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### Recommended Citation

Agatha, Yvonne Maura and Hawadi, Lydia Freyani (2024) "EXPLORING URBAN TOURISM POTENTIAL THROUGH PLACEMAKING: A CASE STUDY OF PLUIT MUARA-ANGKE, JAKARTA," *Jurnal Sosial Humaniora Terapan*: Vol. 6: Iss. 2, Article 3.

DOI: 10.7454/jsht.v6i2.1118

Available at: <https://scholarhub.ui.ac.id/jsht/vol6/iss2/3>

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## EXPLORING URBAN TOURISM POTENTIAL THROUGH PLACEMAKING: A CASE STUDY OF PLUIT-MUARA ANGKE, JAKARTA

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Received: June 20, 2024 / Approved: July 18, 2024 / Published: July 25, 2024

### Abstract

The potential of Jakarta as a tourist attraction, particularly in urban tourism, continues to expand in line with the city's unceasing developments. Consequently, the Jakarta Provincial Tourism and Creative Economy Agency (Disparekraf) has implemented a program to establish Jakarta as an appealing and competitive urban tourism destination within the region. To achieve this vision, the government issued a mandate under Regional Strategic Activities (KSD) No. 70 regarding the Development of Jakarta Tourism Areas/Destinations, focusing primarily on the activation of urban tourism across the five municipalities of Jakarta. For North Jakarta, the designated area is the Pluit-Muara Angke area. This paper explores the identification of the Pluit-Muara Angke area as an urban tourism destination through a placemaking approach, where local communities and their activities are central to the development of the area into a tourist destination. The study employs observation, Focus Group Discussions (FGD), and desk research for data collection. The research method utilized in this paper is qualitative research. The findings indicate that the Pluit-Muara Angke area holds significant potential as an urban tourism destination, but several issues need to be addressed, particularly accessibility, tourist facilities, and cleanliness. Local communities in this area are also seeking the involvement and cooperation of all relevant agencies, especially the Agency of Tourism and Creative Economy.

**Keywords:** *urban tourism, placemaking, area development, communities, attraction.*



## INTRODUCTION

Jakarta, as the largest metropolitan city in Southeast Asia, possesses significant advantages in terms of attractions, amenities, and accessibility, rendering it highly potential for development as an urban tourism destination. To establish Jakarta as an attractive and competitive urban tourism destination within the regional context, the government has delineated three core missions: cultivating Jakarta's image as an enticing urban tourism destination, actualizing Jakarta's urban tourism potential through collaboration with all tourism stakeholders, and enhancing Jakarta's marketing strategies to position it as a compelling urban tourism city for both residents and visitors.

According to data from Central Bureau of Statistics (BPS) in 2024, international tourist arrivals in Jakarta until 2023 still experienced a decline and has not been yet surpassed the amount before pandemic Covid-19. To rejuvenate the tourism sector of Jakarta, the local provincial government has enacted a new policy, specifically Regional Strategic Activities (KSD) No. 70 concerning the Development of Tourist Areas/Destinations in Jakarta. In addition to stimulating tourism growth, this policy is also designed to promote the attainment of sustainable development goals (SDGs), particularly SDG 11: Sustainable Cities & Communities.

Jakarta's potential as a tourist attraction, particularly in urban tourism, continues to evolve in line with technological advancements and ongoing development. Based on this premise, the Jakarta Provincial Tourism and Creative Economy Agency (Disparekraf) has had a program since 2020 to establish Jakarta as an attractive and competitive urban tourism destination in the regional area. This vision aims primarily at developing urban tourism that can drive the achievement of the Sustainable Development Goals (SDGs), particularly SDG 11: Sustainable Cities & Communities.

One of the initiatives undertaken by the government related to Regional Strategic Activities (KSD) No. 70 is the development plan for urban tourism in Jakarta, which involves designating five priority urban tourism areas in each City Municipality. According to the latest decision from the Tourism and Creative Economy Agency, the selected area for North Jakarta is the Pluit-Muara Angke area. However, this designation has not yet been based on the perspective of the local community.

To date, numerous urban tourism destinations continue to marginalize vital stakeholder groups, particularly the local communities who serve as hosts of these tourist locales. This marginalization engenders various adverse effects, including social exclusion, alienation, gentrification, and the displacement of the local population, particularly marginalized groups (Teernstra and Pinkster, 2016; Scheyvens and Biddulph, 2017). The detrimental relationship between tourism and urban environments has been documented in several major cities globally, such as San Francisco, Barcelona, Rome, Venice, Lisbon, and Athens, which frequently contend with gentrification and stakeholder conflicts. In the name of tourism, dilapidated buildings are restored and repurposed as new attractions, culminating in mass tourism, escalating living costs in the area, and compelling residents to vacate their homes (Mendes, 2022). Ultimately, endeavors toward sustainable tourism development remain largely rhetorical (Cheer, 2018).

Therefore, the objective of this study is to identify the tourism potential of the Pluit-Muara Angke area based on stakeholder perspectives. The concept utilized to explore these perspectives employs three main aspects of tourism destinations: attractions, amenities, and



accessibility. Theoretically, this research contributes to the tourism literature by deepening the understanding of how these destination elements are perceived by local residents and communities in the context of coastal urban areas. It will provide new insights into the relationship between tourism sustainability and community participation in developing destinations that are responsive to local needs. Practically, this study offers guidance for tourism managers and policymakers in designing inclusive and sustainable tourism development strategies. By understanding the potential and challenges from the perspective of local communities, stakeholders can develop programs and infrastructure that not only attract tourists but also support the well-being of local communities and environmental conservation.

The remainder of the paper is structured as follows. The methodology outlines our three data collection approaches: observation, focus group discussion, and desk study. The findings section presents the identification of the potential of the Pluit-Muara Angke Area as an urban tourism destination based on the components of attractions, amenities, and accessibility, along with the identification of the perspective of the local community and communities in the Pluit-Muara Angke Area. The conclusion summarizes key findings, highlights theoretical and practical contributions, and proposes avenues for future research.

### **Urban Tourism**

Urban tourism is a form of tourism characterized by unique features or distinctiveness in urban areas. Emekli (2013) describes it as short-term visits to cities for purposes such as vacationing, acquiring historical and cultural information, attending sports events, enjoying artistic performances, and seizing shopping opportunities. Urban tourism can also be defined as a general form of tourism that leverages urban (non-agricultural) elements and all aspects related to city life (service centers and economic activities) as tourist attractions (Pratiwi, 2014).

There are three elements associated with urban tourism. The primary element consists of the main tourist attractions that are unique and draw visitors to the city, such as cultural, artistic, and sports facilities, and cultural events. The secondary element pertains to the comfort of tourists, including accommodations, restaurants, and transportation, which enhance the tourism experience. The tertiary element facilitates access to the primary and secondary elements through accessibility, parking, tourist information centers, and maps. Together, these three elements support the tourist experience in urban areas.

A tourist destination is a place that attracts visitors for tourism purposes and represents a blend of tourism products and services considered as a complex system. A tourist destination is also a region chosen by visitors to engage in tourism activities, encompassing all available facilities, including entertainment, accommodations, lodging, restaurants, and more (Arif & Nugroho, 2020). To evaluate whether a tourist destination can be successful, it needs to be assessed based on three components, commonly referred to as the 3A components: attractions, amenities, and accessibility. We determined each component based on the 6As by Arif and Nugroho (2020), that is, attractions, amenities, accessibility, available packages, ancillary services, and activities. However, this study only focused on the first three components. The following paragraphs will elucidate each of these components.



**Attractions**

Urban tourism focuses on the unique attractions of a destination. According to Muthuraman and Haziati (2019), attractions can encompass natural wonders, man-made facilities such as amusement parks, or cultural events like music festivals. Law (UU) No. 10 of 2009 on tourism describes attractions as anything with uniqueness, beauty, and value in the form of the diversity of natural, cultural, and man-made wealth that becomes a tourist destination. Tourists are motivated by the pursuit of unique experiences; hence, destinations need to offer distinctive attractions, comprising three main components: something to see, something to do, and something to buy (Yoeti, 1985).

Attractions should feature interesting sights, both passive, such as architecture and museums, and active, such as cultural performances. Tourists should also be able to participate directly in local activities, like traditional markets and recreational spots, to experience the unique local culture (Bouchon, 2022). Furthermore, attractions must offer shopping facilities for unique souvenirs. A variety of activities, both day and night, is also crucial to attract tourists and encourage frequent visits to the destination (Samaraweera & Upekshani, 2019).

**Table 1.** Basis of Assessment for Attraction Indicators on the Attraction Scale

	<b>Very good</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Bad</b>
<b>Uniqueness</b>	Unique in Indonesia	Unique in Jakarta	Unique in the respective municipality	Unique in the subdistrict	Not unique
<b>Types of Tourism Activities</b>	To do, to see, to buy	To do & to see	One component of to do/to see and to buy	One component	No components
<b>Tourists</b>	International, mainstream	International, special interest	National	Regional (inter-municipal)	Local/neighborhood
<b>Amenities</b>	Toilet, dining places, places of worship, healthcare facilities, ATMs, souvenir shops	Toilet, dining places, places of worship, souvenir shops, ATMs	Toilet, dining places, souvenir shops, ATMs	Toilet, dining places, ATMs	Toilet
<b>Ancillary</b>	Tourist information center, tour guides, signage, tourism police, dedicated drop-off & pick-up zones	Attraction information, signage, tourism police, dedicated drop-off & pick-up zones	Attraction information, signage, dedicated areas with drop-off & pick-up zones	Signage, no dedicated areas but drop-off & pick-up zones available	None, no dedicated areas but drop-off & pick-up zones available



	Very good	Good	Fair	Poor	Bad
<b>Accessibility</b>	Accessible by long-distance and local public transport, adequate and comfortable pedestrian facilities, walkable to/from transport hub (400–800 m), and disabled facilities (guiding tiles and ramps) within 400–800 m	Accessible by long-distance and local public transport, adequate and comfortable pedestrian facilities, walkable to/from transport hub (400–800 m), and disabled facilities (guiding tiles and ramps) within 400–800 m	Accessible by local public transport, adequate and comfortable pedestrian facilities, walkable to/from transport hub (400–800 m), and one type of disabled facility within 400–800 m	Accessible by local public transport, inadequate pedestrian facilities, difficult to walk to/from transport hub (> 800 m), no disabled facilities	Difficult to access by public transport, no pedestrian facilities, difficult to walk to/from transport hub (> 800 m), no disabled facilities
<b>Number of attractions meeting the criteria</b>	≥ 4	3	2	1	No attractions
<b>Variety of daytime and evening activities</b>	At least 4 daytime and evening activities conducted by both types of communities	3 daytime and evening activities conducted by both types of communities	2 daytime and evening activities conducted by one community	1 daytime and evening activity conducted by one community	No activities

Source: Researcher's Analysis, 2022

### *Amenities*

The aspect of amenities is crucial for the success of tourism, encompassing various facilities such as restaurants, hotels, communication facilities, information boards, and money changers (Zaenuri, 2012). These facilities can be provided by the community, businesses, and government. The availability of good amenities supports tourists' comfort and security, enhances their comfort and length of stay at the tourism site (Revida et al., 2020). Comprehensive and high-quality amenities meet tourists' needs, create positive impressions, increase satisfaction, and encourage return visits. Amenities are also vital for the sustainability of tourism areas, where facilities such as accommodation, toilets, and food providers greatly influence tourists' comfort.

Amenities analysis aims to identify the condition and availability of supporting facilities in urban tourism areas. This analysis includes evaluating amenities in tourism areas ranging from accommodation, dining places, facilities, and public spaces. Good accommodation encompasses various types such as hotels, resorts, and homestays, with a minimum of three types of accommodation available. Dining places should provide quality Food and Beverage (F&B) services with a minimum of four establishments available for daytime and evening meals. Other important facilities include toilets, tourist information services, places of worship, healthcare services, shopping centers, and public spaces that are inclusive for all socioeconomic groups, children, and persons with disabilities (Sirait, 2015).



**Accessibilities**

Accessibility refers to integrating one destination with another through easy connectivity related to comfort, safety, and travel time. Tourist activities heavily depend on accessibility due to affordability factors. This is crucial to consider because higher accessibility correlates with increased tourist travel desire. At the regional scale, the completeness of accessibility can be observed externally (to or from the area) and internally within the tourism destination. The availability of both can enhance the attractiveness of tourist destinations. Tourist activities should ideally be accessible by walking, cycling, or public transportation services that are accessible to everyone, regardless of age or other factors (Institute for Transportation and Development Policy, 2017). The foundation of accessibility can be seen in the ability to walk on dedicated pedestrian paths supported by crossing facilities, road shading, and resting areas.

**Table 2.** Basis of Assessment for Accessibility Indicators in Tourism Areas

	Very Good	Good	Fair	Poor	Bad
<b>Pedestrian Facilities</b>	Has dedicated pedestrian paths >2m (TOD Standard by ITDP); available pedestrian crossings, shading for pedestrian paths (trees, roofs), street furniture (benches, street lamps, trash cans)	Has dedicated pedestrian paths 2m; available pedestrian crossings, shading for pedestrian paths (trees, roofs), street furniture (benches, street lamps, trash cans)	Has dedicated pedestrian paths 2m; available pedestrian crossings, no shading for pedestrian paths, street furniture (benches, street lamps, trash cans)	Has pedestrian paths <2m; no pedestrian crossings available, no shading for pedestrian paths, street furniture (benches, street lamps, trash cans)	Lacks adequate pedestrian facilities
<b>Transportation Facilities</b>	Available wayfinding, signage; Has bike lanes	Available wayfinding, signage; Has bike lanes	Has some wayfinding or signage; No dedicated bike lanes but adequate for cycling	No wayfinding and signage; No dedicated bike lanes but adequate for cycling	No wayfinding and signage; Roads not suitable for cycling

Source: Researcher’s Analysis, 2022

**Placemaking**

Placemaking is a term originating from the fields of architecture and urban planning but has been adapted in the context of tourism. Derived from the words "place" and "making," placemaking literally means 'making place' (Akbar ). Place here refers to the physical environment and built environment at various scales, ranging from the smallest like public spaces, neighborhoods, cities, to regions (Douglas, 2016). Initially, the concept of placemaking focused solely on the physical transformation and end product of a place. In this regard, placemaking is used as the activation process of a space into a quality place where people want to live, work, play, learn, or engage in other activities they enjoy. According to Mark (2014), a quality place is safe, connected, open, provides authentic experiences, accessible, comfortable, peaceful (unless intentionally otherwise), friendly, and promotes and facilitates community engagement.

However, over time, placemaking has been utilized not only for the physical transformation of a place through attractive design and infrastructure but also for the social



transformation process occurring within the community of that place (Silberberg et al., 2013). The concept of placemaking has thus been conceptualized as an activity where specific community groups are involved and contribute to creating a quality place. Pierce et al. (2011) define placemaking as a social, political, and material device where communities continually create and recreate their experiences in their living spaces. In other words, placemaking is a process of giving meaning to a place generated from activities (social) and experiences of the people using that place (Arefi, 2014).

Placemaking is the process of creating desirable places where people want to live, work, play, and learn (Mark, 2014). According to Mark (2014), a quality place is safe, connected, open, authentic, accessible, comfortable, peaceful, friendly, and promotes community engagement. Placemaking, often used in urban planning, enhances urban environments and residents' quality of life, involving governments, planners, businesses, local residents, and other users. Placemaking encompasses more than layout and infrastructure; it also involves the image, identity, and symbolic values of places. Its aim is to create unique and appealing images and identities in tourism, through community-based revitalization projects rooted in local values, history, culture, and natural environment (Habibah et al., 2013).

In tourism, placemaking is a strategy aimed at encouraging tourists to return to destinations they have visited. Space, with its physical characteristics and social features, plays a crucial role in tourism development and its transformation into meaningful places (Dupre, 2018). According to Su et al. (2021), the concept of placemaking goes beyond developing the spatial layout and infrastructure of a place; it also encompasses its image, identity, and symbolic values. In this sense, placemaking is also used as a means to support the creation of attractive images and identities for a destination, thereby differentiating its tourism development from other destinations.

The definition of placemaking is classified based on three main stakeholder groups (Habibah et al., 2013). Practitioners see it as a process of enhancing place value through community activities based on local cultural and environmental values. From the perspective of host communities, placemaking is the construction of meaningful places through their activities. Meanwhile, tourists perceive placemaking as the construction of places they imagine, expect, and desire to experience.

## **METHODOLOGY**

The research in this paper uses a qualitative research method where data collection was conducted over two months, from March to April 2022. A combination of primary and secondary data sources was employed in this study. The primary data collection methods encompassed participant observation and Focus Group Discussions (FGD), while secondary data was obtained through online sources and policy documents.

Observation is a systematic examination of phenomena present in the research object (Tersiana, 2018). Observation is a process that begins with observation followed by systematic, logical, objective, and rational recording of various phenomena in actual or artificial situations (Kristanto, 2018). The author conducted observations by visiting several tourist attractions in the Pluit-Muara Angke area. While according to Paramita and





Kristiana (2013), FGD is an appropriate technique for exploring data with specific characteristics and for research with particular objectives.

After obtaining data derived from field observations, the researcher validated the findings through a series of five Focus Group Discussions (FGD) involving a total of 10 stakeholders actively engaged in activities and developments around the selected districts. The researcher conducted focus group discussions to gather information from key stakeholders regarding their perspectives on the position of Pluit-Muara Angke as an urban tourism attraction. The discussion involved 10 participants, consisting of 2 representatives each from the Fishery Port Management Unit (UPPP), the Fishermen Community, the Muara Angke Mangrove Community (KOMMA), and the Jakarta Provincial Tourism and Creative Economy Agency (Disparekraf). We purposively selected the participants based on their expertise, knowledge, and experience in the relevant subject matter. This choice was made to harness the collective opinions of multiple experts and stakeholders, forming a comprehensive assessment.

The results from field observation notes (field notes) and FGD were then transcribed into transcripts and processed using Atlas.ti software for thematic analysis. Data analysis began with full data transcription, data familiarization, code identification, searching, reviewing, defining themes, and generating findings. Manual coding was conducted through repeated reading and noting of field observation notes and FGD transcripts.

## **FINDINGS AND DISCUSSION**

This part is divided into three sub-sections. First, identification of attraction, which encompasses of the attractiveness, uniqueness, types of tourist activities, amenities, ancillary services, accessibility, number of attractions meeting criteria, and variety of day time-evening time activities. Second, the identification of amenities, which comprises of public facilities, supporting facilities, and health facilities. Finally, the identification of accessibilities, which provides some explanation regarding pedestrian facilities and transportation facilities.

### **Identification of Urban Tourism Potential Based on Attraction Aspects**

The analysis of attractions in the Pluit-Muara Angke area refers to three places: Muara Angke Fish Market, Muara Baru Modern Fish Market, and Floating Restaurant or Resto Apung. The analysis of attractions at these three places in the Pluit-Muara Angke area consists of uniqueness, types of tourist activities, including variations in day-time and evening-time activities.

From the attractiveness aspect, the Pluit-Muara Angke area has its own uniqueness in Jakarta due to its fish markets located near the sea, selling fresher catches compared to other fish markets in the city. These markets, namely Muara Angke Fish Market and Muara Baru Modern Fish Market, offer various fresh fish and other seafood such as shrimp, clams, and squid. Additionally, there is Floating Restaurant or Resto Apung, a dining venue that serves dishes made from seafood and is located above the sea. Tourists visiting Resto Apung can enjoy their meals while enjoying the sea view. At Resto Apung, tourists only need to pay for the cooking fee, commonly referred to as "cooking costs."





**Figure 1.** Muara Angke Fish Market  
Source: Researcher's Analysis, 2022

Based on the analysis related to the tourism potential in the Pluit-Muara Angke area, there are several potentials to be developed as an attraction. First, Muara Angke Fish Market has the attraction of the fish dismantling and auction processes that can be seen by tourists. This process starts from the arrival of the boats, weighing, and auctioning at the Fish Auction Place (TPI), which takes place from morning to afternoon. At Muara Baru Modern Fish Market, tourists can see the fish trading process, while at Resto Apung, tourists can enjoy food while admiring the sea view. Muara Angke is often visited by people from outside Jakarta for benchmarking because it is considered a good example in fish handling and marketing. Cooperatives from Tegal and local governments from various regions also conduct benchmarking at the Fish Auction Place (TPI) in Muara Angke to learn from the practices applied.

According to the Mangrove Community of Muara Angke (KOMMA), tourism development has reached 40%, with a target of 60% remaining to achieve their goals. Some activities that have been carried out include creating jogging tracks, processing mangroves to produce products such as syrup, jam, dodol, and batik, as well as opening a reading corner on weekends. KOMMA also has an organizational structure, with Family Welfare Programme (PKK) mothers as processing coordinators.

Furthermore, the Pluit-Muara Angke area has the potential to attract domestic and international tourists with a special interest in seafood culinary and shopping for fresh seafood catches. Muara Angke Fish Market, Muara Baru Modern Fish Market, and Floating Restaurant or Resto Apung offer uniqueness in their proximity to the sea, allowing tourists to shop for and taste fresh seafood directly on site. They can select and purchase seafood catches and then proceed to dining venues to have them cooked. At Muara Angke Fish Market, tourists can directly head to Resto Apung to process seafood catches, while at Muara Baru Modern Fish Market, they can go to the second-floor food court to cook or enjoy the purchased food. The food court at Muara Baru Modern Fish Market is neatly arranged and modern, although it lacks sea views like Resto Apung. Nevertheless, this food court is lively and fairly clean, providing a pleasant culinary tourism experience for visitors. Additionally, visitors can directly witness activities in the fish markets. Currently, the majority of visitors are domestic tourists from Jabodetabek, especially during certain

occasions like Christmas and New Year's Eve. However, there is great potential to attract more international tourists in the future.

Based on the results of the FGD, attractions in the Pluit-Muara Angke area offer a variety of day-time and evening-time activities involving both community types, namely fishermen communities and the Mangrove Community of Muara Angke (KOMMA). Fishermen activities include fish dismantling and auctioning at the Fish Auction Place (TPI) near Muara Angke Fish Market, with fish dismantling taking place from night to dawn, while fish auctioning is done from morning to afternoon. At Muara Angke Fish Market, two groups of traders, wholesalers and retailers, sell their goods at different times, thus keeping the activities running for 24 hours. Muara Baru Modern Fish Market also offers sales activities until late at night. Meanwhile, KOMMA is active around the mangrove area by processing food and clothing products based on mangrove trees such as syrup, jam, dodol, and batik with mangrove motifs.

### *Amenities*

Public Facilities in the Pluit-Muara Angke Area include toilets available at Muara Angke Fish Market and Resto Apung. However, the cleanliness of these facilities needs improvement, especially at Resto Apung where the water is dirty, there are many mosquitoes, and the door cannot be locked. This is a critical concern because the cleanliness of public facilities affects visitor comfort. At Muara Angke Fish Market, although toilets are available, the toilet buildings appear dirty and unkempt, creating an unpleasant impression for visitors. Therefore, improving and maintaining toilet facilities is crucial to enhance visitor experience.



**Figure 2.** Toilet at Muara Angke Fish Market  
Source: Researcher's Analysis, 2022

Additionally, supporting facilities such as dining venues are available with Resto Apung and the food court at Muara Baru Modern Fish Market. Resto Apung, strategically located and offering a sea view, provides a unique experience for visitors. However, the layout and cleanliness of Resto Apung still need improvement to provide a better experience for visitors. Moreover, the presence of other facilities such as places of worship, ATMs, and souvenir shops is still lacking in these three attractions. The nearest places of

worship can be accessed in the surrounding area but may reduce visitor efficiency and comfort.

Specifically for healthcare facilities, none are currently available in this area. This underscores the importance of developing supporting infrastructure to meet visitor needs, including access to healthcare services that can provide a sense of security and comfort for tourists. Therefore, improving and adding public and supporting facilities in the Pluit-Muara Angke area will enhance the quality of tourism experiences for both local and international visitors.

### ***Ancillary***

In terms of ancillary facilities, a tourist information center is currently available only at Resto Apung, while the other two attractions in the Pluit-Muara Angke area do not yet have such facilities. Tourist guides and tourism police are also not available because this area has not yet been developed as a tourist destination. Specific areas for drop-off and pick-up zones are already present at Resto Apung and Muara Baru Modern Fish Market, but the location for this in Muara Angke Fish Market is still unclear. Signage facilities are already in place at all three attractions, such as "Muara Angke Fish Retail Market" and "Muara Angke Fish Wholesale Market" at Muara Angke Fish Market.

### ***Accessibilities***

In the Pluit-Muara Angke area, pedestrian facilities are assessed based on the adequacy of pedestrian amenities, accessibility to and from transportation hubs (400-800 meters), and the availability of facilities for the disabled (guide tiles and ramps) within this distance. At Muara Angke Fish Market and Resto Apung, pedestrian facilities are still insufficient and uncomfortable due to wide roads shared with vehicles, as well as uneven or damaged road surfaces in some areas. However, at Muara Baru Modern Fish Market, pedestrian facilities are adequate. Both Muara Angke Fish Market and Resto Apung can be reached on foot from the nearest transportation hubs, such as Muara Angke Bus Stop and Muara Angke Terminal, at distances of approximately 400-800 meters. However, Muara Baru Modern Fish Market does not have a nearby transportation hub. The availability of facilities for the disabled (guide tiles and ramps) varies at each location. At Muara Angke Fish Market for retail traders and Resto Apung, ramps are available but guide tiles are not yet installed. However, for wholesale traders at Muara Angke Fish Market, neither ramps nor guide tiles are available. At Muara Baru Modern Fish Market, guide tiles are available but ramps are not yet installed.

Furthermore, transportation facilities in the Pluit-Muara Angke area are assessed based on accessibility using long-distance and short-distance public transportation. Muara Angke Fish Market and Resto Apung can be accessed by long-distance public transportation but not by short-distance public transportation yet. However, they can still be accessed via online motorcycle taxis or walking from the nearest transportation hub. To reach Muara Angke Fish Market and Resto Apung, tourists can use the KRL Commuterline and Transjakarta from Jakarta Kota Station, then walk or use online motorcycle taxis from Muara Angke Bus Stop. Meanwhile, Muara Baru Modern Fish Market can be accessed by both long-distance and short-distance public transportation. Tourists can use KRL



Commuterline and Transjakarta from Jakarta Kota Station, as well as public minivans from SDN Penjaringan Bus Stop, getting off at Muara Baru. Although accessibility by public transportation is still limited, alternative options such as online motorcycle taxis are available to facilitate access to Muara Angke Fish Market and Resto Apung. Muara Baru Modern Fish Market has better accessibility with the availability of short-distance public transportation.

**Table 3.** Assessment for Attraction Components

Attraction Components	Evaluation
<b>Uniqueness</b>	Good, because it has the uniqueness in Jakarta.
<b>Types of tourist activities</b>	Very good, as it already offers to do, to see, and to buy.
<b>Tourists</b>	Fair, as currently the tourists visiting are regional tourists (intercity). However, there is potential to attract international tourists, with specific interests.
<b>Amenities</b>	Fair, as there are currently only toilets and dining places available, as well as places of worship and ATMs located quite close to all three attractions in the Pluit-Muara Angke area. Amenities that are not yet available at all three attractions in the Pluit-Muara Angke area include health facilities (health centers) and souvenir shops.
<b>Ancillary services</b>	Reasonable, as a tourist information center is available at one attraction (Resto Apung). However, tour guides and tourism police are not yet available at all three attractions. Specific drop-off and pick-up zones are newly available at Resto Apung and the Muara Baru Modern Fish Market. Signage is already available at all three attractions in the Pluit-Muara Angke area.
<b>Accessibility</b>	Reasonable, as for pedestrian facilities, pedestrian amenities are adequate and comfortable (Muara Baru Modern Fish Market). Furthermore, two attractions can already be accessed on foot from/to transport hubs (400-800 m), namely Muara Angke Fish Market and Resto Apung. For facilities for the disabled, each of the three attractions currently only has one of either guide tiles or ramps. In terms of transportation facilities at the three attractions, the Muara Baru Modern Fish Market can already be accessed by both long-distance and short-distance public transportation. However, Muara Angke Fish Market and Resto Apung can currently only be accessed by long-distance public transportation, but not yet by short-distance public transportation.
<b>Number of attractions meeting criteria</b>	Good, as it already has three attractions that meet the criteria, namely Muara Angke Fish Market, Muara Baru Modern Fish Market, and Resto Apung.
<b>Variety of day time-evening time activities</b>	Very good, as there are already at least four daytime and evening activities conducted by both types of communities. These activities include fish sales, fish unloading, fish auctions, and processing of food and clothing products based on mangrove trees in the mangrove area.

Source: Researcher's Analysis, 2022

### Identification of Urban Tourism Potential Based on Amenities Aspect



To support the comfort and safety of tourists, the availability of infrastructure facilities (amenities) is crucial. The analysis of amenities in the Pluit-Muara Angke area aims to identify the condition and availability of tourist support facilities, which form the basis for establishing an urban tourism destination. This analysis encompasses the assessment of amenities in the tourist area, including accommodation, dining options, facilities, and public spaces.

Public amenities in the Pluit-Muara Angke vicinity encompass restroom facilities accessible at Muara Angke Fish Market and Resto Apung. Nevertheless, there is a necessity for enhanced cleanliness standards, particularly at Resto Apung where water quality issues, mosquito presence, and non-functional door locks are observed. Such concerns are pivotal since the upkeep of public amenities significantly impacts visitor satisfaction. Similarly, at Muara Angke Fish Market, although restroom facilities are available, the infrastructure's dilapidated appearance detracts from visitor experience. Hence, the upkeep and enhancement of restroom facilities are imperative to elevate visitor satisfaction.

Moreover, additional amenities such as dining options are provided by Resto Apung and the food court at Muara Baru Modern Fish Market. Resto Apung, strategically situated with a seaside vista, offers a distinctive visitor experience. Nonetheless, improvements in Resto Apung's layout and cleanliness are warranted to optimize visitor enjoyment. Furthermore, essential facilities like places of worship, ATMs, and souvenir shops are currently absent from these attractions. Nearby places of worship are accessible within the vicinity, albeit potentially compromising visitor convenience and efficiency.

Regarding health facilities, no dedicated health centers are available in this locale. This underscores the critical need for developing supportive infrastructure to cater to visitor requirements, including access to healthcare services, which are integral to ensuring visitor safety and comfort. Therefore, enhancing and expanding public and ancillary facilities in the Pluit-Muara Angke area is essential to enrich the tourism experience for both local residents and international visitors alike.

As for ancillary services, a tourist information center is available only at Resto Apung, while the other two attractions in the Pluit-Muara Angke area lack such facilities. Tourist guides and tourism police are also unavailable because this area has not yet been fully developed as a tourism destination. Drop-off and pick-up zones are available at Resto Apung and Muara Baru Modern Fish Market, but the location of such zones at Muara Angke Fish Market remains unclear. Signage facilities are present at all three attractions, including "Muara Angke Retail Fish Market" and "Muara Angke Wholesale Fish Market" at Muara Angke Fish Market.

### **Identification of Urban Tourism Potential Based on Accessibility Aspects**

The analysis of accessibility in the Pluit-Muara Angke area aims to identify the reachability from one attraction to another, serving as the basis for determining an urban tourism zone. Components considered pivotal for assessing accessibility in this area include pedestrian facilities and transportation options.

Muara Angke Fish Market and Resto Apung are accessible via long-distance public transportation, yet accessibility via short-distance public transportation remains lacking. Nonetheless, access is feasible through online motorcycle taxis or walking from the nearest



transport hubs. According to the Fishery Port Management Unit (UPPP), the area requires enhanced accessibility, particularly the entrance to Muara Angke. There are plans to construct a direct road leading to the ferry terminal for the Thousand Islands, as the current access is hindered by inadequate buildings. It is anticipated that there will be a direct access route from the front of the flats to this port in the future.

Similar concerns were voiced by representatives from the Mangrove Community of Muara Angke (KOMMA), highlighting accessibility challenges, especially given the mangrove area's location at the mouth of the river. Overland access to the mangrove area via the green mussel harvesting zone remains difficult and currently unsuitable for tourism. Additionally, maritime access remains undeveloped, necessitating the construction of docks as a preliminary step.

At Muara Angke Fish Market and Resto Apung, pedestrian facilities are insufficient and uncomfortable due to shared usage with vehicles on relatively wide roads and uneven or damaged sections. Conversely, pedestrian facilities at the Muara Baru Modern Fish Market are adequately provided. Both Muara Angke Fish Market and Resto Apung are accessible by foot from/to the nearest transport hubs, spanning approximately 400-800 meters. However, Muara Baru Modern Fish Market lacks a nearby transport hub.

Regarding dedicated bicycle lanes, the area currently supports bicycling but lacks specific lanes for cyclists. Furthermore, the availability of facilities for persons with disabilities (guiding tiles and ramps) varies across locations. At Muara Angke Fish Market and Resto Apung, ramps are available for retail vendors but guiding tiles are absent. Conversely, neither ramps nor guiding tiles are available for wholesale vendors at Muara Angke Fish Market. At Muara Baru Modern Fish Market, guiding tiles are available but ramps are not yet provided.

## CONCLUSION

This study aims to identify the tourism potential in the Pluit-Muara Angke area by incorporating stakeholder perspectives. The conceptual framework utilized encompasses three primary aspects of tourism destinations: attractions, amenities, and accessibility. Analysis and discussion reveal that the Pluit-Muara Angke area holds significant potential as a unique urban tourism destination in Jakarta. However, improvements in pedestrian infrastructure and public transportation are necessary to enhance accessibility to a broader range of attractions. Furthermore, enhancing facilities such as healthcare and souvenir shops, along with developing compelling tourism packages such as tour packages, souvenir shops, participatory activities for tourists, city tour pickup points, and effective branding strategies, are essential to attract more visitors to the area.

The involvement of all stakeholders, including tourism authorities and the local community, plays a crucial role in the development of Pluit-Muara Angke as an urban tourism destination. The fishing community notes that while the industry and fisheries are well-established in the area, involvement in the tourism sector remains inadequate. They hope to collaborate with the local government, particularly the tourism department, to develop tourism packages and souvenirs from the mangrove area. The community also seeks tourism packages directing visitors to the mangrove area and recommends the development of culinary offerings from processed mangrove products with the support of the maritime and fisheries department. Moreover, further development in culinary tourism



and souvenirs in this area is needed to enhance Muara Angke's appeal as an attractive and environmentally friendly tourist destination.

Theoretically, this research contributes to the development of theories on urban tourism destination management. Recommendations for future research include in-depth studies on visitor preferences, evaluating community involvement in tourism decision-making, and analyzing the economic and ecological potential of sustainable management of urban tourism attractions. Thus, Pluit-Muara Angke is expected to continue evolving as a sustainable tourism destination that benefits the local community while preserving the authenticity of their mangrove environment.

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