



Product Diversification and Strategy Implementation Public Relations in Setu Babakan

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Abstract

Tourism faces the challenge of innovation and diversification to attract a varied audience. This study focuses on the role of Public Relations (PR) in promoting product diversification, particularly in cultural, culinary, and interactive experiences. Setu Babakan, a cultural destination in Jakarta, serves as the case study. The research utilises qualitative methods, emphasising observation and interviews, to explore the diversification potential and implementation of PR strategies. The study applies SWOT analysis for comprehensive strategic planning, addressing internal strengths and weaknesses, external opportunities and threats.

Keywords: *Tourism, Product Diversification, Public Relations, Setu Babakan, SWOT Analysis.*

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1. Introduction

The tourism industry is growing; Indonesia is full of culture, local wisdom and natural riches, and it has great potential to become a destination capable of competing in the global market Pradini et al. (2021). Increasingly, with modern lifestyles, people are spending much time outdoors. Some people often prefer to buy ready-made food because of its practicality Ananda, A., & Pradini, G. (2022). As the tourism sector experiences rapid growth, it continually encounters escalating pressures to innovate and captivate the interest of tourists. This phenomenon has led to a critical juncture where the development of tourism products, often termed product diversification, emerges as a strategic imperative to address the evolving and diverse needs of the market (Nugraha et al., 2023). This diversification extends beyond creating various attractions; it penetrates multiple facets such as culture, culinary experiences, accommodation, and a spectrum of tourist activities. Recognising these challenges, public relations (PR) emerges as a pivotal strategy that plays a vital role in



promoting the diversity of tourism products. PR contributes by constructing a robust destination image through well-thought-out marketing initiatives (A, 2009)

Existing literature underscores the profound impact of product diversification and PR strategies on sustainable tourism development. Notable examples include research on creating virtual creative tour packages in response to COVID-19 restrictions, illustrating the adaptability of tourism products during challenging times (Dewi & Makhasi, 2023). Additionally, studies such as "Strategi Marketing Public Relation Mrica Corner Reborn Dalam Promoting the products of assisted partners" (Nadia, 2023) and an article by the Ministry Coordinator of Economic Affairs on "Diversification Of Batik Products Supports National Economic Recovery" (Coordinating Ministry for Economic Affairs, 2021) underscore the role of PR strategies in influencing consumer decisions and supporting economic recovery efforts. These diverse studies collectively emphasise the pivotal role of product diversification and PR strategies in fostering sustainable tourism. (Aidhi et al., 2023)

The research is centred around the Betawi Cultural Village, an iconic tourism destination in Jakarta known for presenting Betawi culture. Setu Babakan, once an artificial lake, has become a cultural tourism hub. This transformation involves the preservation of Betawi's cultural heritage and showcasing diverse cultural elements through events, agro-tourism, water tourism, and more (Betawi Cultural Village, 2021). The study explores the nuances of product diversification and implementing PR strategies at Setu Babakan. This case study provides a comprehensive understanding of how this cultural destination navigates challenges, continues to attract tourists, and shapes a positive image. (Gobel et al., 2022)

The research questions at the core of this study are multifaceted. It seeks to understand the effectiveness of PR strategies in diversifying tourism products, mainly focusing on the case of Setu Babakan. Additionally, it aims to evaluate how the implemented PR strategy contributes to creating a positive image for Setu Babakan as a tourist destination. Finally, the study explores the necessity of conducting a SWOT analysis of the PR strategy and how this analysis can serve as a valuable tool for enhancing strategic effectiveness (Harianto, 2016).

The overarching objectives of this study are to shed light on the critical role of PR strategies in diversifying tourism products, analyse the specific nuances of PR strategy implementation at Setu Babakan, formulate effective strategies for image enhancement, conduct a comprehensive SWOT analysis to evaluate product diversification and PR strategies at Setu Babakan and emphasise the broader significance of SWOT analysis within the dynamic landscape of product diversification and PR strategy in the tourism industry. The study contributes valuable insights to the discourse surrounding sustainable tourism development and effective destination management. (Gustiani Pakendek, 2018)

2. Research Methods

The study employs a qualitative research approach, utilising observation and interviews for data collection. The research extensively analyses the potential of product diversification in various zones of Setu Babakan, emphasising cultural preservation, culinary experiences, and interactive technologies. Additionally, it investigates the implementation of PR strategies, primarily through social media, to enhance Setu Babakan's virtual presence and attract a wider audience. The research further applies SWOT analysis to identify internal strengths and weaknesses, along with external opportunities and threats, providing a comprehensive framework for strategic planning.

3. Results and Discussion

Profile Of Setu Babakan Betawi cultural connection Setu Babakan, commonly called Setu Babakan, is one of Jakarta's iconic cultural tourism sites in Jl. Moch Kahfi II, RT.13/RW.8, Srengseng Rice, Jagakarsa, South Jakarta, Indonesia. Setu Babakan has an area of 289 hectares; this place is designated as a tourist area, and Betawi culture is preserved in Jakarta Special Capital Region Regulation No. 3 of 2005 and year 2019. The management is under the Department of Culture, the Unit Management Of The Betawi Cultural Village Area (Nugraha et al., 2019). Setu Babakan, which was once an artificial lake, is now a cultural tourism area aimed at preserving the cultural heritage of Betawi, featuring a variety of cultural heritage of the Betawi people, such as traditional buildings, clothing, historical artefacts, Performing Arts, and culinary Betawi (Pradini et al., 2021).

In addition to cultural tourism, there are tourist activities in Setu Babakan such as agro-tourism that is not done dilation agriculture, unless it is in the yard of the village and the yard - houses; water tourism that provides duck Gowes and fishing areas; children's play area; Betawi culinary tour; and events Betawi culture such as theatre, dance, and so on (Setu Babakan, 2020). Setu Babakan has four areas: Zona A, Zona B, Zona C, and the embryonic zone. These areas showcase Betawi's cultural heritage, which visitors can see. Zone A and embryo management Betawi traditional house, multipurpose building, and Betawi museum (Viera et al., 2019); Zone B is a culinary area and souvenir shop typical of Jakarta; and Zone C is a commercial and natural study area (Iranda et al., 2024)

3.1. Product Diversification

Product diversification is an attempt to find a product, develop a product, find a market, expand the market, or both to increase sales, overcome fierce market competition, and meet consumer interests' needs (Harianto, 2016). From this understanding, increasing a tourist destination has become a critical factor in national income, job creation, and business and infrastructure development. It is causing tourism to experience continuous explanation and diversification (Cernat & Gourdon, 2012). The tourism industry often uses this strategy in product diversification (Gobel et al., 2022). The importance of product diversification in the tourism industry is its ability to provide significant growth/improvement and sustainable competitive advantage (Kurniati et al., 2023)

Diversification of products can also help the industry gain profits through increased sales and revenue, improve competitiveness, and reduce the risk of dependence on one type of product. Although it has excellent potential, applying product diversification towards growth and competitive advantage in the tourism industry still needs more research. Therefore, this study aims to analyse the application of product diversification to the growth tourism industry, especially in Setu Babakan (Supina, 2018)

3.2. Implementation of PR strategy

According To Ahmad S. Adnanputra, public relations needs strategies to achieve its internal and external objectives. Adnanputra explained that the strategy is part of a plan and, finally, a product of planning, a process management function. Components of the strategy, such as environment, conditions, and purpose, play an important role in both macro and Micro for a board (Khozin, 2023). The method used by public relations to achieve its objectives involves aspects of strategy or approaches such as community, persuasive, educational, responsible public social ties, Cooperation, and coordinating and integrative approach (Iranda

et al., 2024). This relates to the public relations function as management policy delivery to the public and public opinion delivery for management. The success of an organisation in the public eye is closely related to creating a harmonious relationship, which becomes an advantage (Silviani, 2020). Implementing public relations strategies in communicating, known by 7C, consists of credibility, context, content, clarity, continuity and consistency, channels, and audience capability (Cutlip et al., 2000).

Public Relations is significant in planning and implementing a program of activities to gain public support. Public relations are expected to be able to perform various business tasks by the task and its function in shaping the company's brand to be known by the public (Sustainable, 2024). In this study, the media plays a vital role as a tool for communication between Setu Babakan and the public. Using media, good through the internet and social media, is considered adequate and efficient in developing tourism products (Pradini et al., 2023). Trust plays a crucial role in maintaining the relationship between Setu Babakan and the public and is a crucial element in achieving corporate success in developing products. With the basis of trust, the relationship will last a long length (Pradini & Pratami, 2022).

The Culinary Research Type of data in this study is qualitative, IE data in the form of narrative text (Sugiyono, 2013). Observation and interview are data collection techniques (Pradini et al., 2023). Here is the interview description with Mrs. Riri with one of the managers, Setu Bark. This qualitative research will explore the potential of product diversification in some Setu Babakan zones, which involves development in Zone A, Zone B, Zona C, and Zona Embrio. This study also discusses the PR strategy in promoting updated Setu Babakan products. a. Product diversification in Setu Babakan Zone A and the embryo zone in Setu Babakan is an area that has a high potential to be improved through product diversification.

After direct observation, the zone is being conducted to construct traditional Betawi houses and revitalise versatile buildings under renovation to sustain cultural events in Betawi. In addition, a building called the Betawi Museum applies information technology to its appeal in this area. Today, the museum uses three indicators of information technology: digital platforms, two-dimensional technology, and electronic devices. Platform Digital uses Google Forms for visitor registration, the website for Information media, and social media for media promotion. Technology has two dimensions that use QR codes for information access and access eight registrations of their visitors. Electronic devices use a Projector and Touchscreen TV as a means of information, which two electronic devices are called the vehicle interactive projection, newly added in 2023. (Guarango, 2022)

Zone B is a culinary area and a children's play area. In this area lots of Betawi culinary specialties are sold, such as egg crust, beer pletok, dodol, laksa, fried tofu, gado-gado, star fruit juice, geplak, diamonds, Rangi, rengginang, pecak fish, sour vegetables, rice uduk, rice ulam, rice begane, tape Uli, kue lapis, kure talam, onde-onde and many more (Syafi'i et al., 2023). Children's rides close to the embryo zone are the business of the surrounding community, and this vehicle can attract families to visit Setu Babakan. Zone C, a commercial and natural study area, namely Lake Artificial, in this zone, has not undergone diversification of products. Currently, the zone is only used for duck gowes.

The last is the store by Jakarta, which is around the entrance of the United Nations Setu Babakan; the place sells culinary and souvenirs made by the Betawi people, such as Dodol Betawi, beer Pletok (liquid form and powder form), kinds - kinds of typical Betawi cakes,

souvenir packages, mini ondel – ondel for displays, traditional Betawi clothing, and much more. By-by Jakarta is sold directly and marketed daringly by Instagram @betawionline and several leading marketplaces in Indonesia (Hapiz, 2022). For the sake of Jakarta, it is necessary to get more attention for more visitors to see because when observing the place, there is still little riveting attention to visitors. From diversification in these areas, Setu Babakan needs to involve experts in culture, architecture and technology information to overcome some obstacles.

Collaboration with related parties such as local governments, local communities, and businesses can accelerate the implementation of these ideas. Market research is also required to understand visitor preferences and market potential for ten proposed products. It also works with educational institutions such as universities to invite students to study Betawi culture and examine the constraints in Setu Babakan as Bahn learned them. b. PR strategy in Setu Babakan As said earlier, PR strategy plays a vital role in promoting products in Setu Babakan. As social media, Platform Digital is becoming an effective tool for reaching a wider audience. Setu Babakan has social media accounts, such as Instagram his account is named @upkpbb_setubabakan, YouTube whose account is named @upkpbb_setubabakan, TikTok whose account is called @lensabetawi, Facebook whose account is @Upkpbbsetubabakan, and X his account is called @UPKPBB.

Social media can be used to create attractive visual content to promote the uniqueness and beauty of the products offered by Setu Babakan. Overcoming potential obstacles in PR strategy requires understanding the target audience more than before. Utilising social media can provide insight into trends and user preferences. Paid campaigns and collaborations with local influencers can effectively improve Setu Babakan in the virtual world. In addition, Setu Babakan can also promote the festival of Betawi culture or other exciting events shared on social media. It can create a positive response, increase interest in the community, and increase the number of visitors. It is also important to involve local communities in this promotional activity; people can become ambassadors of Setu Babakan on social media and spread positive and exciting information about this place. Involvement in creative content and offering incentives to those who actively participate can be an additional strategy to improve their presence in the digital space.

3.3. SWOT Analysis

In this study, the analytical approach used is SWOT analysis, developed by Albert S. Humphrey in 1960 (Puspapraja & Diwyarthi, 2023). Stages of SWOT analysis in preparation of strategic planning, namely data collection, analysis, and decision making. The purpose of the SWOT analysis of four factors is to maximise the strengths and opportunities and reduce weaknesses and threats. This SWOT can identify the advantages and disadvantages of various promotion types of products and diversification as a public relations strategy Setu Babakan. The four factors will result in techniques that can be applied after Babakan (Pradini et al., 2023). The following describes the SWOT analysis of product diversification and PR strategy.

Strengths. Betawi Museum in Zone A utilises technology such as platform digital, two-dimensional technology, and electronic devices to attract visitors. Zone B offers a variety of Betawi cuisine and play areas for children, which can attract families to Setu Babakan. Setu Babakan has a solid social media presence, with accounts on Instagram, YouTube, TikTok, Facebook, and X. Social media can create engaging content visually displaying the uniqueness

and beauty of the product Setu Babakan.

Weaknesses. Zone C has not experienced product diversification. Jakarta souvenir shop in Setu Babakan needs much attention to attract visitors. Social media owned by Setu Babakan has a less attention audience.

Opportunities. Setu Babakan has a high potential for product diversification, especially in Zone A and embryos progressing 12 revitalisation of Culture and construction of traditional Betawi houses. Collaboration with local governments, communities, businesses, 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. Promote festivals or other events on social media that can attract young people to participate.

Threats. Lack of interest from visitors because of 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 the reputation of Setu Babakan.

By applying this SWOT analysis, Setu Babakan can utilise internal advantages to maximise existing opportunities, quickly identify and overcome internal weaknesses and face external threats. This will help increase efficiency and ensure the sustainability of Setu Babakan as a cultural tourism destination.

4. Conclusion

Setu Babakan has excellent potential to increase its appeal through product diversification in Zone A and embryo, Betawi Museum, using Information Technology and Zone B, which offers culinary specialities. Betawi and children's games have become the main force. Temporary Zone C and souvenir shops in Jakarta need to get more attention to increase visitor interest. PR strategies that utilise social media and involve local communities can help expand your reach and increase your presence in the digital world. SWOT analysis identifies potential product diversification, collaboration with various parties, market research, and promotion of cultural events as opportunities that can be used. At the same time, it is necessary to watch out for the lack of interest in visitors, competition from other 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 tourist destination. 3.4 Advice The suggestion for Setu Babakan is to focus on revitalising Zone C and stores by Jakarta with a creative touch and more exciting products. On a PR strategy, engage local influencers and optimise paid campaigns. Monitor reviews and feedback on social media to maintain reputation.

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