

## Development of Cultural Tourism in Glodok China Region

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Received: June 26, 2022

Accepted: July 30, 2022

Published: September 30, 2022

**Citation:** Andini, D.A., & Dewi, L. (2022) Development of Cultural Tourism in Glodok China Region. INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 2(3), 427–440. <https://cvodis.com/ijembis/index.php/ijembis/article/view/80>

### Abstract.

Chinatown, Glodok became one of the cultural-based tourist places that are very attached to Chinese Culture. Cultural Tourism is one tourism activity that presents cultural attractions distinguished from other special interests of tradition or advocacy. Glodok Chinatown is significantly linked to Chinese culture and culinary tourism that is still diverse with Chinese foods, old buildings maintained, and the surrounding community, whose majority ethnic group. This study was conducted in Chinatown, Glodok West Jakarta. Data collection by interview and observation. At the same time, the method of analysis used is descriptive qualitative analysis. The problem formulation focused on 1) How the community's efforts in preserving and developing a culture in Chinatown, Glodok 2) How do cultural tourism activities have an impact on tourism development in Chinatown? Glodok the results of this study show that cultural tourism in Glodok Chinatown has an attraction to culture-based tourism.

Keywords: Cultural Tourism, Glodok Chinatown, Culture-based tourism.

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## 1. Introduction

According to Burn and Holden, 1995, cultural tourism is like a double-edged knife in the use of cultural heritage as an object of tourist attraction. Tourism preserves the cultural heritage, at the same time, tourism activities will damage or negatively affect the cultural heritage because tourists will consume the object, one of which is the city of Jakarta which is one of the areas that have tourist attractions that are quite a lot of enthusiasts and also has a community with a variety of ethnicities such as ethnic Arabs, ethnic Javanese, ethnic Indians, ethnic Chinese and many more, with a diverse ethnic diversity gives this city has a kind of

culture. The number of Chinese descendants who live in Chinatown, Glodok, so the area is fascinating to many ethnic Chinese.

Tourism industry as a country's foreign exchange-producing sectors, and job opportunity. Indonesia is a country rich in culture inseparable from culture or historical relics, one of which is Chinatown, Glodok or better known as the Glodok area, which was once a place of isolation for Chinese citizens. Precisely in the 17th century, the VOC placed people in an area that is around the Glodok area to nine Glodok plots

Activities carried out by ethnic Chinese who live in the area Pecinaann, Glodok majority of grocery trade in the market area around the various kinds they sell ranging from food, pastries/cakes typical chinnes, electronic goods, etc. The Glodok Chinatown neighborhood was surrounded by some old vihara that is already famous from the past this adds to the impression that the Glodok Chinatown area, has residents or people who are ethnic Chinese, therefore the author here wants to explain the Glodok Chinatown community-based tourism.

In the surrounding area has a lot of ornaments and nuanced chinnes such as lanterns, the area around which sells a lot of selling chinas cultural needs and also a place of worship in front of people's homes around the area of Chinatown, Glodok.

In addition to being a center of trade and shops, the Glodok Chinatown area is also a settlement of Chinese citizens long enough because the Chinese community was once limited to being able to die in the city of Batavia so it became a settlement for Chinese people up to generations, and Glodok Chinatown area visited by many tourists because it has its own potential and attraction because it has history and evidence of relics such as old buildings, sites, and cultures that are still maintained.

The condition of ethnic minorities in the Petak Sembilan area, Glodok is currently visible from the number of residents based on religion (2022 population Service tribe), which can be seen below:

1.	<b>Buddha</b>	<b>1,236 Souls</b>
2.	Protestant Christianity	1,236 Souls
3.	Catholic	927 Souls
4.	Hinduism	256 Souls
5.	Muslim	90 Souls

The data shows that the indigenous ethnic based on Islam occupy the condition of the minority while others occupy the condition of the majority of ethnic Chinese based on religion.

The theory used is the development of cultural tourism, which generally refers to the development of tourism itself. According to McIntosh et al. (1995), tourism development should contain several things: a. Able to improve people's living standards through the economic benefits of Tourism. b. Develop infrastructure and provide recreational facilities for visitors and locals. c. Ensure that the development is carried out following the needs of the area. d. The development Program must be in line with the cultural, social, and economic set by the government and the local community. e. Optimize visitor satisfaction.

The objective of this research is 1) to identify the efforts of the community in preserving and developing a culture in Chinatown, Glodok, and 2. To impact of tourism development in Chinatown, Glodok.

## 2. Research Method

The research method is a procedure or steps needed to gain scientific or scientific knowledge broadly speaking Almack defines the scientific method as a way of applying logical principles to the discovery, confirmation, and explanation of truth. From this understanding, it can be explained that research methods have an important function to be a guideline when working on research to produce articles or maximum writing. The qualitative method was used to analyze. Here the researcher intends to describe the analysis of the potential of Chinese Cultural Tourism Glodok to become community-based tourism.

In this research, the location of the study is a plot of Chinatown, Glodok data collection through interviews, observations, and documentation. Data analysis using a descriptive qualitative analysis model developed by Miles and Huberman (2007, h.289) suggests that there are three groups of analysis: data reduction, data presentation, and conclusion.

## 3. Results and Discussion

### 3.1. Results

Since the reign of Hinda Netherlands, the Glodok area is known as the largest Chinatown area at that time. Glodok and its surroundings, such as Pancoran to the Old City area, become one the tourist destinations of both local and foreign tourists. But actually, Glodok and its surroundings are not only rich in terms of history that part of the evidence left in its heritage buildings. Food is also part of heritage.

Residents of Chinese descent mostly inhabit the largest Chinatown area in Jakarta. Even so, there are also other ethnic residents who live side by side in harmony. The traders crowded the Glodok area by selling food, trinkets, to tools of worship Kong Hu Cu. Here there is also a temple or temple that records the history of ethnic Chinese in Jakarta. Glodok is a famous Chinatown or Chinatown in Jakarta. This area is thick with Chinese culture. The Glodok area was once a former place of isolation for Chinese citizens. In the 17th century, the VOC placed the Chinese people in one area, now known as the Petak Sembilan area near Dharma Bhakti Temple.

The strategy was carried out for the security of the Colonials and the residents of the fort after the events of the Chinatown rush. In October 1740, the VOC massacred 10 thousand of Chinese within the Batavia fortress complex. In its development, Glodok and Gang Pancoran area, originally a place of isolation of Chinese descendants, actually grew into an economic and Trade Center for Jakarta residents.

Glodok and Gang Pancoran have long been the economic center of Jakarta, until the end of the 1990s. Over time and until now Petak Sembilan, Glodok used as a place of cultural heritage for those who are interested in Chinese culture, the place is very identical with Chinese ornament and makes the place the largest China town in Jakarta, providing an attraction to visit. Not only that in the area a lot of famous monasteries built since time immemorial and also often hold Chinese cultural events on a large scale that gives its own impression and also attracts tourists to see it, of course, the culture and the way they hold the event allow anyone to be free to watch and usually they call it on the streets as we know not only the Chinese culture is interesting but also culinary attract travelers to visit the place with this gives a sign that the potential of plot nine, Glodok has great potential to provide many benefits great to be developed again utilization, therefore, it also requires a good strategy.

Table 1. Population Data Table

Number of people by village (soul)					
Male		Female		Number Of	
2018	2019	2018	2019	2018	2019
3529	3529	3976	3977	7505	7506

Source: *The West Jakarta Central Statistics*. 2022

## **The attraction of Glodok Chinatown area, as one of the tourist destinations by highlighting its cultural tourism.**

### **1. Places Of Worship**

Glodok Chinatown area is one of the areas that have a cultural tourist attraction where the area of Glodok Chinatown has one of the oldest viharas in Jakarta known as Dharma Bhakti Vihara, the Vihara built in 1650, the viharas was built in honor of Goddess Kuan Im, The God of compassion. Originally this temple Dharma Bhakti known by the name Jinde Yuan then in 1740, Jinde Yuan was destroyed for restoration, then rebuilt in 1755, the Temple has a dominant color that is red and bright yellow where Red has a thing of happiness and color yellow itself has the meaning of majesty and authority and in harmony with the color red, yellow is also considered a symbol of prosperity. Thus, yellow and gold colors are expected to bring a positive aura to the community.

Then the temple was rebuilt in 1755, until now it is home to 18 Buddhist monks, statues of Gods fill the interior and people come to pray for help. Then in 2015 this monastery experienced a fire incident that caused some statues there were damaged, renovations have been done to repair the place because improving cultural heritage is not, to cover the remains and traces of fire used red cloth to was covered the rest of the fire.

Then not only is the monastery owned by the Glodok Chinatown area but there is also a Church of Santa Maria de Fatima. One of the emergences of this church story is when the Indonesian government has not recognized traditional Chinese beliefs. Many of the descendants of Chinese people today convert to Catholicism and then the community built this church as their place of worship.

The building was built in the 19th century in the middle of a residential area, the same as the Dharma Bhakti Monastery, Santa Maria de Fatima Church is one of the oldest churches in Jakarta and around in 1972, the church was officially protected by law as a cultural heritage, preserved architecture such as buildings typical of South China or Fukien both in terms of carvings, colors and wooden construction.

The establishment of this church stems from the service and care duties of the Apostolic Vicar of Jakarta, Mgr. Andrianus Djajasepoetra SJ to Father Wilhelmus Krause Van Eeden SJ. The purpose of this church was to establish a school and dormitory for the Hoakiau people or immigrants from China in Glodok. In 1953, one hectare of land was purchased to serve as a church and school complex from a village head of Chinese descent during the Dutch colonial era. Since the building was officially established, the number of worshippers is also increasing and this church can accommodate about 600 people when worship is done.

A few years later, in 1970, the church was handed over from the Jesuit Society to The Xaverian society represented by father Pietro Grappoli S.X. Unfortunately, due to

illness, father Pietro Grappoli S.X was replaced by Father Otello Pancani S.X and afterwards renovations began. Major renovations were carried out ranging from replacing part of the floor of the Church of Santa Maria De Fatima to the ceiling. Until now the church is still active and mass is also scheduled every day.

But in addition to the temples and churches that provide an attraction there is a temple that is famous for its history and also a silent witness to the massacre of ethnic Chinese in Jakarta.

Toasebio temple was established in its present place since it was founded in about the middle of the 18th century by the Chinese community from Tiothoa or Changtai Regency in the residency of Ciangciu or Zhangzhou and by itself has never been moved from elsewhere.

The official name of this temple as shown on the sign at the temple gate is Hong-san Bio or Fengshan Miao ('Hong Bird Mountain Temple'). The name Toa-sai Bio on the tongue of the population gradually changed its pronunciation to Toa-se Bio and became the name of the street where this temple is located and also the name of the surrounding environment. The name Toasebio is still used today, from here the name of the parish in this neighborhood, is Toasebio Parish. Toa-sai Bio temple was changed to Dharma Jaya Toasebio monastery, as only Buddhism was "recognized" as a religion by the state, while Confucianism and Taoism were not. The three places of worship built with a long history make the Glodok region an attraction to visit because the place's history and philosophy give their own attraction, especially to other Chinese communities.

## **2. Typical culinary tour with Chinese food**

In contrast to other traditional markets in Jakarta, in the market plot Nine there are traders who sell swike aka frog to bulus. shells are also available such as green shells, bamboo shells, white shells, kijang shells, blood collars, simping shells, and suction shells. In Petak Sembilan market there are also stalls selling various snacks, sweets, chocolates, and chips locally made and imported from China. That said, in this market is the most appropriate if you want to find a variety of spices from Chinese cuisine in traditional markets.

Not only attraction of an old building or a place of worship but the Glodok Chinatown area also an attraction to culinary tourism, a place that is very synonymous with a variety of Chinese food provides many opportunities for tourist visits where many are encountered from Gang pancoran, plot Sembilan six to the five Bridge area that we usually know, The number of Culinary with a variety of flavors and shapes that are sold around the Glodok Chinatown area is fairly Culinary that has long been, currently, there are new buildings for tourists design and the building is instagramable that is precisely located in plot six, Glodok certainly buildings and designs on plot six, Glodok has a characteristic that is themed Chinese or Chinatown, Gang Gloria is located on Jalan Pancoran, Glodok, West Jakarta.

The narrow alley crowded by the stalls of these traders is actually Jalan Pintu Besar Selatan III. Its name is better known as Gang Gloria because once next to this alley there is a shopping building called Gloria. Unfortunately in 2010 burned down and then now built into a new shopping center, Pancoran Chinatown Point. Food vendors in this alley have existed since before Indonesian independence. Many sell for generations. There



are many food outlets here This alley with a width of fewer than five meters, and stalls of traders crowd both sides. There are those who sell sweets, basket cakes, fruit, food, and some other purposes. On the right side, there are also several stalls selling food. Not to mention the carts that peddle food, also filled this alley. it can be said that the Culinary Center is legendary, The Gang is narrow, and the sellers ' stalls are dense and crowded. At first glance, this place looks less convincing. But when it comes in, then get ready to taste the cuisine from one stall to another.

Then Pantjoran Tea House, a restaurant whose building has a long history until long before Indonesia's independence. It is said that it was captain Gan Djie, the third Chinese captain (Kapitein der Chineezzen) in Batavia, and his wife as the owner of the building who started the tradition of providing eight free teapots for anyone passing by. In an age where clean water is a rare item, providing eight teapots for free is a noble deed. In addition, eight teapots, relating to The Shape of Figure Eight that do not break from end to end, are believed to bring good luck that does not break both to the giver and recipient of the free tea.

The tradition of providing eight teapots is then referred to as the patekoan tradition because ' pa ' (=B) in Chinese means eight, while "Teapot" is a kettle for drinking water, so Patekoan more or less means eight teapots filled with water to drink.

Table 2. Facilities needed around the area of Chinatown, Glodok

No.	Needs of facilities and infrastructure	Description
1.	Pedestrian crossing sign	A pedestrian crossing sign is one of the important things to support a place or tourist area where the location or Glodok Chinatown area is very less for a special walkway where we already know where this area found a lot of visitors so one of the facilities that can support the place is by making but the pedestrian conditions are not sitting, lights, flowers, signs for disability) therefore pedestrians can be said to be the last thing from the culinary area of Glodok's Chinatown The playground is an additional facility that needs to be considered awagarh tourists can be more comfortable and more comfortable in recreation during a visit to the Glodok Chinatown area.
2.	Playground	The playground is an additional facility that needs to be considered so that tourists can be more comfortable and more relaxed in recreation during a visit to the Glodok Chinatown area.
3.	Fire Station	This area is needed for tourist areas, where it can cope with disasters when it comes suddenly, but for koteks culinary tourist area Glodok Chinatown area, it does not have or is fairly far from the Fire Department post as we know for the Glodok area is dense and fairly prone to fire so it really needs a fire Post that can be easily

The explanation in the table above is explained by the results of the author's own observation where when the author visits the Glodok Chinatown lack of walking facilities gives the impression of a lack of efficiency if visitors or tourists who want to walk, then when the author makes observations to the Chinatown, Glodok writer realizes that the place is quite on and prone to not be found fire posts so as to minimize fires that occur in the Chinatown, Glodok.

In cultural tourism, there are 12 elements of culture that can be an attraction for tourists to come to visit. Here below are the cultural elements that can attract the arrival of tourists, namely: 1. Language, 2. Traditions, 3. History of the region, 4. Religion, 5. Dress and clothing, 6. The educational system, 7. Leisure activities, 8. Work and technology, 9. Art and music, 10. Food and eating habits, 11. Handicraft, 12. Forms and characteristics of architecture in the tourist area (architectural characteristics in the area).

The author conducted an interview in the area of Chinatown, Glodok which involves the surrounding community following questions focused on by the author and also the answers to the surrounding community that the author has summarized.

Table 3. Results summary of interviews conducted by the author

No.	Questions	Answers
1.	Does improving people's living standards through the economic benefits of Tourism?	Almost all surrounding communities involved in the interview gave a statement if for their economic terms are very helpful especially to the perpetrators of buying and selling around the area of shops in the area of plot six because at this time the area was built for culinary tourism which is famous to have a positive impact on economic growth, as we know if the Chinatown area, Glodok up to Lima Bridge has long been the center of the economy of Jakarta and Reta if rebuilding the region will have a better impact on population growth
2.	Is the development of infrastructure and recreation facilities for visitors and locals sufficient to provide more visitors interested in visiting the Chinatown area, Glodok?	The results of the interviews of the surrounding community that the author summarizes that there is still a lack of infrastructure and supporting facilities, namely as one of them is Pedestrian or sidewalks the lack of these facilities gives little effect on visitors who come on foot because of the dense residential areas and also the number of illegal parking, very prominent in the area of plot nine and plot six where the location is crowded with visitors but the lack of pedestrian facilities makes pedestrians vulnerable to other vehicles.
3.	Is the development done in accordance with the needs of the area?	The result is in the surrounding area is good enough where there are currently many other supporting developments and also public facilities in the surrounding area that we can see from the Glodok area to the Old City area.
4.	Is the development Program carried out in line with the cultural, social, and economic set by the government and the local community?	The author will convey that for the time being the program carried out by the government or the community towards development efforts to attract tourists is good enough where the government itself focuses on the development and wants to make the area of Petak Sembilan as one of the main tourist destinations in the capital.
5.	How to optimize visitor or traveler satisfaction?	For now, the efforts made by the government and the community by continuing to do the development and also a good arrangement where visitors will feel satisfied when visiting Chinatown, Glodok

In the summary of the table above can be seen that the impact that is felt by the community on the development of Glodok Chinatown is its economy that helps provide

income for the surrounding community where we know the people who live in Chinatown, Glodok majority of which is trading in the surrounding area.

The government development has also been very helpful where we can now find if the area around Chinatown, Glodok has been rebuilt a lot but still focuses on the old building so that the authenticity of this Chinatown is not lost and remains attached, the number of renovations made by the government to the old building and also the famous places of worship of the area around Chinatown which has also been improved little by little has a positive impact on attracting tourists to visit Glodok or Chinatown's largest Chinatown in Jakarta.

But not only the positive impact of course the government and the community also have to think about the negative impact also where in the surrounding area where it is densely populated if continuously built without any calculations will have a bad impact on the surrounding environment, the area that has been on the population will cause easy fire to give a negative impact also by the surrounding community living in the area of Chinatown, Glodok.

### **3. Attractions carried out in the area of Chinatown, Glodok gives many interested visitors to come to the area of Chinatown, Glodok.**

Before the covid-19 pandemic, of course, the area around Chinatown, Glodok often held cultural events where the most famous and largest is the Cap Go Meh 2571 Festival Celebration held in the Glodok Petak Sembilan Chinatown area was presented by the West Jakarta Cultural Tourism Office Tribe on February 8, 2020. And this festival is even more lively with the culinary bazaar filled along Jalan Petak nine directions to jalan Hayam Wuruk. Of course, this event has been going on for a long time.

The Jakarta Cultural Tourism Office has started holding the Cap Go Meh festival since 2016 in collaboration with organizers and organizations to become an annual festival in the region. The Festival conducted also become one of the supporters of the arrival of tourists in the area of Chinatown, Glodok. Not only the Cap Go Mehnya event is famous for celebrating festivals and celebrations such as Chinese New Year and Capgomeh and festivals that are held quite lively every year. There are several art studios such as lion dance, wushu, thousand hands dance, and art performances from Koko Cici Jakarta and Abang None Jakarta, as well as traditional Chinese musical instruments such as gu zheng, er hu, yang qin, di zi, pi pa and others. Of course, there are several other events carried out such as festivals that are often held in the Chinatown area, Glodok of course it one of the efforts of the government and the surrounding community to attract more interest from tourists to visit.

The festival or cultural event is not necessarily only to attract tourist visits but also for the efforts of the surrounding community and the government to preserve the original Chinese cultural and religious events.

### **4. Accessibility to the area of Chinatown, Glodok.**

In the current Era there is a lot of public transportation that can make it easier for tourists to access the Chinatown area, Glodok main accessibility to the Chinatown area of Central Jakarta, West, East, North, and South in general, transportation is centered at the Old City Station where the Old City station is located not far from the



Chinatown area, Glodok which is located d Jl. Pepper, Pinangsia, Kec. Taman Sari, West Jakarta city and Harmoni Central Busway located on Jl. Gajah Mada, RT.2 / RW.8, Petojo Utara, Gambir District, Central Jakarta City. and access to the Chinatown area of Glodok Petak Sembilan can be accessed with:

- a. Microbuses (Angkot). It is a city public transportation that is already familiar, for a fairly affordable tariff starting from the price of IDR. 5,000-IDR. 8.000.
- b. Transjakarta (Busway). Transjakarta is considered one of the public transportation that has many stops and is also safe for one-trip fares that are very affordable, the fare is IDR.3,500 to the location of the Chinatown area, Glodok is highly recommended with Transjakarta because the stop closest to reach to the Chinatown area, Glodok.
- c. Walking. For foot trips, tourists or visitors are advised to do from the Old City Station, visitors can walk to The Five Bridge or commonly known as Asemka market, and head towards the Six plot.

#### **5. Amenities that are already available in the area of Chinatown, Glodok**

In the Chinatown area, Glodok for Amenities is adequate where such as restaurants, restaurants, souvenir shops, and public facilities such as worship facilities are easy to find of course provide convenience for visitors who want to visit the Chinatown area, Glodok

#### **6. Ancillary available in the area of Chinatown, Glodok**

Ancillary is the support provided by organizations, local governments, groups, or tourist destination managers to organize tourist activities (Cooper et al, 2000). On this occasion, the author will conclude during the observation in the Chinatown area, Glodok the role of the government is enough to contribute to where the location is currently doing development in the area around it gives if the management of the government in Chinatown area, Glodok very instrumental in the construction of the location. Cultural or religious events that are fairly often carried out indicate if the organization and community groups are also very instrumental in managing and also preserving culture in the Chinatown area, Glodok.

#### **7. Culture-based tourism in Chinatown, Glodok.**

Cultural tourism is like a double-edged knife in the utilization of cultural heritage as an object of tourist attraction. On the one hand, tourism can preserve cultural heritage, while on the other hand tourism activities will damage or negatively affect the cultural heritage because tourists will consume the object (Burn and Holden, 1995). Glodok Chinatown has a very long history in Batavia that began during the occupation of the VOC in Batavia. In the past, the Glodok area was allocated by VOC to the Chinese community to be occupied so that the Chinese community would not trade within the Batavia city walls. Since then the Chinese people began to run their businesses in the Glodok area until now.

The beauty of old buildings and shops in the Chinatown area, Glodok is one of the traces of history that the Chinatown area, Glodok has a long history. A place that is a silent witness to the existence of the Chinese community in ancient times that is still firmly standing by seeing the oldest temple in Jakarta which has been established since 1650 and the Peranakan "mansion" which gives an overview of the life of the Chinese

community in overseas. Chinese people have lived in Batavia for centuries ago and its culture has been assimilated with Indonesian culture which is reflected in language, architecture, trade, and also culinary. Of course, the Glodok Chinatown area, or what we can call Chinatown can be one of the cultural tourist destinations because the history of this place is very long to provide cultural and historical knowledge for visitors.

### 3.2. Discussion

Cultural tourism is a form of cultural industry, because cultural tourism utilizes various aspects of culture en masse in a production system. As a cultural capital (resource), culture is aligned with other resources such as natural resources and economic (financial). One of the global trends is the growing awareness of tourists to understand the cultural heritage of the past. It was to seek the ontensity and cultural identity by tourists concerned cultural diversity owned by Glodok Chinatown area make the cultural tourist attraction interesting for tourists to visit.

Tourism development in a tourist destination area will always be taken into account with the advantages and benefits for the community many of the main reasons for the development of tourism in a tourist destination area, both locally and regionally or national scope in a country is closely related to the economic development of the region or country.

How the efforts of the community in preserving and developing a culture in Glodok Chinatown. Efforts made by the community and preserve and develop the culture of Chinatown, Glodok are seen by how the people in the area of Chinatown Glodok preserve the way they do their hereditary activities by doing the activity of buying and selling (trading) in the area around Glodok, then decorate the surrounding area with many ornaments typical of Chinese culture that has a special meaning, then develop, build or maintain the authenticity of their old places of worship which is the history of Chinese culture in Glodok.

How the influence of cultural tourism activities on the development of tourism in Glodok Chinatown. For the influence of tourism activities in the region of Glodok, the most influential is in the economic aspect, where the profession of the majority of people in the region of Glodok is merchant this gives a good impact, especially on their income, until now, of course, the government still continues to innovate and develop in the region of Glodok to aim to make Glodok into a better tourist spot in the future in terms of facilities, attractions, and culture.

Most of the interview sources stated that the management actions related to historical objects/landscapes have been good wishes and expectations conveyed by some respondents are quite well related to the preservation and development of historical objects/ landscapes in the Glodok Chinatown area. These wishes and expectations include revitalizing immediately, developing tourism that is focused and conceptualized, providing incentives from the government to the owners of historic buildings, the need for information centers, organizing and maintaining cleanliness around objects, improving the quality and quantity of tourist facilities, better transportation arrangement, as well as increasing information, publications and promotions.

Tourism Management the management of tourist objects in the DKI Jakarta area is under the supervision of the DKI Jakarta government and for the West Jakarta Municipality area the supervision is carried out by the West Jakarta Municipal Tourism Office Tribe. The government's efforts in the management of historical tourism objects is to make laws and

regulations on tourism. In conducting tourism management, the manager should refer to the existing laws and regulations. The law governing tourism is UU no. 9 of 1999. This law contains an explanation of the provisions of tourism in general, principles and objectives, objects and attractions, tourism business, and participation.

Jakarta Barat in general, tourism potentials in the municipality of West Jakarta, and tourism objects in the municipality of West Jakarta in the form of maps and descriptions in general. In addition, there is also a booklet containing facilities supporting tourist activities in the West Jakarta Municipality. However, promotional media related to the Glodok Chinatown area specifically does not exist. The long-term plan of the West Jakarta Regional Government will develop the Glodok Chinatown area as a leading international tourist area as a shopping and cultural tourist spot. aspects of supporting tourism in tourism development activities it is not enough just to pay attention to the object, aspects of supporting tourist activities also need to get attention in order to create sustainable, effective, efficient, and comfortable tourist activities. These aspects include infrastructure and transportation facilities, service facilities, information, and promotion, as well as potential tourists.

#### **4. Conclusion**

Based on the results of research on the development of Cultural Tourism in the Glodok area and observations in the field. Researchers found that the utilization of opportunities for the Glodok Chinatown area to continue to develop into an attractive place for visitors has a positive impact not only on the opportunities they take advantage of but the development and development in Glodok Chinatown area from the community and government to improve the area around the Chinatown, Glodok gives good results, not only in terms of development but, Glodok is also one of the efforts to preserve and develop a long history in the Chinatown area, Glodok.

In addition, the example of the Cap Go Meh celebration carried out to attract tourists to visit is also one of the good efforts in terms of promotion of the Chinatown area, Glodok is a large celebration that displays a lot of culture and uniqueness with the theme of Chinese has a positive impact on the promotion of places not only the Cap Go Meh festival, of course, there are many other famous festivals such as culinary festivals that are always held in the area around the Chinatown area, Glodok is also a government strategy and the surrounding community to grow a good economy.

Historical objects contained in the Glodok Chinatown area should be used as an official tourist attraction by the government and carried out promotions by making tour programs and attractive promotional media (booklets, brochures, leaflets, and website) and making TIC about the Old Town with Glodok Chinatown area in it to introduce it to tourists. This information center facility can be placed in public places around the area that can be accessed by many people, for example at the city train station. In addition, it is necessary to create an interpretation facility. Interpretation facilities that need to be made include a map of tourist attractions and an interpretation board on each object. For map interpretation of tourist attractions placement is also side by side with the information center so that it can be easily accessed. This interpretation map is made as interesting as possible, informative, and clear.

The interpretation board on each object is placed in accordance with the related object and made interesting, clear, and informative for the visitors. Promotional Media that contains

the Glodok Chinatown area with objects / historical landscapes, such as brochures, leaflets, and booklets, need to be created, propagated, and distributed evenly and made as attractive as possible. Booklets, leaflets, and brochures can be made with various versions, some are intended for domestic tourists and foreign tourists with a three-language version (English, Mandarin, and Indonesian). Markerboards and directions are also very important to provide, considering that some objects are located between residential areas. The board will be able to facilitate and help tourists to visit the objects they want and increase local people's insight into the existence of historical objects around them. The existence of an interpretation board and a marker board and directions then the character of a tourist object and the region will also be stronger so that the existence of the object is not only felt on the tourist object but also felt on the scope of the landscape.

### **Acknowledgment**

Appreciation and gratitude to the National University for advice and critics to develop written and publication of scientific articles. Thank you for your support, time, and motivation.

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