

## Identification of the Potential of Jakarta International Stadium as The Development of Urban Tourism Attractions

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**Abstract:** *Jakarta Interantional Stadium is one of the 10 grandest stadiums in the world, which is located in the Papanggo area, Tanjung Priuk, North Jakarta and is the first stadium in Indonesia to carry the Green Building concept. The construction of an integrated sports area for the Jakarta International Stadium (JIS) or known as “Our Stadium” is designed to support the social life of the community in the future. Because, the Jakarta International Stadium was designed with modern, sustainable, and integrated regional planning. Writing this Final Project aims to identify how the attraction and potential of tourism in the Jakarta International Stadium as a new tourist area in North Jakarta and analysis of the SWOT strategy for the tourist area. The writing of this final project is in the form of descriptive writing and data obtained from observations. Interviews and documentation. The conclusion of this final project is that the Jakarta International Stadium is that the Jakarta International Stadium area has a lot of tourist attractions and potentials Urban City Tourism that can be done by visitors who come. The potential and attractiveness of the Jakarta International Stadium can also be developed and can attract tourists to visit.*

**Keywords:** *Attraction, Tourism Potential, Urban Tourism, Jakarta International Stadium*

### Introduction

An increase in the number of tourist arrivals to Indonesia is a sign of Indonesia's promising tourism potential. the possibility of this potential can be developed by the existing regions and cities as a tourist attraction. In this case, tourism can be the main source of information in urban empowerment when tourism development strategies are successful in evaluating and using and maximizing existing resources. The City Branding concept was born by providing a city development planning concept that cannot be implemented only but also emphasizes the credibility of the city as a unique, attractive, and investment characteristic for tourists and investors. City Branding is closely related to building the image of the city and positioning it as an attraction for the wider community as consumers. To build and position a good brand

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image, it is necessary to plan carefully so that it can be accepted by the wider community as a target market such as DKI Jakarta which is considered a metropolitan city and Smart City.

The Provincial Government of DKI Jakarta is a representative institution of the regional central government in charge of implementing and managing policies from the authority of the central government. One of the programs currently being run by the DKI Jakarta Provincial government is Smart City. Smart City as one of the government's latest policy innovations explains the high level of urbanization of the population from villages to cities every year which causes an imbalance in the growth of the population living in cities. Smart City is a solution to this problem, because according to data from BPS (Central Statistics Agency) it is projected that by 2035 demographic conditions will reach the level of 66% living in urban areas.

Smart City is a strategy to overcome the problems that occur in the capital city to achieve sustainable development and improve the quality of life of the people of the city. In big cities, such as in Indonesia, Smart Cities have been implemented, such as Bandung, Makassar, Surabaya, Semarang, Yogyakarta, Denpasar, and one of these cities is Jakarta. Smart City Jakarta or Jakarta Smart City is based on five foundations, namely Smart People, Smart Living, Smart Mobility, Smart Economy and Smart Governance. Smart cities or Smart City are expected to be able to solve problems such as the environment, public transportation, socio-economics, and public services by the government that are being faced by several big cities in Indonesia.

DKI Jakarta Province as the Capital of the State of Indonesia is one of the cities that implement Smart City and is included in the Urban Tourism category because this city has all aspects of Urban Tourism such as architecture, technology, social, cultural products, and also the beautiful nature located in the area. Thousand Islands. After the restoration of Taman Ismail Marzuki in Cikini which began in mid-2019, the urban tourism concentration project in the city has begun. The DKI Jakarta Provincial Tourism and Creative Economy Office has also designated the Cikini area in Central Jakarta as one of the urban tourism destinations in the city of Jakarta.

In line with the vision of the DKI Jakarta government regarding Smart City and Branding Jakarta as Urban City Tourism, the City of Jakarta then linked a tourist destination in the form of a stadium in North Jakarta, namely the construction of an integrated sports area, the Jakarta International Stadium (JIS) or known as "Our Stadium" designed to support the social life of the community in the future. Because, the Jakarta International Stadium is designed with modern, sustainable, and integrated regional planning. Thus, the vision of the construction of the Jakarta International Stadium will change the character and culture of the people.

### **Literature Review**

Jakarta International Stadium (JIS) is the first stadium in Indonesia to use the Green Building concept. Jakarta International Stadium in creating an ecosystem that supports this concept will raise a concept, namely the concept of Green Attitude. Green Attitude is a behavior of people who are more concerned with sustainability and are concerned with environmental sustainability. With this concept, JIS will symbolize the change in people's behavior patterns into a culture of Green Attitude and interest in the preservation of the earth. The existence of

this stadium also considers every aspect in detail in accordance with international standards. In this project, the construction of the foundation structure to the roof uses the latest civil engineering technology.

Urban tourism or urban tourism is a tourism activity that takes place in urban areas with economic characteristics other than agriculture, such as administration, manufacturing, trade and services, and transportation. Some elements that support urban tourism are actually more available than elements that support tourism in rural areas, for example airports, road infrastructure and public facilities are elements of better accessibility than rural areas. Meanwhile, in terms of attractions, most of the objects and attractions are located in urban areas.

UU NO. 10 of 2009 concerning Indonesian Tourism says that tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable, responsible manner while still providing protection for religious, cultural values that live in society, sustainability and quality of the environment. , as well as the national interest. From the above understanding, it can be concluded that tourism potential is an object that has the power to be developed and can provide positive feedback for tourism. The article also states that a tourist attraction is everything that is unique, beautiful, and has value in the form of a diversity of natural, cultural, and man-made wealth which is the purpose of tourist visits.

## **Methodology**

This research data collection was carried out using qualitative methods by conducting interviews and observations as well as adding literature studies. Interviews were conducted directly with several sources, namely several people from the Jakarta Konsultindo side and were carried out to all parties at the Jakarta International Stadium, as well as visitors to the Jakarta International Stadium environment.

This research was also carried out by direct observation through field work practices at Jakarta Konsultindo and visits to the Jakarta International Stadium. Observations were made by looking, observing and having dialogue with the parties who were there as well as Literature Studies in the form of documents and other materials (brochures, books, and archives) which the authors obtained from the Jakarta Konsultindo and the National Library of the Republic of Indonesia.

## **Finding and Discussion**

The Jakarta International Stadium area as Urban City Tourism is designed as a comfortable environmental area near the city center, integrated with mass public transportation and easy accessibility to the area. The existence of an area that is integrated with public transportation will have an impact on the surrounding community and tourist visitors accompanied by a change in the mindset of the community. Because later this concept will familiarize the surrounding community and tourist visitors to plan their lives so that they are more aware of the importance of cleanliness, exercise, and comprehensive thinking. Jakarta International Stadium also provides an overview of the social order of society or civilization in the future and maintains the quality of life.

Jakarta International Stadium also applies the Smart City concept with the concept of Green Building Culture and Green Attitude to encourage the surrounding community and

tourist visitors to be role models in implementing the culture that is more concerned with environmental sustainability and sustainability, for example by maintaining cleanliness and order in the area, reducing use of packaging waste, and actively disseminate positive invitations and education about environmental sustainability.

Jakarta International Stadium has the potential as an urban tourism concept and becomes a branding of the city of Jakarta itself which can be explained in the aspect (4a) of the components of an urban tourism area, namely: Attractions (attractions), Accessibility (transportation), Amenities (Facilities), and Ancillary (Institutional).

### 1. Attractions

Attractions are a tourist attraction or attraction that can be enjoyed by visitors or tourists who visit a tourist destination that includes natural, cultural, and artificial. Jakarta International stadium is an artificial tourist area in the form of a stadium located in north Jakarta which has the first platinum green building stadium certification in Indonesia. Jakarta International Stadium is the largest stadium in Indonesia with a capacity of 82,000 visitors and is one of the 10 grandest stadiums in the world according to FIFA standards.

Jakarta International Stadium is also inseparable from the local Betawi culture by instilling concepts and philosophies with the striped tiger and toothed pattern on the faade which is very beautiful when viewed from a distance at night. Jakarta International Stadium is also a tourist spot in the form of Lake Ring behind the stadium where in the afternoon a lot of visitors come to Lake Ring with a view of the Jakarta Interantional Stadium just to gather with friends or to do fishing activities.

This stadium has 2 types of fields, namely the main field and the training field where both of them can be used properly to play football and also the Jakarta international stadium is close to other tourist attractions in North Jakarta, some of which are the Formula E circuit or better known as the event. Jakarta E-Prix which has been completed in June 2022 and there is also the Ancol tourist area which has many tourist attractions in it.

### 2. Accessibility (transportation)

Accessibility is access to a tourist destination, this accessibility includes land, sea, or air transportation so that tourists can easily go to tourist destinations. Jakarta International Stadium is a stadium that has been integrated with mass public transportation modes. The road access to get to the Jakarta International Stadium can be said to be quite good because of its location which is still in the Jakarta area, precisely north Jakarta. Road infrastructure to the Jakarta International Stadium can be via toll roads or main roads via the Kemayoran, Sunter, Tanjung Priuk and Ancol areas.

### 3. Amenities

Amenities are facilities that include facilities and infrastructure, as well as accommodation, restaurants, foreign exchange facilities, gift centers and other supporting facilities. Jakarta International Stadium has facilities and infrastructure in it and there are several accommodation places such as hotels, restaurants and souvenir places.

Jakarta International Stadium has main and supporting facilities such as the main field, heating room, training field, media conference room, media room, dressing room, giant scoring board, single seat tribune, regular seats, VIP tribune and VVIP room. Jakarta International Stadium also has parking for VIP, VVIP, and also for the public which can accommodate 1,200

vehicles and also 76 buses. This stadium also has supporting facilities such as prayer rooms, toilets, and canteens in it and around the stadium area has several accommodation places such as hotels, restaurants and souvenir places.

#### 4. Ancillary

Ancillary is an additional service that supports tourism, such as management agencies, Tourist Information, Travel Agents, and stakeholders who play a role in tourism. At the Jakarta International Stadium, tourism institutions already exist using the "YUK KITA KE JIS" visit program and public visits and Ant Operation activities.

Jakarta International Stadium which is located in north Jakarta is one of the City Branding of the city of Jakarta. JIS is a new tourist area that has a very good attraction for tourists to visit. Because this stadium has splendor and beauty and is a stadium that has the most visitor capacity in Indonesia.

Jakarta international stadium is a type of artificial tourism and is also classified as a type of tourism for sports because in addition to aiming for soccer, this stadium can also attract the attention of visitors who watch football matches, both local and foreign players' matches during match events. a big soccer sport that makes visitors interested in seeing the soccer teams they support and the soccer players they like. The attractiveness of the Jakarta international stadium can be seen as follows:

##### 1. Attractions that can be seen (what to see)

The attraction of dance is now the main attraction of the Jakarta International Stadium which can be seen and attracts visitors in the form of beauty or special attractions and cultural attractions that can serve as entertainment for visitors. The Jakarta International Stadium area has attractions that can be seen by visitors such as the splendor of the Jakarta International Stadium, Main Field, Retractable Roof, Ring Lake View, Urban Farming, Football Events, Concert/ceremony events.

##### 2. Tourism activities that can be done (what to do)

This activity implies that apart from the attractiveness of the Jakarta International Stadium that can be seen and attracts visitors, there is also a recreational activity that visitors can do in the Jakarta International Stadium Area that can make tourists feel at home to stay longer in tourist destinations. The Jakarta International Stadium area has an activity that visitors can do, such as playing football, cycling, fishing and recreation, running or jogging, performing Eid al-Fitri and Eid al-Adha prayers and other religious events.

##### 3. Something that can be bought (what to buy)

This activity is where visitors can buy something in the form of souvenir items as souvenirs from the Jakarta International Stadium. Examples of souvenirs originating from the Jakarta International Stadium are merchandise such as clothes, key chains, and note books that are at the official Jakarta International Stadium booth when there is an event, competition or big event at the Jakarta International Stadium. Merchandise t-shirts can also be ordered online from the Jakarta International Stadium Instagram.

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SWOT analysis of the Jakarta International Stadium tourist area usually used to determine and define strengths, weaknesses, opportunities, and threats, all of which are included in the SWOT analysis element.

### 1. Strength

The Jakarta International Stadium area in Jakarta has become a new icon in the city of Jakarta. The stadium has the beauty of the architectural splendor of the stadium building with a capacity of 82,000 spectators with 200 seats for people with disabilities and can be used not only for football matches but also for concerts or concert events and events and this stadium has the first Green Building certification in Indonesia for the stadium building category. A very beautiful view behind the Jakarta International Stadium, namely Lake Ring which is very wide. This stadium also has a sports running track called Sky Viewdeck which is on the 9th floor with a height of about 70 meters and the Jakarta International Stadium is the first stadium in Indonesia that has an open and closed roof or better known as the Retractable Roof.

Jakarta International Stadium also has a Plaza where prayer places can accommodate thousands of people to carry out major Muslim worships such as Eid al-Adha and Eid al-Fitr and there are concepts and philosophies of the shape of this stadium which adopts local wisdom from Betawi culture. This stadium also has the concept of an integrated sports area that is integrated with mass public transportation and encourages all visiting tourists to apply Green Attitude, namely encouraging people's behavior to be more concerned with environmental sustainability and sustainability.

### 2. Weaknesses

The problem at the Jakarta International Stadium that can become a weakness is that the existing parking lot can only accommodate 1,200 vehicles and also 76 buses which create congestion and narrow lanes because they are used for illegal parking around the Jakarta International Stadium area and management is only held by the BUMD for now without involving the private sector.

### 3. Opportunity

Basically the Jakarta International Stadium is a football stadium with FIFA standards which will not only be local matches at the Jakarta International Stadium but also international matches such as the International Youth Championship and there will also be other international matches such as Asean. Games, Sea Games.

The existence of the Green Attitude and Smart City concepts at the Jakarta International Stadium will have an impact on changing people's mindsets and behavior to become accustomed to planning their lives to be more organized, disciplined and of high quality. Besides being used as a football match, the Jakarta International Stadium will later be used for concerts or other events that will make tourists interested in visiting the Jakarta International Stadium. Because this stadium is also a new stadium completed in 2022 which will invite many investors to and sponsors to the Jakarta Interantional Stadium Danau Cincin, which is located in the Jakarta Interantional Stadium area, has the potential to become local tourism such as attractions of various kinds of water tourism and fishing.

#### 4. Threats

The planning of moving the new capital city to Kalimantan is a threat to the Jakarta International Stadium Tourism Area as the branding of the new face of the capital city of Jakarta will now be of no value in the eyes of visitors or tourists. One of the threats that usually occurs in all football matches is the anticipation of riots that occur in the stadium where there is usually friction between the two supporter camps of the team that can cause riots in the stadium. Another threat is the result of the accumulation of garbage that often occurs in Lake Ring and around the lake shore will cause water pollution in Lake Ring later.

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