

SLUM TOURISM VS PESONA INDONESIA
(Comparative Study of Tourism Promotion Concepts in Indonesia and Effectiveness Theory)

**Haidi Hajar Widagdo¹⁾, Yang Gusti Feriyanti²⁾, Indriani³⁾, Ramdhan Kurniawan⁴⁾,
Tono Mahmudin⁵⁾**

¹ IAIN Palangkaraya, Indonesia

E-mail: Haidihajarw@iain-palangkaraya.ac.id

² STISIPOL Pahlawan 12 Sungailiat Bangka, Indonesia

E-mail: yanggoe5@gmail.com

³ Universitas Muhammadiyah Prof Dr HAMKA, Indonesia

E-mail: indriani@uhamka.ac.id

⁴ Universitas Terbuka, Indonesia

E-mail: ramdhan-kurniawan@ecampus.ut.ac.id

⁵ Universitas Kristen Indonesia Maluku, Indonesia

E-mail: onomahmudin@gmail.com

Abstract

Pesona Indonesia and Slum Tourism are two different branding concepts and have different tourist branding goals. Therefore, this research aims to analyze and compare the two tourism branding concepts and add effectiveness theory. This research is qualitative research with an exploratory approach. The data used in this research is secondary data that researchers obtained from books, scientific articles, credible websites, and a number of other sources that are commonly used in every research. These data were analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions. The results of this research show that first The Indonesian tourism branding concept "Pesona Indonesia" aims to show the beautiful and charming face of Indonesia's nature. Meanwhile, on the contrary, the tourism branding concept using "Slum Tourism" offers the face of slum Indonesian settlements transformed into beautiful, neat and charming tourist attractions. Second, From the results of the comparative study carried out, the concepts of "Pesona Indonesia" and "Slum Tourism" have a number of striking differences, especially in the form of tourism that is branded and the typical tourists who are the targets of the two concepts. Last, based on the study of effectiveness theory, the researcher concludes that in order for the tourism branding concept to be more effective, the Ministry of Tourism and Creative Economy should marry/acclurate/integrate the two concepts so that they can work side by side.

Keywords : *Pesona Indonesia, Slum Tourism, Effectiveness Theory, Comparative Study.*

1. INTRODUCTION

Pesona Indonesia is a Pervisata Indonesia campaign used by the Ministry of Pervisata and Economy Creative Indonesia to promote Indonesias tourism destinations. Pesona Indonesia was called Dalam Negeri and Wonderful Indonesia was pronounced differently from the foreign market which usually uses English. Companyay Pesona Indonesia and Logonia Diwali With Visit India 2008 was launched by the Ministry of Culture and Tourism of the Republic of India on 26 December 2007. Indonesian Diwali with standing Ya Budi Utomo in 1908 then continues with the same name until 2009 and per 2009. In 2011 to create Kompany Indonesia Hebatnam. The name Pasuna Indonesia was only used in 2011. Any release that had every song sung by Lal in Indonesian and English (Wikipedia, 2023).

Tourism Minister Arif Jahja said that the governments current focus is on promoting tourism to increase the potential of the tourism sector. The infrastructure aspect is also important but infrastructure development takes more time than promotion. Also the governments special measures to promote tourism are the introduction of Wonderful Indonesia and Pesona Indonesia as national trademarks representing tourist attractions in Indonesia (Noviyanti, 2014). These two campaigns have the same goal they differ only in name. Wonderful Indonesia targets foreign tourists while Pesona Indonesia targets domestic tourists (Edithania, 2018).

However, the concept of "Indonesian Charm" is considered to have a number of shortcomings. This concept seems to only show the cheerful, beautiful and beautiful face of Indonesia, leaving behind the dirty, dirty and ugly face of Indonesia. In contrast to the "Pesona Indonesia" tourism branding concept, there is a concept that actually defines the slums, filth and ugliness of an area. This concept is called "Slum Tourism".

The United Nations has characterized slums as high population density poor infrastructure and poor living condition (UN Habitat, 2020). It is true that slums represent the most persistent face of poverty inequality exclusion and deprivation(UN Habitat, 2020). But tourists explore these areas in search of different experiences resulting in a new type called slum (Güzel, 2020)a tourism model where tourists travel to underdeveloped areas. and people who live in deprived areas. Poverty (Frenzel, 2018). Today the Bataan Shipping and Reclamation Engineering Company (BASECO) shipyard in Manila is used as a study site and now informally known as the BASECO Complex since 2014 by slum enthusiasts through Manila Smoky Tours. It has attracted attention for more than 50 years. At the end of the year these slums can become a new source of livelihood for the local residents and turn into a beautiful tourist destination which is no less than tourism offering natural beauty etc(Luzviminda O. Tugade, 2023).

Based on the description above this research aims to analyze and compare the above two concepts of tourism branding using performance theory. (Fiska, 2023) believes that efficiency is the use of infrastructure facilities and resources to a consciously predetermined extent to produce certain goods for services provided. Performance refers to success in terms of achieving or not achieving goals. If the results of the activities are close to the goal this indicates high performance. When we talk about the efficiency of work management we focus on the achievement of various objectives determined by the timely use of certain available resources and the results achieved by the use of these resources must be determined in advance. So the results must be achieved within the specified time.

According to H. Emerson, effectiveness is, "Effectiveness is a measure of achieving specified goals or objectives"(Sunarjo, 1995). Effectiveness is a measurement in the sense of achieving predetermined goals or objectives.(Bahasa, 1989) Effectiveness comes from the word effective which means successful. Moh. Nazir explains that effectiveness is a measure that states how far the targets for quality, quantity and time used are in accordance with the desired targets. Effectiveness focuses on output and pays less attention (Moh. Nazir, 1987).

2. RESEARCH METHODS

Pesona Indonesia and Slum Tourism have different concepts in promoting Indonesian tourism (Imam Gunawan, 2014). Therefore, this research aims to analyze and compare the tourism branding concepts of Pesona Indonesia and Slum Tourism using an effectiveness

theory perspective (Jonathan Sarwono, 2016). This research is a qualitative research with an exploratory approach, namely using previous research that used the Pesona Indonesia and Slum Tourism concepts as a basis for concluding which concept is the most effective between the two concepts (Sugiyono, 2019). The data used in this research is secondary data that researchers obtained from credible websites, cited articles, books and a number of other sources that can be used in this research. The data used in this research was analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions (Lexy J. Moleong, 2014).

3. RESULT AND DISCUSSION

Pesona Indonesia

Pesona Indonesia is a Pervisata Indonesia campaign used by the Ministry of Pervisata and Economy Creative Indonesia to promote Indonesias tourism destinations. Pesona Indonesia was called Dalam Negeri and Wonderful Indonesia was pronounced differently from the foreign market which usually uses English. Companyay Pesona Indonesia and Logonia Diwali With Visit India 2008 was launched by the Ministry of Culture and Tourism of the Republic of India on 26 December 2007. Indonesian Diwali with standing Ya Budi Utomo in 1908 then continues with the same name until 2009 and per 2009. In 2011 to create Kompany Indonesia Hebatnam. The name Pasuna Indonesia was only used in 2011. Any release that had every song sung by Lal in Indonesian and English (Wikipedia, 2023).

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Slum Tourism

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Comparative Study

Comparative studies consist of two syllables, namely "study" and "comparative". In the Indonesian dictionary "study" means research, study or research (Gunawan, 2017). Meanwhile, "comparative" is related to or based on comparison (Gunawan, 2017). So if the above definitions are put together then the meaning of comparative studies is scientific research or studies based on comparisons. Aswarni's opinion quoted by (Syaripudin et al., 2013)y states that "Comparative research will find similarities and differences regarding objects, people, work procedures, ideas, criticism of people, groups, of an idea or a work procedure."

Based on the results of the analysis and comparison above, it can be concluded that several points are shown in the following table:

Table 1
Comparative Study

Pesona Indonesia	Slum Toursm
Offers natural beauty and beauty	Offering humanitarian values, welfare and equitable development
The market is tourists who like natural beauty	The market is all people who have social concern and sensitivity
The concept of making Indonesia's beautiful nature increasingly known	The concept is to turn a slum place into a beautiful place

Based on the explanation above, it can be concluded that Pesona Indonesia has a concept that only displays the beauty and beauty of Indonesia. The target market is also in line with this concept, namely tourists, both local and foreign, who like natural beauty and beauty. In contrast to the Pesona Indonesia concept, the Slum Tourism concept displays slum tourist attractions that can be upgraded to become viable tourist attractions and new livelihoods. The target market is also more general, namely all humans who have the characteristics of humanity, justice and equitable development.

Effectiveness Theory Perspective

Based on the description above this research aims to analyze and compare the above two concepts of tourism branding using performance theory. (Fiska, 2023) believes that efficiency is the use of infrastructure facilities and resources to a consciously predetermined extent to produce certain goods for services provided. Performance refers to success in terms of achieving or not achieving goals. If the results of the activities are close to the goal this indicates high performance. When we talk about the efficiency of work management we focus on the achievement of various objectives determined by the timely use of certain available resources and the results achieved by the use of these resources must be determined in advance. So the results must be achieved within the specified time.

According to H. Emerson, effectiveness is, "Effectiveness is a measure of achieving specified goals or objectives"(Sunarjo, 1995). Effectiveness is a measurement in the sense of achieving predetermined goals or objectives.(Bahasa, 1989) Effectiveness comes from the word effective which means successful. Moh. Nazir explains that effectiveness is a measure that states how far the targets for quality, quantity and time used are in accordance with the desired targets. Effectiveness focuses on output and pays less attention (Moh. Nazir, 1987).

Based on a number of explanations above, the researcher believes that the Ministry of Tourism and Creative Economy not only uses the "Pesona Indonesia" branding concept which only emphasizes the beautiful and charming face of Indonesian nature, but also collaborates/acculturates/integrates it with the "Slum Tourism" tourism branding concept which makes Slum settlements become worthy tourism and become a new livelihood for local residents. Researchers hope that Indonesian tourism that shows Indonesia's beautiful and charming nature and tourism with the concept of slums becoming beautiful places can both develop to advance Indonesian tourism.

4. CONCLUSION

Based on the explanation above, several points can be concluded as follows:

1. The Indonesian tourism branding concept "Pesona Indonesia" aims to show the beautiful and charming face of Indonesia's nature. Meanwhile, on the contrary, the tourism branding concept using "Slum Tourism" offers the face of slum Indonesian settlements transformed into beautiful, neat and charming tourist attractions.
2. From the results of the comparative study carried out, the concepts of "Pesona Indonesia" and "Slum Tourism" have a number of striking differences, especially in the form of tourism that is branded and the typical tourists who are the targets of the two concepts.
3. Based on the study of effectiveness theory, the researcher concludes that in order for the tourism branding concept to be more effective, the Ministry of Tourism and Creative Economy should marry/acculturate/integrate the two concepts so that they can work side by side.

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