi Setu Babakan Cultural Village, as one of the cultural tourism destinations in Jakarta. By utilizing SWOT analysis, this study explores the potential for product diversification in various zones, such as Zone A and Embryo which highlights Betawi culture through museums and traditional houses, as well as Zone B which offers typical culinary and children's play rides. The PR strategy implemented includes the use of social media for promotion, collaboration with various parties, and market research to understand visitor preferences. The results of the study show that product diversification and effective PR strategies can increase the competitiveness and sustainability of tourist destinations. However, challenges such as competition from other destinations and the impact of negative reviews on social media need to be addressed. In conclusion, by taking advantage of internal advantages and existing opportunities, Setu Babakan can strengthen its image as an attractive and sustainable cultural tourism destination.*

**Keywords:** Tourism, public relations, marketing, SWOT Analysis

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## INTRODUCTION

Tourism as one of the economic sectors that is starting to grow rapidly, tourism is increasingly facing pressure to continue to innovate and attract tourists (Nugraha et al., 2019). One of the pressures faced is the development of tourism products or product diversification, which is a strategic key to answering increasingly diverse market needs (Rahman et al., 2024). Product diversification not only revolves around the development of different types of tourist attractions, but also extends to various aspects such as culture, culinary, accommodation, and tourist activities. To deal with this pressure, *Public Relations* (PR) is an important strategy in promoting the diversity of tourism products, by building a strong destination image through well-planned marketing (Dwi A, 2009).

The importance of product diversification has an impact on tourism not only on economic aspects, but also on other aspects such as social and cultural aspects (Kurniati et al., 2023). Diversification of tourism products can increase local income, increase job vacancies, support cultural preservation, increase destination attractiveness, reduce the risk of dependence on one specific type of product, and more (Suni & Badollahi, 2020). In addition, by implementing an effective PR strategy, it can build a positive image of a destination, attract more tourists, strengthen competitiveness, and encourage the participation of local communities and related parties to advance various tourism products (Pakendek

& Rantetampang, 2018).

Product diversification with the implementation of PR strategies in the tourism industry is currently one way for sustainable tourism. Tourism stakeholders need to understand this dynamic by creating innovative and engaging tourism experiences. Several previous literature that discussed the application of product diversification and PR strategies, the first was a thesis with the title "Designing a Virtual Creative Tour Package as a Diversification of Tourism Products in Karangasem Bantul Tourism Village" by (Dewi & Makhasi, 2023), the results of the research show that the creation of *a virtual creative tour package* as a diversification of tourism products in Karangasem Bantul, this was made due to the Covid-19 period which limited several community activities; the second research is a thesis with the title "Marketing Public Relations Strategy of Mrica Corner Reborn in Promoting Fostered Partner Products" by (Nadia, 2023), the result of the research is that the implementation of marketing public relations strategies with publications through social media can influence the purchase decision of Mrica Corner Reborn; and the last is an article from the ekon.go.id website by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia entitled "Diversification of Batik Products Supports National Economic Recovery" (Coordinating Ministry for the Economy of the Republic of Indonesia, 2021), from which the article emphasizes the importance of product diversification and government support for MSMEs as an effort to support national economic recovery. From some of the literature, product diversification is very important for sustainable tourism, and also with the implementation of PR strategies has a strong role for sustainable tourism development.

One of the tourist destinations that attracted the author's attention to further research on product diversification and the implementation of PR strategies is the Betawi Setu Babakan Cultural Village. This destination is one of the iconic tourism in Jakarta that presents Betawi culture. Setu Babakan, which was previously an artificial lake, is now a cultural tourism area that aims to preserve Betawi cultural heritage, displaying various cultural heritages of the Betawi community. In addition to cultural tourism, tourism products in Setu Babakan include agro-tourism; water tourism; and cultural events (Betawi Cultural Village, 2021). Setu Babakan has several areas that are divided into Zone A, Zone B, Zone C, and Embryo Zone. The Embryo Zone, known as the Embryo Zone Village, is an area that serves as a Betawi art and culture training area and a place for socialization. The other zones, A, B, and C, are places for training, preservation, and development of Betawi art and culture, as well as replicas of Betawi traditional houses and Betawi museums. This area is known for its Betawi community that preserves and exhibits Betawi art, traditions, folklore, literature, culinary arts, clothing, and architecture (TV One, 2022). An analysis of product diversification and the implementation of PR strategies in Setu Babakan can provide insights into how tourism destinations can overcome these problems, keep attracting tourists, and create a positive image. In this study, a SWOT analysis is also needed on the PR strategy implemented by Setu Babakan, to provide a framework in understanding internal and external factors that affect the success of a strategy (Mu'awanah, 2022). With an understanding of SWOT analysis, a tourist destination can formulate a more effective strategy to achieve their goals in the

face of the ever-changing dynamics of the tourism industry.

The purpose of this study is to provide an understanding of the importance of implementing PR strategies in diversifying the products of a tourist destination. Analyze the implementation of PR strategies in Setu Babakan and formulate the right strategy to strengthen the image of the destination. Conducting a SWOT analysis to evaluate product diversification and PR strategies implemented by Setu Babakan. Explain the importance of SWOT analysis in the context of product diversification and PR strategies in the tourism industry.

## **METHOD**

The type of data in this study is qualitative, namely data in the form of narrative text (Sugiyono, 2013). The data collection techniques used are observation and interviews (Pradini, et al., 2023). Sugiyono (2009: 15) argues that the notion of qualitative research methods is based on the post-positivist philosophy used by researchers to study the state of primary natural objects (not experiments). The method includes purposive data sampling from data sources. Survey methods use triangulation (combination), data analysis is inductive or qualitative, and qualitative results cannot be generalized. This research is descriptive and tends to use analysis. Qualitative research is commonly used in the world of social sciences. Given human patterns and behaviors and what is behind them, this is often difficult to measure by numbers. Qualitative research is research sourced from an inductive mindset, based on objective and participatory observation of a social phenomenon, and analyzing using SWOT analysis.

## **RESULTS AND DISCUSSION**

The following is an explanation of the results of the interview with Mrs. Riri, one of the managers of Setu Babakan. This qualitative research will explore the potential for product diversification in several Setu Babakan zones, which involves development in Zone A, Zone B, Zone C, and Embryo Zone. This research also discusses PR strategies in promoting Setu Babakan's updated products.

### **Product Diversification in Setu Babakan**

Zone A and Embryo Zone in Setu Babakan are areas that have high potential to be improved through product diversification. After direct observation, that in the zone the construction of Betawi traditional houses and the revitalization of multipurpose buildings are being renovated for the sustainability of Betawi cultural events. In addition, in this area there is a building, namely the Betawi Museum which applies information technology for their attractions. Currently, the museum uses 3 (three) information technology indicators, namely digital platforms, two-dimensional technology, and electronic devices. A digital platform that utilizes Google Form for visitor registration, websites for information media, and social media for promotional media. Two-dimensional technology that utilizes QR codes for information access and registration access of their visitors. Electronic devices use Projectors and *Touchscreen TVs* as a means of information, of which the two electronic devices are called interactive projection vehicles which are newly added in 2023.

Zone B is a culinary area and children's play area. In this area, there are a lot of Betawi culinary specialties that are sold, such as egg crust, pletok beer, dodol, laksa, fried toge, gado-gado, star fruit juice, geplak, diamonds, rangi, rengginang, pecak fish, asem vegetables, uduk rice, ulam rice, begane rice, tape uli, layer cake, kure talam, onde-onde and many more (Irwan et al., 2020). Children's playground rides that are close to the Embryo Zone, this ride is an effort from the surrounding community, this ride can attract families to visit Setu Babakan.

Zone C, which is a commercial and natural study area, namely an artificial lake, has not experienced product diversification in this zone. Currently, the zone is only used for duck gowes. The last is the Jakarta souvenir shop located around the entrance of PBB Setu Babakan, the place sells culinary and souvenirs made by the Betawi people, such as Betawi dodol, beer pletok (liquid or powdered form), various kinds of Betawi cakes, souvenir packages, mini ondel for display, Betawi traditional clothing, and many more. This Jakarta souvenir is not only sold directly, but also marketed online through @betawionline Instagram account and a number of leading marketplaces in Indonesia (Hapiz, 2022). For Jakarta souvenirs, it needs to get more attention so that more visitors see it, because when observing the place it still attracts a little attention from visitors.

From diversifying in these areas, Setu Babakan needs to involve experts in the fields of culture, architecture, and information technology to overcome several obstacles that have occurred. Collaboration with related parties such as local governments, local communities, and business actors can accelerate the implementation of these ideas. Market research is also needed to understand visitor preferences and market potential of the proposed products. It also collaborates with educational institutions such as universities to invite students to learn Betawi culture and research the obstacles that occur in Setu Babakan as their learning hub.

### **PR strategy in Setu babakan**

As said earlier, PR strategy plays an important role in promoting products in Setu Babakan. Digital platforms such as social media are becoming an effective tool to reach a wider audience. Setu Babakan has social media accounts, such as Instagram with an account named @upkpbb\_setubabakan, YouTube with an account named @upkpbb\_setubabakan, TikTok with an account named @lensabetawi, Facebook with an account named @Upkpbbsetubabakan, and X with an account named @UPKPBB. This social media can be used to create attractive visual content as a promotion that depicts the uniqueness and beauty of the products offered by Setu Babakan. Overcome potential Barriers in PR strategy, require understanding in-depth about the target audience first. Utilizing social media can provide insight into user trends and preferences. Paid campaigns and collaborations with local influencers can be effective strategies to increase Setu Babakan in cyberspace. In addition, Setu Babakan can also promote Betawi cultural festivals or other interesting events shared on social media. This can create a positive response, increase public interest, and increase the number of visitors. actively participating can be an additional strategy to increase Setu Babakan's presence in the digital space.

## SWOT Analysis

In this study, the analysis approach used is the SWOT analysis approach introduced by Albert S. Humphrey in the 1960s (Puspapraja & Diwyarthi, 2023). The stages of SWOT analysis in the preparation of strategic planning, namely data collection, analysis, and decision-making. The purpose of SWOT analysis is to maximize strengths and opportunities, and reduce weaknesses and threats. With this SWOT analysis, it is possible to identify the advantages and disadvantages of promoting various types of products and diversification as Setu Babakan's public relations strategy. From these four factors, strategies will be produced that can be applied by Setu Babakan (Pradini, et al., 2023).

The following is a description of the SWOT analysis of Setu Babakan's product diversification and PR strategy:

- a) Strengths
  - The Betawi Museum in Zone A utilizes technologies such as digital platforms, two-dimensional technology, and electronic devices to attract visitors.
  - Zone B offers a variety of Betawi culinary specialties and children's play areas that can attract families to visit Setu Babakan.
  - Setu Babakan has a strong social media presence, with accounts on Instagram, YouTube, TikTok, Facebook, and X.
  - Social media can be used to create visually appealing content that showcases the uniqueness and beauty of Setu Babakan products
- b) Weaknesses
  - Zone C has not experienced product diversification.
  - Jakarta's typical souvenir shops in Setu Babakan need more attention to attract visitors.
  - Setu Babakan's social media does not attract the attention of the audience.
- c) Opportunities
  - Setu Babakan has high potential for product diversification, especially in Zone A and Embryo which is currently in the process of cultural revitalization and the construction of traditional Betawi houses.
  - Collaboration with local governments, communities, business actors, and educational institutions can accelerate the implementation of ideas.
  - Market research can help understand visitor preferences and potential for proposed new products.
  - Community participation can help diversify products.
  - Promoting festivals or other events on social media that can attract young people to participate.
- d) Threats
  - Lack of interest from visitors due to limited product offerings.
  - Competition from other tourist attractions in Jakarta.
  - Negative things that can hinder the effectiveness of PR strategies, such as negative reviews or feedback on social media can damage Setu Babakan's reputation.

By applying this SWOT analysis, Setu Babakan can leverage internal strengths to maximize existing opportunities, and quickly identify and address

internal weaknesses and face external threats. This will help increase competitiveness and ensure the sustainability of Setu Babakan as an attractive cultural tourism destination.

## CONCLUSION

Setu Babakan has great potential to increase its attractiveness through product diversification in Zone A and Embryo, a Betawi museum with the use of information technology and Zone B which offers Betawi culinary specialties and children's game rides as the main strength. Meanwhile, Zone C and Jakarta souvenir shops need to get more attention to increase visitor interest. A PR strategy that leverages social media and engages local communities can help expand Setu Babakan's reach and increase Setu Babakan's presence in the digital world. The SWOT analysis identifies potential product diversification, collaboration with various parties, market research, and promotion of cultural events as opportunities that can be taken advantage of, while it is necessary to be aware of the lack of interest from visitors, competition from other tourist attractions, and the negative impact of reviews or feedback on social media. By formulating a SWOT analysis, Setu Babakan can increase its competitiveness and maintain its sustainability as an attractive cultural tourism destination.

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