

Tebet Eco Park's potential as a new green open space in South Jakarta, Indonesia: an analysis

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ABSTRACT

Tebet Eco Park is a new green open space in South Jakarta. The aims of this study is to analyze the condition of the facilities, potential visits, and provide suggestions for better Tebet Eco Park. The type of this study is descriptive qualitative research. The methods for collecting the data are observation, interviews, and documentation. The Miles & Huberman methodology, which consists of data reduction, data display, and data verification, is used to analyze research data. Tebet Eco Park contains eight different zones, and the facilities are in good and clean condition. In this research, eco park has good pull factors such as easy access, free prices, good facilities, and good staff service but does not guarantee that the revisit intention of visitors will always be positive. It is hoped that on weekends and holidays, eco park limit the number of visitors to enjoy the environment for a longer period of time. Visitors also want to come back if the place is not too crowded, and want to recommend Tebet Eco Park to their relatives. The first suggestion for organizers is to lower the visiting cap on weekends, and holidays. The second is to create an online visitor survey. The third is to construct a lactation area. The fourth is to create an activity calendar for the Eco Park.

Keywords: Pull Factor, Potential Visit, Better Eco Park.

ABSTRAK

Tebet Eco Park merupakan ruang terbuka hijau baru di Jakarta Selatan. Penelitian ini bertujuan menganalisis keadaan fasilitas, potensi kunjungan, serta memberikan saran untuk pengelola Tebet *Eco Park*. Jenis Penelitian adalah penelitian deskriptif kualitatif. Metode pengumpulan data menggunakan metode observasi, wawancara, dokumentasi. Analisis data penelitian menggunakan model Miles & Huberman yaitu *data reduction*, *data display*, *verification*. Tebet *Eco Park* memiliki 8 zona dan fasilitas dalam keadaan baik serta bersih. Tebet Eco Park memiliki *pull factor* yang baik seperti kemudahan akses, harga gratis, fasilitas yang baik, dan pelayanan staf yang baik namun tidak menjamin bahwa niat kunjungan kembali pengunjung akan selalu positif. Pengunjung mengharapkan pengurangan kuota kunjungan pada hari sabtu, minggu, dan libur nasional karena saat ini terlalu ramai sehingga timbul ketidaknyamanan dalam menikmati *eco park*. Pengunjung juga ingin datang kembali jika keadaan *eco park* tidak terlalu ramai, dan ingin merekomendasikan Tebet *Eco Park* ke kerabatnya. Saran untuk pengelola yaitu pada hari sabtu, minggu dan libur nasional kuota pengunjung dapat dikurangi, dibuat form evaluasi online untuk pengunjung, membangun ruang laktasi, dan juga membuat jadwal kegiatan yang ada di *eco park*.

Kata kunci : *Pull Factor*, Potensi Kunjungan, Eco Park yang Lebih Baik.

INTRODUCTION

Jakarta as the capital city is one of the most populous and busiest cities in Indonesia, many issues are related to the air quality in Jakarta. According to the IQAir website, the air quality index (AQI) on July 18, 2022, Jakarta was at the level of 174 AQI US (iqair.com), which means the level of air pollution is unhealthy and even in the worst category in the world. In addition to the issue of air quality, the Jakarta citizen also needs a recreation area with good air as a form of refreshing from the daily hustle and bustle. According to the mandate of Law no. 26 of 2007 concerning Spatial Planning, it is stated that the composition of Green Open Space is 30% consisting of 20% public green open space and 10% private green open space (UU RI. No. 26, 2007). From this mandate, currently the need for green open space is being developed by the DKI Jakarta government. Based on Tebet Eco Park website it is known that one of the DKI Jakarta government programs that have been carried out in 2022 is the development of the Tebet Eco Park (TEP) located in South Jakarta (tebetecopark.id).

Tebet Eco Park is planned to be one of the formations of a new ecosystem in maintaining air and soil water quality as well as a place to support various community activities in Jakarta, however the online media merdeka.com reported that TEP was temporarily closed due to a lot of damage caused from over capacity of the visitors, DKI Jakarta Governor Anies Baswedan in an interview with Suara.com media, he explained that he would build up facilities and limit the number of visitors according to capacity since the eco park has a purpose as enjoyable city parks with a beautiful living environment. This will be difficult to achieve if the *eco park visitors* are very crowded.

From these problems, the researchers tried to conduct initial interviews with several people who had visited TEP, the result state that they did not want to *revisit* TEP again because when they visited TEP the crowd was uncontrollable, the queues were long, so they could not enjoy the *eco park*. On the other hand, TEP is a new place in Jakarta, so people need more detailed information about the existence of this eco park, including the new rules for entering TEP from the authority. From this issue, researchers are interested in researching further about the potential for visits to eco parks, especially after the new rules apply.

People decide to go somewhere influenced by several factors that comes up from internal and external factor. This factor in the view of psychology is usually called the push and pull factor (Ridwanudin & Ahmad, 2022). Push factor is a personal motivation to visit a place. This factor can be divided into four, there are based on the environment or climate, relaxation or spending time to release stress like doing sports activities, adventure, and for personal reasons such as friendship, or social interaction (Said & Maryono, 2018).

Pull factor is a factor that comes from a tourist environment. The pull factors include the condition of the facilities, inexpensive prices, and the friendliness of the staff (Dean & Suhartanto, 2019). The dimensions of the pull factor include accessibility conditions, atmosphere or experience when visiting, social, and object attractiveness (Afriesta, 2020).

Potential visits in this study will be seen from the responses of respondents regarding revisit intention. Revisit intention is a person's intention to revisit a place in the future (HC et al., 2019). To measure revisit intention, two aspects can

be used, they are the intention to return and the intention to recommend a place to others (Lee et al., 2014). To determine the potential for visits, this study using push and pull factors theory which is impacted revisit intention of the visitors. The push factors that were asked to the respondents are the motivation to come to the eco park, and the pull factors that were asked are accessibility aspect, visitor impressions, facilities, prices, and eco park staff services.

Previous research by Ridwanudin & Ahmad (2022) found that Pull Factor had an effect on revisit intention. Similiar to Afriesta's research (2020) state that push factors is self-motivation and pull factors consist of accessibility, quality of experience, social atmosphere, and attractiveness of objects able to influence someone to come to a place.

The purpose of this study is to determine the type and condition of the existing facilities in the eco park, to find the potential visit in the future in eco park that still pay attention to comfort and environmental sustainability, and to find out the way to maintain TEP management. Hopefully this research can provide insight and information to the public that there is a new city park in Jakarta which is enjoyable but we need to be cared for, then provide input or suggestions for TEP managers so that they can develop into a better and more comfortable eco park for the people who visit.

RESEARCH METHOD

The research approach of this study is a qualitative approach where the researcher acts as the main data collection tool and also as an evaluator (Moleong, 2009). This is a descriptive research. The researcher used three methods of data collection, they are observation, interviews and documentation. Analysis

of the data in this study using the Miles & Huberman model consisting of data *reduction*, *data display*, and *conclusion drawing or verification* (Sugiyono, 2011). Data reduction means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns and removing unnecessary ones. Display data in this study is presented with narrative text.

The stages carried out in this study include the preparation, implementation, and reporting stages as shown in figure 1 below.

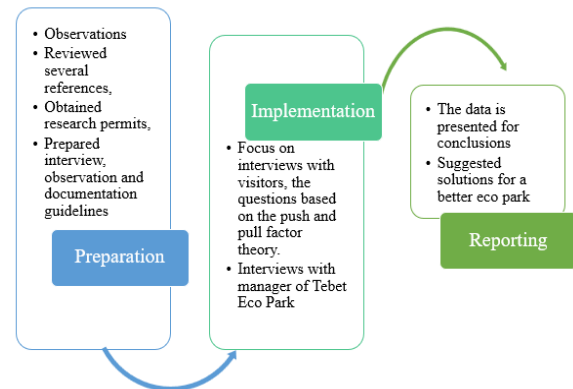


Figure 1. Research Methods

Source : Researcher (2022)

First, in the preparatory phase we conducted initial observations, reviewed several references, obtained research permits, and prepared interview, observation and documentation guidelines. Second, the implementation phase was carried out with a focus on interviews with visitors and with the head of the landscaping division at DKI Jakarta's parks and urban forest department. The questions given to respondents based on the push and pull factor theory consisted of visiting motivation, accessibility, eco park facilities, price, staff friendliness, visiting experience, and their effect on revisit intention. The results of these interviews

were reduced and summarized to answer the research questions. Third, the data is presented for further conclusions to be drawn and suggested solutions for a better eco park.

RESULTS AND DISCUSSIONS

The data sources in this research are the managers of Tebet Eco Park, they are the DKI Jakarta Provincial Park Service, 10 visitors of Tebet Eco Park with an age range of 20-60 years, and Tebet Eco Park as location of the research, located on Tebet Barat Raya St. The study was conducted from August to September 2022.

Types and conditions of facilities in Tebet Eco Park

Tebet Eco Park as a green open space in DKI Jakarta with 7.3 hectares area, initially TEP had two separate landscaping areas and opposite positions, they are North Tebet Park and South Tebet Park, then turned into an integrated park with the concept of harmonization between social, ecological, education and recreation for the community. In Purwaningrum (2020) states that ecotourism provides the value of knowledge and experience for visitors, so that people can appreciate nature more. TEP has 8 Zones, each zone has social and environmental interactions. Hopefully TEP will be an ecosystem that accommodates nature and humans interaction and protect each other in a harmony. See figures 2 and figure 3 below



Figure 2. One of The Seating Facilities at Tebet Eco Park

Source : Researcher Documentation (2022)

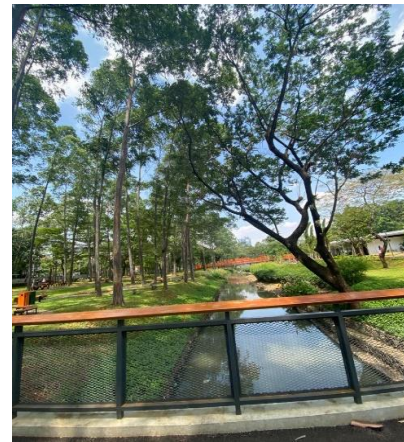


Figure 3. River Atmosphere inside Tebet Eco Park

Source : Researcher Documentation (2022)

The eight zones in the Tebet Eco Park according to the official eco park website (2022) consist of :

1. Infinity Link Bridge

Infinity Link Bridge is a six meter bridge that was built to connect the northern and the southern part of the tebet park. Around the bridge are also designed using various vegetation with color tones inspired by the Leda tree. From the author's observations when at TEP, this bridge is clean and in the good condition and also

become one of the photo spots for visitors

2. Community Garden

Community Garden is a designed zone for farming activities that can provide education on how to garden for school children or the general public, when the author visited this location there were only visitors who were looking around and no educational activities on how to garden.

3. Children Playground

This is a special place for children to play with various kinds of games that are safe for children, there are also swings that can be used.

4. Community Lawn

Community lawn is a zone for more private public activities, this zone is in the form of mounds of grass that divides a large area into several smaller spaces. From the author's observations, this area is well maintained, and there are communities that use the Community Lawn to discuss.

5. Forest Buffer

Forest Buffer is a zone where the atmosphere is calmer, where visitors can walk under the shade of trees and enjoy the TEP environment. From the author's observations, the calm conditions in this spot make people prefer to exercise around the Forest Buffer.

6. Plaza

Plaza is also a public facility that acts as a landmark and is located north of TEP. It is planned that the Plaza area will accommodate place for plant seller, previously along the Jalan Tebet Utara sidewalk there were many plant traders. When the researchers arrived, there were no plant sellers in this zone because TEP

had just opened and still needed further data collection.

7. Thematic Garden

This Thematic Garden is located under the infinity link bridge, on the plan to be placed next to the river, and can be used for artists, for example for photo spots. The floor that has circular pattern is an area for displaying vegetation and contain fragrant plants for art.

8. Wetland Boardwalk.

The wetland boardwalk zone is look like swamp that is an important ecological asset of TEP. This zone is design as natural flood control system with plants that can improve water quality, so water that comes out of the northern part of Tebet Park is clean.

Currently, to enter Tebet Eco Park, prospective visitors must register through the JAKI application which can be downloaded on the Playstore and Appstore, the daily quota from Monday to Friday is 4,000 people and Saturday, Sunday, and national holidays as many as 5,000 people per session. Session 1 scheduled 07.00-11.00 and session 2 is at 13.00-17.00. From observations at the location, the facilities at TEP in addition to the 8 zones above include prayer rooms, male and female toilets, hand washing sinks, information centers, trash bins around the eco park and several Micro Small and Medium Enterprises stands selling drinks and snacks. There are officers on duty to always clean the facilities regularly. From the explanation of the TEP manager, the Tebet eco park can be used for various community activities, photo pre-wedding activities, and other activities that may be held in the park.

Tebet Eco Park has social media in Instagram @tebetecopark and also the Official TEP website. The evaluation of the current TEP manager uses the JAKI application. Evaluation is done by looking at the presence or absence of complaints from the community for TEP. Information from the Parks Service, until 2022 in October has not received any complaints from JAKI. There is no special evaluation in the form of visitor satisfaction until 2022.

Potential Visits of Tebet Eco Park

In May 2022 there was a problem that occurred in the Tebet Eco Park. After the opening of TEP, the number of visitors apparently exploded, according to the manager, the number reached 60,000 visitors a day, even though the capacity was designed for around 8,000 people, as a result, a number of facilities and vegetation at TEP were damaged, and visitors were also unable to enjoy the beautiful Eco Park environment, the visitors were crowded and did illegal parking in any place. From the results of interviews with TEP managers, this is because the enthusiasm of the community is very high. People get information there is a new green open space in Tebet that is good and free from electronic and social media, so people are curious and flock to come for tours with their families.

After this incident TEP was closed for approximately two months for the evaluation process and also for repairing facilities. From the results of the evaluation, a visit registration system was made through the Jaki application (Jakarta Kini) and also divided into two visits per day. Session one is at 07.00 am to 11.00 am and session two is from 13.00 to 17.00 pm. The quota for Monday to Friday is 4,000 people per

session, while the quota for Saturday, Sunday and national holidays is 5,000 people per session. The following is the data on the number of TEP visitors from the DKI Jakarta City Parks and Forests Office in August-September 2022:

Table 1. Number of Visitors on August-September 2022

Month	Monday Friday	Saturday Sunday	Total
August 2022	18,354	18,904	37,258
September 2022	25,268	40,705	65,973

Source: Data from the DKI Jakarta City Parks and Forest Service Department, 2022.

From the visitor data table, showing that the number of visitors in August and September has increased, where the most visits occur on Saturdays and Sundays. In September 2022 the average number of visitors from Monday to Friday was 1,148 people per day and on weekends the average number of visitors was 5,088 people per day. From the results of interviews with ten visitors, the researcher get information that nine people came with the motivation want to relax or releasing stress, and one person came because they wanted to exercise.

This is as revealed by W (35 years, female):

"I came here for recreation to relieve fatigue from work"

The motivation to exercise was expressed by R.W (29 years, female):

"My motivation here was to exercise, it's okay if I can do jogging right?"

This self-motivation is the driving factor for someone to come to TEP. These results are in accordance with research conducted by Said & Maryono (2018) which reveals one of the motivations of people to come to a

place because they want relaxation out of their daily routine.

Visitor Feedback Based On Pull Factor

To find out the potential for Tebet Eco Park visits based on the pull factor theory, the question of the aspects is about accessibility of visiting, impressions, facilities, staff services, and prices.

Respondent L (30 years, male) said in the interview:

"There is no problem, just download JAKI, then click Tebet Eco Park, the location is also easy to find"

Respondent S.R (25 years, male) also revealed:

"So far there have been no difficulties, it's quite easy from JAKI, the location is also strategic"

All research respondents expressed the same thing that they easily access the visit registration form on the JAKI application. Visitors are also easy to find the location of the eco park. This is very good if more place has access and convenience to visit, the greater the opportunity for people to come. The results of this study support the statement of Gunteja et al., (2021) that accessibility is a factor that influences the satisfaction of visiting tourists.

In the aspect of visiting impressions, all respondents also answered that the eco park was good, but all respondents who were interviewed on weekends answered that the place was good on the other hand the place was too crowded, so make it uncomfortable.

The answer from S.R (25 years, male) respondent who came on the weekend said:

"The impression is that the place is good, but there are lots of families traveling, so

we don't feel comfortable when it become crowded"

The same thing was expressed by Y (23 years, female) as follows:

"The impression turns out to be very crowded, so I'm confused about what to do here, there is also no place to sit, so I just look around for a while, then plan to go home"

However, there are differences of opinion for S.S (31 years, male) respondents who come on weekdays:

"My impression is very good, rarely in Jakarta there is a place like this, and on this Friday it was quiet, my son had time to play on the swing there, and sit around eating snacks"

From the observations of the researchers, it is true that on weekdays the eco park tends to be quiet so that you can enjoy the facilities in the eco park more freely. But on weekends the impression and atmosphere is very different because visitors become very crowded. This happens because people on holiday and flock to find a place to releasing stress.

The results of interviews with all respondents stated that the facilities at TEP were good. It's just needs additional seating for visitors, so when the situation is crowded, visitors can still take a break to enjoy the eco park. According to observations of researchers at the location, the facilities are still well maintained. There are also staff who are mantening the facility. For the addition of seats, the researcher agrees with the respondents, because on weekends more people come to the eco park. After walking around the eco park, the researcher met a mother who brought her toddler and had difficulty finding a place to breastfeed. From this, the researcher recommends the manager to add a lactation room. This finding is in

accordance with the results of research conducted by Ruki (2011) that public areas should be equipped with lactation rooms to improve service for their customers, including mothers and children.

In the aspect of staff service, all visitors feel that the staff at TEP provide good service.

As stated by respondent L (30 years, male):

“The staff service is also good, in front there is a barcode scan, there is a standby at the information center”

In line with L, respondent R.T (34 years, female) said:

“The staff is pretty good, there were a lot of people who were cleaning and taking care of the plants too”

Based on the observations of researchers, the service from the eco park staff is good, there are staff who check the barcode at the entrance and guards inside. At the end of each visiting session, there are also officers who sterilize visitors so they can take their turns to enter. According to Said & Maryono (2018) good staff service is important as one of the determinants of visitor satisfaction which is expected to encourage someone's desire to come to a place.

Currently, there is no charge for admission to TEP, this study also revealed that eight of ten respondents were interested in coming, one of them was because the price was free, and the other two respondents stated that the free price was not a reason to come to the eco park.

A.R (30 years, male) visitor revealed:

“I think the free price is one of the reasons, well, but if the place is worth it and for example paying 5,000 or 10,000 it's still okay, because you can relax here if it's not too crowded”

However, R.W (29 years, female) visitors answered:

“Free price is not one of the reasons that pushed me to come here anyway”

The results of this interview are in accordance with research by Afriesta (2020) that there are types of tourists who see cheap ticket prices as an incentive to come to a place, and some do not. From this research, we know that the free price is an attraction for most of TEP's visitors.

Based on the results of interviews with ten visitors to Tebet Eco Park from the age range of 22-54 years, it is known that five respondents who came during working days would come again and would recommend it to others. However, five respondents who came on weekends said they did not want to come again and did not want to recommend TEP to others. According to visitors, on weekends it is too crowded so they cannot enjoy the eco park comfortably.

As stated by R.D (22 years, male), one of the visitors:

"If it's crowded like this I don't think I'm coming here anymore, sis, the place is good, but if it's crowded like this I don't think I recommend it to others"

In line with the opinion of A.R (30 years, male) who is also a visitor at TEP:

" This is my first time here, I'm a bit surprised it turns out to be very busy on Saturday, I wanted to sit back and relax, but when it's crowded it's a bit difficult, I don't seem to be here anymore, because it turns out to be very crowded, I don't recommend it to people who have a small child, just incase they could not enjoy"

This is reinforced by a statement from M.A (44 years, male) manager of TEP :

"On weekdays, the visitor quota is a maximum of 4,000 people per session, and on weekends, Saturdays, Sundays, and national holidays, we increase the quota to 5,000 people per session."

From this, we can see that there is an additional quota of visitors at the eco park on weekends and national holidays. This condition makes eco park become more crowded compared to weekdays, as shown by the images 4 and 5 below .



Picture 4. TEP situation during weekdays visitors can sit and enjoy the atmosphere

Source : Researcher Documentation (2022)



Picture 5. TEP situation during weekend looks more crowded because more visitors come

Source : Researcher Documentation (2022)

Priatmoko et al., (2021) states that it is important to know perceptions about the hustle and bustle of a tourist spot to plan strategies to deal with overcrowding. It is hoped that all visitors

can feel the comfort of a beautiful eco park both on weekdays and on weekends.

This study also accommodates suggestions from respondents, the suggestions of visitors are in the form of adding seats and also reducing the number of visits on weekends and national holidays in order to maintain mutual comfort. From the results of the researchers' observations, on Saturday, the Eco park was very crowded, many people did not get a seat, and finally chose to go home. If this situation left behind, the function of the eco park will not run well.

Another thing that researchers can suggest is making a schedule of activities in the eco park and updating it on Instagram and the official website, this is important to provide information to the public about what activities are in the eco park. This is also supported by the research of Kusuma & Salindri (2022) which states that the schedule of activities aims to highlight the potential that exists in a place which is presented in a programmed and periodic manner, so that potential visitors can come according to the ongoing event.

This study found that visitors impression of a place affects the intention to come back. In this case, Tebet Eco Park has good pull factors such as easy access, free prices, complete and good facilities, and good staff service but does not guarantee that the revisit intention of visitors will always be positive. This summary can be seen in Tables 2 below.

Table 2. Visitor Interview Summary

Pull Factor	Visitor on Weekdays	Visitor on Weekends
Accessability	Good	Good
Impressions	Good	Too crowded on weekend
Facilities	Good	Good
Staff Services	Good	Good
Prices	Good	Good
Results	Good Revisit Intention (want to come again and recommend ecopark to others)	Negative Revisit Intention (don't want to come again and don't recommend ecopark to others)

Source : Researcher, 2022

On weekends, the eco park is too crowded. This crowded impression affects the revisiting intention. These results are in accordance with previous research conducted by Noerhayati et al (2022) that the impression of a place has an impact on the potential for visits. The results of this study are also supported by Hulu (2018) that a natural environment such as a comfortable, clean and safe atmosphere is the main choice for tourists to visit and can give a positive impression to tourists. It is hoped that the goal of developing the Tebet Eco Park, which is to become an ecosystem that accommodates nature and humans to interact and protect each other in harmony, can be continued and developed. As Priatmoko et al., (2021) stated, the potential that exists in Indonesia if it is managed, maintained and adapted to local conditions will be a big advantage, of course with a focus on developing tourism that cares about the environment and natural resources. From the implementation of this research, it is known that the Tebet Eco

Park is a real example of the development of green open spaces that truly care about nature and must continue to be developed.

CONCLUSIONS

This study found that the facilities at Tebet Eco Park as a whole are good. For potential visits, it is known that Tebet Eco Park has good pull factors such as easy access, free prices, good facilities, and good staff service but does not guarantee that the revisit intention of visitors will always be positive. On weekends, the eco park is considered too crowded, and the impression of this crowd affects the intention to visit again in the future. The researchers suggest management of Tebet Eco Park for reducing quotas along weekends and national holidays, evaluating the satisfaction of TEP visits electronically, creating lactation rooms, making schedule of activities at the eco park and update it in the Instagram and websites. So that the visitors' comfort is maintained.

LIMITATIONS AND FUTURE RESEARCH

This research still has limitations including the number of respondents is still limited to 10 people. In addition, the pull factor aspect that is used as a reference is still limited, so other aspects are needed for future research. It is hoped that future researchers can increase the number of respondents, add theory and other aspects and conduct a more in-depth analysis.

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