

JAKARTA INTERNATIONAL STADIUM: NEW DESTINATION FOR JAKARTA TOURISM

(*JAKARTA INTERNATIONAL STADIUM: DESTINASI BARU UNTUK PARIWISATA JAKARTA*)

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Abstract

Jakarta is the capital city of a country with a variety of cultural and historical diversity in its development. It also has tourism potential with many widespread tourists in all corners of the city. With an up-and-coming market, the city of Jakarta has become the business center of the tourism industry in Indonesia, so business opportunities in the form of tourist destinations have the potential to develop on the condition that these destinations have added to be able to reach the market and win market the competition. For this reason, this study will explain a new tourism destination in Jakarta, namely the Jakarta International Stadium located in PapangoPapagong Priok District, North Jakarta Administration City, using a qualitative approach with an exploratory analysis approach, discussion, and Literature Study. The results of this study will identify the history of the Jakarta International Stadium, the 4A (Attraction, Accessibility, Amenities, Ancillary Services) component of Tourism, and the potential for tourism development.

Keywords: Jakarta Tourism Destination, Jakarta International Stadium, Destination Parts, Opportunity

Abstrak

Jakarta merupakan ibu kota negara dengan berbagai keragaman budaya dan sejarah dalam perkembangannya. Ini juga memiliki potensi wisata dengan banyak wisatawan yang tersebar di seluruh pelosok kota. Dengan pasar yang sedang naik daun, kota Jakarta telah menjadi pusat bisnis industri pariwisata di Indonesia, sehingga peluang bisnis berupa destinasi wisata berpotensi untuk berkembang dengan syarat destinasi tersebut ditambah mampu untuk mencapai pasar dan memenangkan pasar persaingan. Untuk itu penelitian ini akan menjelaskan destinasi wisata baru di Jakarta yaitu Stadion Internasional Jakarta yang terletak di Papango Kecamatan Papagong Priok Kota Administrasi Jakarta Utara, menggunakan pendekatan kualitatif dengan pendekatan analisis eksploratif, diskusi, dan Studi Literatur. Hasil penelitian ini akan mengidentifikasi sejarah Stadion Internasional Jakarta, komponen 4A Pariwisata (Attraction, Accessibility, Amenities, Ancillary Services), dan potensi pengembangan pariwisata.

Kata kunci: Destinasi Wisata Jakarta, Stadion Internasional Jakarta, Bagian Destinasi, Peluang

INTRODUCTION

Tourism is regulated by the state in Law No. 9 of 1990 and updated by Law No. 10 of 2009. According to Law No. 9 of 1990 concerning tourism, tourism is everything related to tourists, including the exploitation of tourist objects, attractions, and businesses. -related businesses in this field. The definition of tourism, according to Law Number 10 of 2009, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local governments. Article 4 explains that the objectives of tourism in Indonesia are to Increase economic growth; Improve people's welfare; Eradicating poverty; Overcoming unemployment; Preserve nature, environment, and resources; Advancing culture; Raising the nation's image; Cultivating a sense of love for the homeland; Strengthen national identity and unity, and strengthen the friendship between countries. It is clear here that the role of tourism in development is broadly scored in three aspects, namely the economic aspect (foreign exchange, taxes), the international cooperation aspect (international friendship), and the cultural aspect (introducing our culture and uniqueness to foreign tourists). One of the world's largest tourism areas in Indonesia is the city of Jakarta. Jakarta is one area that has its own charm that can attract tourists to visit.

DKI Jakarta Province has a land area of 661.52 km² and an ocean area of 6,977.5 km² and recorded ±110 islands scattered in the Thousand Islands. Administratively, DKI Jakarta Province is divided into five municipalities and one administrative district. The following shows data on tourist visits to Jakarta in 2019 and 2020:

Table 1 Tourist Visit Data to Jakarta

Tourist Visit Data to Jakarta		
Years	Nusantara	Overseas
2019	40.555.694	282.453
2020	7.141.420	39.966
Total	47.697.114	322.419

Source: Dinas Pariwisata & Ekonomi Kreatif, 2021

DKI Jakarta is one of the main entrances for foreign tourists to Indonesia, which makes the interest of tourists visiting Jakarta great. Jakarta has various tourist attractions and different panoramas and has tourism potential, which, of course, cannot be known by the public and tourists without any promotion. Jakarta has many types of tourism, such as cultural tourism, artificial tourism, culinary tourism, nature tourism, marine tourism, and various events (MICE tourism), which are constantly visited by the people of Jakarta and its surroundings as well as from other areas both on work holidays and weekends or holidays. Others and foreign tourists.

The Provincial Government of DKI Jakarta has the authority and ability to explore potential sources to improve the level and image of the nation through sustainable development. One of the efforts made by the DKI Jakarta Provincial Government is to utilize exotic resources as a tourist place. Tourism plays a significant role in national development as an additional source of foreign exchange earnings, equalizing and increasing job opportunities and people's income. The development tax obtained from this sector has become the cornerstone of local revenue (PAD). Since development is essentially the use of resources to improve welfare, tourism development is one of the efforts to accelerate economic growth.

To increase interest in visiting DKI Jakarta at the end of the 3rd quarter of 2019, the DKI Jakarta Provincial Government began to build the Jakarta International Stadium on an area of 66.6 hectares in the government asset area in Papago, North Jakarta. The Jakarta International Stadium was initially planned in 2008 by the Governor of DKI Jakarta for the period 2007 – 2021. It was planned to turn BMW Park into a Sports Stadium with a capacity of 40,000 spectators. In 2010, the plan was hampered due to land ownership disputes. In 2013, the then Governor of DKI Jakarta, IR Jokowi Dodo, settled a civil dispute over land ownership and planned to resume the construction project. In 2019, Mr. Anies Rasyid Baswedan re-planted the construction of the international standard stadium and evicted the spinach village with a land compensation agreement. The naming of the stadium is currently temporary and will change after a business agreement.

The Jakarta International Stadium is a soccer stadium it was built by the DKI Jakarta Provincial Government from September 2019 to April 2022 with a field size of 105 x 68 meters and a capacity of 82,000 spectators. It has advanced technological facilities such as a Retractable Roof and 200 seats for people with disabilities, as well as an environmentally friendly concept using solar panel energy and a Green Building Council Indonesia (GBCI) certificate.

Jakarta International Stadium has a long history of development that is quite interesting and will later become a new tourism destination that can be utilized by domestic and foreign tourists visiting Jakarta. Of course, this development will have a far-reaching potential impact.

Especially on tourism in Jakarta, where there are more activities available while on vacation in the nation's capital. Where a destination is where tourists spend time packaged in an activity or activity at an attraction and tourism resources (Bambang Supriadi, 2018: 37). A tourism destination must also have tourism components such as Attractions, Accessibility (Accessibility), Supporting Facilities (Amenities), and Additional Services (Ancillary) within the scope of zoning around the destination

This study aims to identify the history of the Jakarta International Stadium, which is an integral part of the development of a new tourism destination, as well as analyze the existing 4A Tourism in tourism destinations, as well as what potential can be developed in the future.

METHODS

This research was conducted based on the method developed by Miles and Huberman (2007, p.289). The research started by observing and reviewing library materials related to the Jakarta International Stadium and direct observation of the tourism 4A component, and conducting interviews with the tourism destination managers. The type of research conducted is descriptive qualitative research that aims to describe, explain, or summarize various conditions, situations, phenomena, or research variables according to events that can be photographed, interviewed, observed, and which can be expressed through materials.

RESULTS AND DISCUSSION

Component 4A Tourism Jakarta International Stadium

A. Attraction (Tourism Attraction)

1. Jakarta International Stadium Building Design & Architecture

The design and architecture of Jakarta International Stadium is a representation of beauty and sophistication in the modern world of the stadium. Built with a blend of contemporary style and state-of-the-art technology, the stadium creates an amazing visual experience for visitors. The design of the stadium is based on an innovative and ergonomic concept. The building has an elegant and proportional shape, with elements harmoniously integrated. The stadium roof is beautifully curved, creating an iconic and enchanting appearance.

Jakarta International Stadium architecture also combines the use of modern and high-quality materials. The facade may consist of a combination of glass, metal, and concrete that gives a stunning aesthetic touch. The use of such materials also provides the structural strength necessary to maintain the stability of the building. In addition, the stadium was designed with special attention to the comfort and experience of visitors. The tribune is strategically positioned to provide an optimal view of the field. The space inside the stadium is designed to ensure a smooth flow of visitors and facilities such as toilets, wardrobes, and comfortable food areas.

Lighting design and lighting arrangement are also an important part of Jakarta International Stadium architecture. Intelligent and effective lighting creates a magical atmosphere, enhancing the experience and excitement in every game or event held at this stadium. Overall, the design and architecture of the Jakarta International Stadium depicts a harmonious combination of visual beauty, functionality, and technological innovation. The stadium is a place of interest for tourists who admire the splendor and modernity of architectural design in the sporting world.

2. Jakarta International Stadium Façade

Fasad Jakarta International Stadium is a part of the building that is visible from the

outside and gives the first visual impression to the visitor. The facade of the stadium is designed in a modern and fascinating architectural style, reflecting a strong and innovative image. The form of the Jakarta International Stadium façade adopts a futuristic and dynamic design. The front of the stadium has an impressive look with a combination of outstanding architectural elements, such as rigid lines, elegant curves, and smooth surfaces. Fasad Jakarta International Stadium is also equipped with a fascinating aesthetic element. There may be artistic elements such as ornaments, reliefs, or graphics installed on the exterior of the stadium. This gives a unique and attractive visual touch, adding to the aesthetic appeal of the stadium. In addition, the facade of the stadium is designed with effective lighting, both at night and during special events. Careful lighting helps to create a dramatic and stunning atmosphere, give an attractive impression to visitors and create an effective image.

Fasad Jakarta International Stadium also serves as a advertising board for promoting sports events, concerts, or other activities held at the stadium. Promotional messages or sponsored brands can be displayed on the facade to attract the attention of visitors and strengthen the image of the stadium as a prestigious place.

3. JIS Main Square

Jakarta International Main Field is the main football field in the area, a soccer field that can be enjoyed by anyone by renting. This field has an area of 105 x 68 meters and without an athletic track, this main field is very suitable for holding football matches or holding government, music, religious, or political events.

4. Tribune

The Tribune is a large stage or a high place for the audience to sit, the Jakarta International Stadium has 3 Tier Tribunes or 3 main stands located in 4 cardinal directions, namely North, East, West and South, the tier 3 stands are dominated by seats with gray

access as a gradation from tier 1 and 2, the height of the tier 3 tribune is in the range of 30 – 35 meters from the main field. The tier 2 tribune is in the middle of the tribune with seats dominated by orange gradations and there are also VIP and VVIP stands as well as corporate boxes for invited guests. Tier one is at the very bottom of the stadium stands with the dominance of full orange color as the beginning of the orange - gray color gradation, in tier 1 there are also chairs for people with disabilities. In the main stands of the Jakarta International Stadium, tourists or visitors can enjoy activities to enjoy football matches or events that are held.

5. Sky View Deck

Jakarta International Stadium has a Sky View Deck which is an area that can be used for running sports which is located on the 9th floor which is located at an altitude of 72 meters above the surface, from this height visitors will be able to run while enjoying the view of the capital and the Java sea that stretches out. For tourists or visitors who will visit an elevator is provided to get to this sky viewdeck, of course this area is very suitable for running and photo hunting activities with views of the city of Jakarta and the Java sea as well as a recreatable roof stadium.

6. Jakarta Football Museum

The Jakarta International Stadium will also be equipped with the Jakarta Football Museum, which will show the long history of Jakarta football from ancient times to the present.

7. Press Conference Room

Jakarta International Stadium is also equipped with a press conference room which is located on the 2nd floor of the stadium, this place serves as a media interview area with event or match organizers who will have conversations about the implementation of the match or the organization of the event.

8. Locker Room

Jakarta International Stadium is also equipped with a Locker room which is located on the 2nd floor of the stadium, later this place will function as an area for football players who will compete, tourists or visitors can also visit this area outside the match schedule, later tourists can take photos as if become a football player.

9. VVIP Lobby

Jakarta International Stadium is also equipped with a VVIP Lobby which is located on the 1st floor of the stadium, the VVIP Lobby is a luxurious area in the stadium which is intended as the main entry access for invited guests before heading to the corporate box or VIP/VVIP Tribune. Visitors can also visit this area to experience the luxury of the main lobby at this stadium.

10. Corporate Box

Jakarta International Stadium is also equipped with a Corporate Box which is located on the 2nd floor of the stadium, which is an Invited Guest area to wait for a match or an event that is equipped with luxurious facilities such as sofas, dining rooms, waiters, this area is directly connected to the VIP/VVIP tribune area. Visitors can also visit this area to experience the luxury of the Corporate Box at this stadium.

11. Jakarta International Stadium training ground

Jakarta International Stadium has 2 FIFA standard training fields. The grass on the training field has a composition of 95% natural grass (*zoysia matrella*) and 5% synthetic grass (*Limonta*) which is the same type of grass used in the main JIS stadium. In addition, to support players in training, the JIS training field also has facilities including locker rooms/player changing rooms, as many as 4 rooms, each of which has 23 lockers in it which are equipped with air conditioning (AC), washbasins, bathrooms and toilets. In the FOP training field area, lighting is also available for playing at night which is also FIFA standard. In addition to these facilities, the JIS training field also has other facilities

including 2 function rooms to the south and north, there is also a tribune in the training field area that is friendly to the disabled. Each tenant gets a towel loan facility for use in the training field area and is returned when the field use is finished. Additional facilities obtained by field tenants: Free locker room, Towels for use at the venue, Dekker, Ball loan, Referee (according to request & exclude booking price JIS training field), the rental rates for this training field range from IDR 5,250,000 – 6,250,000.

12. The Sensation of Colorful Lights

Jakarta International Stadium is also equipped with colorful lights on the facade of the stadium, this attraction can be enjoyed by tourists around the outside of the stadium with the best photo spots on the west ramp and east ramp.

B. Accessibility (Accessibility)

Access to visit the Jakarta International Stadium, there are two main routes that SmarCitizen can take, namely the west ramp and the east ramp. Ramp west or Transit Oriented Development (TOD) is the central public access at JIS. Due to the limited number of parking spaces at JIS, which is around 1,300 vehicles compared to the audience capacity of 82,000, the TOD system is used on the west ramp. There will be prepared three public transportation routes that can later be used by spectators, namely Transjakarta, KRL, and LRT. Transjakarta access is available with route 14 (JIS-Senen) or JIS3 (JIS-Harmoni). Meanwhile, for KRL, it is in the study stage, and an approach is to be built. Meanwhile, for the LRT, it is still in the planning stage. In addition, the east ramp is used to accommodate parking access outside the stadium.

C. Facilities (Amenities)

The facilities available at the Jakarta International Stadium are the number of parking spaces open with a capacity of 1300 vehicles. Sign interpretation boards are scattered throughout the stadium, equipped with ticket machines that are used as screening access to enter the main stadium, disabled-friendly toilet facilities, and prayer room facilities.

D. Additional Services (Ancillary)

Jakarta International Stadium is also equipped with a tour guide service that will take tourists to the stadium. For tourists who want to do a stadium tour managed by Pt Jakarta Propertindo and visit times on Tuesdays and Thursdays every week.

Potential Development of Jakarta International Stadium

A. Potential for Event

1. Potential for Organizing Music Concerts

The Jakarta International Stadium, with a capacity of 82,000 currently the largest venue in Indonesia is enormous, allowing for the implementation of Music Concerts, as we know that during the post-pandemic period, music concerts are now being held as a post-pandemic treatment

2. Potential for Organizing Religious Events

The Jakarta International Stadium, with a capacity of 82,000, the largest venue currently in Indonesia, is enormous, allowing for the implementation of religious events; where this venue is also very suitable for significant spiritual events in Jakarta, as we know that Jakarta has quite a lot of religious diversity. Each religion has a relatively large number of congregations/congregations/adherents, and each religion also has a sizeable religious agenda that can be carried out en masse, and the Jakarta International Stadium is very suitable for carrying out such events.

3. Potential for Organizing Political Events

Jakarta International Stadium, with a capacity of 82,000, the largest venue currently in Indonesia, is enormous, allowing for political implementation, as we know that the range of 2022 - 2024 is a political year that is prepared for political matches in the General Election (Pemilu) which will be held simultaneously in 2024. later, and as we know, there are many political parties in Indonesia and many followers, so the Jakarta International Stadium is very suitable for holding political events

B. Potential in Travel Services

1. Stadium Tour

Visitors can take a guided stadium tour to explore a variety of important areas, such as fields, tribunes, player wardrobes, and other facilities. The tour provides in-depth insights into the life behind the stadium screens and shows the side that is rarely seen by the ordinary audience.

2. Café & Resto

The stadium offers a wide range of restaurants and cafes serving local and international dishes. Visitors can enjoy food and drinks while enjoying the view of the stadium or the surrounding atmosphere.

3. Merchandise Store

There are official merchandise stores in the stadium that sell a variety of products such as team shirts, sweaters, and souvenirs related to the stadium or teams playing there. Visitors can purchase souvenirs as proof of their visit to the stadium.

C. Potential Support Facilities

1. Parking Services

Extensive Parking Facilities, Provides extensive and organized parking areas for private vehicles and public transportation. A good parking area will make it easier for visitors to find a parking place and increase their comfort.

2. Children Area

Special playground for children with safe and fun games. The area can be equipped with jungle gym games, playgrounds, and other rides to entertain the children who come with the family.

3. Public Transportation Access

The addition of public transport facilities at the Jakarta International Stadium refers to the development and provision of public transit facilities that facilitate visitor access to the stadium. Here are some forms of addition of public transport facilities that

can be done: Railway Station, Bus Stop, Special Bus Service, Bicycle Route, and Taxi and Ridesharing Service. The addition of public transport facilities is a convenient and efficient transport alternative for visitors.

CONCLUSION

Based on the research results, the Jakarta International Stadium is very suitable to be used as a new tourism destination in Jakarta where the Jakarta International Stadium has a long history of planning and development and fulfills the 4A components of tourism and various potential products that can be carried out in the future. Tourists visiting the Jakarta International Stadium will be able to experience a new experience in visiting a destination with various attractions and facilities that can be enjoyed. In the future, it is hoped that the stadium visit schedule or tour will continue to accommodate the number of tourists interested in visiting.

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