

## Revitalization at TMII Papua Pavilion in the face of G20 2022

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### **Abstract.**

*The revitalization of the Papua Pavilion at Taman Mini Indonesia Indah (TMII) in anticipation of the G20 summit plays a crucial role in facing international relations challenge. The objective of this revitalization is to enhance the appearance and facilities of the Papua Pavilion, making it more appealing and representative as a unique cultural tourism destination in Indonesia. This research adopts a qualitative approach to comprehend phenomena that do not require quantification. The results of the revitalization efforts demonstrate that the Papua Pavilion has become a prime attraction at TMII, attracting numerous visitors from both domestic and international regions. Updated Standard Operating Procedures (SOP) have been implemented for receiving foreign dignitaries, ensuring improved service and enhancing visitors experiences. The revitalization of the Papua Pavilion is pivotal in bolstering Papua's position and role in the context of international relations, as well as elevating Papua's branding and image as an enticing investment and tourism destination. To successfully face the G20 summit, strong commitment from the Papua government and active participation from the local community are essential, alongside cooperation among stakeholders.*

**Keywords:** Taman Mini Indonesia Indah, Revitalization, G20

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## 1. Introduction

Tourism is a travel activity to stay temporarily out of the environment that is usually not consecutive in one year to spend free time, business trips or other purposes (WTO, on Richardson and Flicker, in Pitana, 2010: 45). Usually people who do tourism activities are called tourists and the purpose of these tourists is to travel just for fun and get experience. Basically, tourism is engaged in services, namely tourist attraction, accessibility, amenities, community institutions and supporting facilities available in tourist destinations. Indonesian tourism has a variety of natural charm riches customs, culture, and religion in the culture of its people that can contribute to the development of tourism as a foreign exchange earner of the country and also increase community prosperity from the economic results obtained and encourage cities or regions of Indonesia by prioritizing tourism development.

Tourism as an industry has a role in displaying the image and identity of a country attracting many people to carry out tourism activities in their country (Gagih Pradini, 2017). The world is filled with stunning beauty in the form of travel. From the majestic Eiffel Tower in Paris to Australia's stunning Great Barrier Reef.

Tourism in Indonesia has many types of rich natural charm, culture, customs to the religion of its people can be useful in tourism development as a foreign exchange earner for the country, improve the welfare and prosperity of the community and encourage many cities or regions in Indonesia to prioritize tourism development (Gagih Pradni, 2023). With Indonesia's incredible natural wealth, tropical islands, towering mountains and incredible cultural diversity, Indonesia offers an unforgettable travel experience. Tourists are important in ensuring that a tourist destination can develop and advance in the future (Gagih Pradini, 2023).

Tourism at this time is a necessity for humans, both those who travel and the community around the tourist destination area. Tourists need to be satisfied through their expectations, while the community around the location hopes that it will have positive implications in the form of increased income and welfare. At this time, the position of the tourism sector is one of the mainstay sectors that can increase the country's foreign exchange as a support for oil and gas and non-oil and gas export commodities. The development of the tourism sector is carried out because it is able to make a considerable contribution to the country's foreign exchange receipts and in addition, tourism activities are closely related to the unique resources of a tourist destination, namely in the form of natural attractions and cultural attractions (Pradini, 2022).

As an industry, it has a role to display the image and identity of a country attracting many people to do leisure activities in the country (Pradini, 2017). The Papua Pavilion at Taman Mini Indonesia Indah (TMII) is undergoing a comprehensive revitalization in order to welcome the G20 meeting to be held in Indonesia in 2022. This revitalization aims to update the infrastructure, facilities, and visitor experience at the Papua Pavilion. In order to make the Papua Pavilion a popular destination, effective promotional and marketing efforts will also be carried out. It is hoped that with this revitalization, the Papua Pavilion will become a prominent attraction and be visited by many people before and after the G20 event.

### 1.1. Revitalizing

Revitalization in a broad and fundamental sense is "reviving and re-energizing development factors (land, labor, capital, skills and entrepreneurship, plus financial

institutions, bitocracy, and supported by physical facilities/infrastructure); and development actors to structurally and functionally accommodate new challenges and needs" (Sri-Edi Swasni, 2002). Revitalisasi is a process of reviving areas of the city that have declined including the socio-cultural and economic life in them.

## 1.2. Tourism

Tourism is a trip made by visiting a certain area for a temporary time, it can be done individually or it can also be done by a group that aims to find happiness and release fatigue from daily activities (Rizki Nurul Nugraha, 2022).

Connected with (UNESCO, 2009), tourism is defined as travel activities carried out temporarily from the original place of residence to the destination area for reasons not to settle or earn a living but to have fun, fulfill curiosity, spend leisure time or vacation time and other purposes.

## 1.3. Cultural Tourism

From several reviews, since a long time ago Indonesia has become the center of attention of other nations because Indonesia is famous for the beauty and natural wealth and diversity of *multi-ethnic* tribes (consisting of islands consisting of various tribes, races, religions and cultures) owned by the Indonesian nation. Some from other nations such as the British, Dutch and Americans have written about Indonesia which describes the beauty and beauty of Indonesia. When in the Dutch era, Japan and after independence it became the ebb and flow of tourism development in Indonesia. It is increasingly realized that Indonesia has so much potential and opportunities that are large enough to become a destination for other nations.

## 1.4. Destinations

Cooper *et al* (1933), stated that tourist destinations are one of the most important elements because they are the reason people travel and the tourist attractions in them will attract tourist visits. Greg Richard also sparked creative tourism starting with cultural tourism or even MICE. With more than tourists curiosity, then maximally utilized by involving tourists to enter producing various types of tourist attractions offered. While Gunn (1993), states that a tourist area (destination) is a place that not only provides everything that tourists can see, but also offers activities that can be done in that place and become an attraction that attracts people to visit the place.

# 2. Research Method

## 2.1. Research Objects

The object of this research is the destination studied, namely Anjungan Papua Taman Mini Indonesia Indah.

## 2.2. Data Sources and Types

This study uses a qualitative approach that aims to understand symptoms that do not require quantification. According to Sugiyono (2018: 213) qualitative research methods are research methods based on philosophy used to research in scientific conditions (experiments) where researchers as instruments, data collection techniques and qualitative analysis emphasize meaning.

Qualitative research is often conducted using contextual approaches, such as case studies, ethnography, phenomenology, or theory. Researchers collect data through interviews, participatory observation, document analysis, or focus group discussions, with the aim of

understanding the attitudes, attitudes, values, and actions of individuals, individuals or groups participating in the research.

### 3. Results and Discussion

Jayapura (ANTARA) – To support the implementation of the G20 Summit, the Papua Provincial Government is revitalizing the Papua Pavilion Taman Mini Indonesia Indah (TMII). The revitalization of the Papua Pavilion began in October 2022 after the COVID-19 situation returned to normal.

The beginning of Revitalization at the Papua Pavilion began with the issue of the visit of the G20 delegation who will visit Taman Mini Indonesia Indah (TMII). One of the platforms that became the destination of the delegation's visit was the Papua Pavilion. Revitalization aims to update and improve the appearance and facilities of the Papua Pavilion to make it more attractive and representative.

One of the revitalization efforts is to arrange the outer courtyard of the Papua Platform. At first, the outer courtyard of Anjungan only had traditional houses from tribes in Papua, such as the Kariwari traditional house from the Tobati-Enggros tribe, the Rumsram traditional house from the Biak tribe and the Honay traditional house from the Dani tribe. However, in this revitalization, there are many new objects added. For example, the tree house of the Korowai tribe located in the southern area of the destination was added to enrich the visitor experience. In addition, other arrangements such as greening and adding flower plants are also done to provide a fresher and more beautiful atmosphere.

Revitalization also includes the rejuvenation of cultural objects at the Papua Pavilion. Existing cultural objects will be restored, cared for, or replaced with new ones to keep them looking beautiful and maintained. This aims to maintain the authenticity and beauty of Papuan cultural objects which are the main attraction of the Papua Pavilion.

The purpose of revitalization is to give visitors the opportunity to take pictures and enjoy the Papua Pavilion longer. Therefore, additional views or interesting spots are made that allow visitors to capture their moments at the Papua Pavilion. In addition, supporting facilities such as seating areas, better lighting, and adequate toilet facilities are also updated for the convenience of visitors.

Since the revitalization, Anjungan Papua has become the prima donna in Taman Mini Indonesia Indah (TMII). This pavilion is one of the main destinations for visiting state guests, and the number of visitors is very dense. The beauty and uniqueness of the Papua Platform, as well as the revitalization efforts made, have attracted many visitors both from within and outside the country.

Related to revitalization, there are updated SOPs, especially in receiving state guests. In order to receive state guests, there is an updated Standard Operating Procedure (SOP). This SOP aims to provide better service and ensure the visit of state guests runs smoothly. Some of the steps in the SOP include: (1) **Greeting with Customs**. State guests will be welcomed with traditional ceremonies typical of Papua as an expression of rich and unique culture. This provides an unforgettable experience for state guests and also elevates Papuan culture. Explanation of the Platform of Papua and Papua in General; (2) **Provide an explanation of the Papuan platform**. After the speech, state guests will be given an explanation about the Papua Pavilion, including the history, culture, and natural beauty of Papua in general. It aims to provide a better understanding to state guests about Papua; (3) **Dance Yospan dance**

**together.** State guests will be invited to participate in a traditional Papuan dance called Yospan dance. This is an interactive moment that allows state guests to experience and appreciate Papuan culture firsthand; and (4) **Leaving an Impression and Message.** After exploring the Papua Pavilion, state guests will be asked to write down their impressions and messages about the visit experience. This is a way to get feedback from state guests and improve service in the future.

Since the return to normal Jakarta after the impact of Covid-19, the number of visitors visiting the Papua Pavilion has increased rapidly. In addition to state guests, visitors from cruise ships also visit the Papua Pavilion. In the period from November 2022 to May 2023, there have been six visits from cruise ships to the Papua Platform. This shows that revitalization has succeeded in increasing the attractiveness of the Papua Pavilion and increasing tourist interest to visit it.

#### 4. Conclusion

The conclusion of the revitalization at the Papua Pavilion in the face of the G20 is that such efforts are important to strengthen Papua's position and role in the context of international relations. The revitalization of the Papua Platform will provide a stronger platform for Papuan stakeholders, such as the Papuan government and the Papuan people, to engage in discussions and negotiations with G20 members.

In addition, the revitalization of the Papua Pavilion can also improve the branding and image of Papua as an attractive investment and tourism destination. By providing greater space for the promotion and exhibition of Papuan products, the Papua Pavilion can attract the attention of investors and tourists from various countries.

However, to succeed in facing the G20, revitalization at the Papua Pavilion must be supported by a strong commitment from the Papuan government and also active participation from the Papuan people. Cooperation between various stakeholders also needs to be increased to achieve the revitalization goal.

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