

THE JOURNAL REPORT

Overcoming The Impact Of COVID-19 Towards The Jambi Pavilion At Taman Mini  
Indonesia Indah

Submitted as a Partial Fulfilment Of The Requirements for  
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By

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I hereby declare that the journal report is the result of my own work and not plagiarism of another work, the contents has become my responsibility. All the sources of my research and quoted or referenced have been stated correctly.

Jakarta, 13<sup>th</sup> August 2021



(Lydia Fitria Sari)

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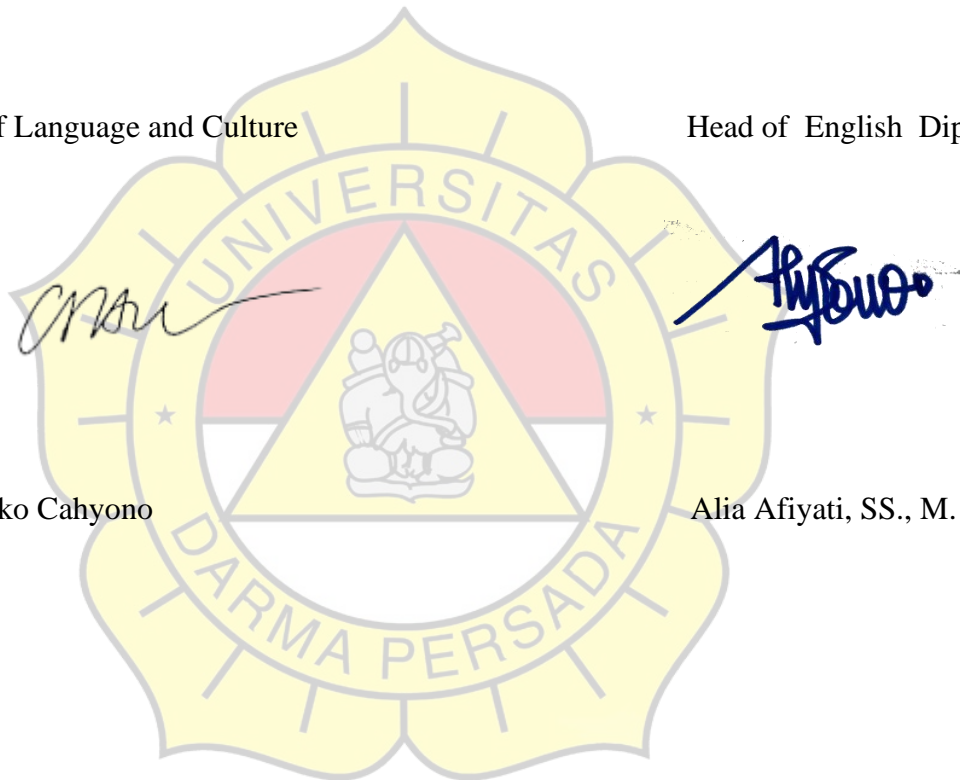
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A handwritten signature in blue ink, appearing to be 'Fridolini'.

Fridolini, SS., M. Hum

## ACKNOWLEDGEMENT

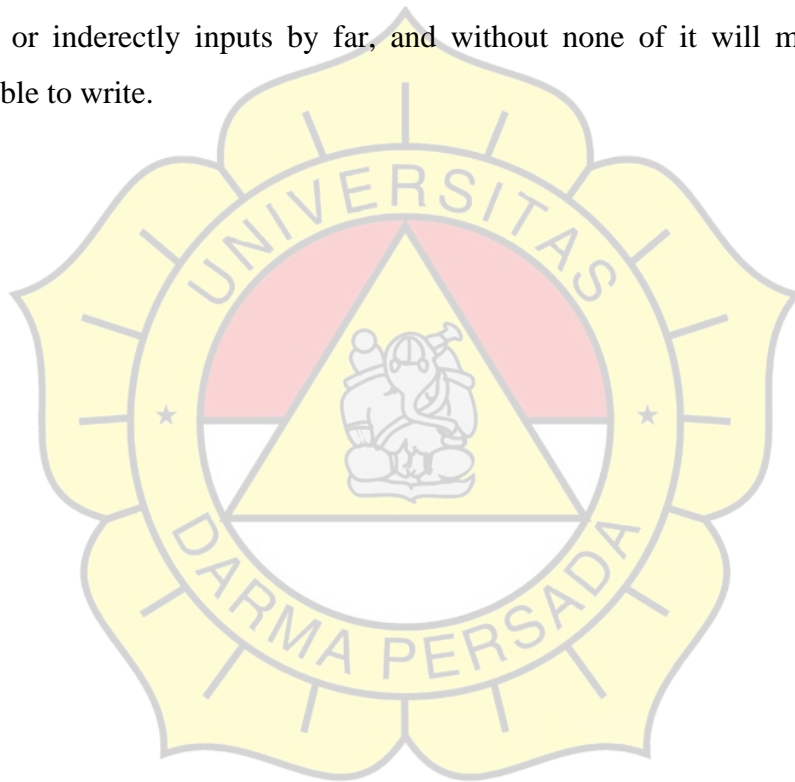
Praise be to Allah SWT, the Almighty for showering me His mercy and blessings, so I could finally complete this final journal report, entitled “Overcoming The Impact of COVID-19 Towards The Jambi Pavilion At TMII”. This journal report is submitted to the English Diploma III Department Faculty Of Language And Culture Of Darma Persada University as a partial fulfilment of the requirements for achieving Associate Expert (Ahli Madya) degree.

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Writer,

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# Overcoming The Impact of COVID-19 Towards The Jambi Pavilion At TMII

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## Abstract

The main purpose of this research is to analyze the impact of COVID-19 in tourism and how to overcome it. COVID-19 or Coronavirus is the virus originated in bats and was transmitted to humans through yet unknown intermediary animals in Wuhan, Hubei province, China in December 2019. The disease is transmitted by inhalation or contact with infected droplets, and the incubation period ranges from 2 to 14 days. The tourism sectors are the most affected by this ongoing pandemic. Not to mention tourism sector in Indonesia such as TMII. Taman Mini Indonesia Indah (TMII) is a theme park of the Indonesian cultural theme park in Jakarta, Indonesia. One of the famous place in TMII has traditional houses or in Bahasa called "Rumah Adat". For example The Jambi Pavilion has experienced the impact of COVID-19 by the lack of visitors since the virus globally occurred. Nowadays tourist attractions are getting more and more, therefore the owners of the tourist places compete to make a strategy for the sights they manage to be interesting and the interest of the visitors to visit.

**Keywords :** *Coronavirus, Tourism, TMII, Jambi, Tourist Attraction.*

## Abstrak

Tujuan utama dari penelitian ini adalah untuk menganalisis dampak COVID-19 di bidang pariwisata dan cara mengatasinya. COVID-19 atau Coronavirus adalah virus yang berasal dari kelelawar dan ditularkan ke manusia melalui hewan perantara yang belum diketahui di Wuhan, provinsi Hubei, China pada Desember 2019. Penyakit ini ditularkan melalui inhalasi atau kontak dengan droplet yang terinfeksi, dan masa inkubasi berkisar antara 2 sampai 14 hari. Sektor pariwisata paling terkena dampak dari pandemi yang sedang berlangsung ini. Belum lagi sektor pariwisata di Indonesia seperti TMII. Taman Mini Indonesia Indah (TMII) adalah taman hiburan budaya Indonesia di Jakarta, Indonesia. Salah satu tempat yang terkenal di TMII yang dalam Bahasa Indonesia disebut "Rumah Adat". Contohnya Anjungan Jambi yang mengalami dampak COVID-19 oleh kurangnya pengunjung sejak virus terjadi secara global. Saat ini tempat wisata semakin banyak, oleh karena itu para pemilik tempat wisata berlomba-lomba membuat strategi agar tempat wisata yang dikelolanya menarik dan diminati pengunjung untuk berkunjung.

**Kata kunci :** *Virus corona, Pariwisata, TMII, Jambi, Objek Wisata.*

## 1. INTRODUCTION

The coronavirus disease 2019 is produced by a new virus for which currently there is no pharmaceutical treatment. The dynamics of the disease are such that, in the absence of nonpharmaceutical interventions (NPIs), it overwhelms the capacity of national health care systems. Hence, governments chose to enact NPIs to contain the spread of the Coronavirus COVID-19 pandemic.

It started on December 2019, a pneumonia outbreak was reported in Wuhan, China. On 31 December 2019, the outbreak was traced to a novel strain of coronavirus, which was given the interim name *2019-nCoV* by the **World Health Organization (WHO)**, later renamed *SARSCoV-2* by the **International Committee on Taxonomy of Viruses**. As of 18 June 2021, there have been at least 3,843,421 confirmed deaths and more than 177,483,286 confirmed cases in the COVID-19 pandemic. The Wuhan strain has been identified as a new strain of Betacoronavirus from group 2B with approximately 70% genetic similarity to the SARS-CoV. The virus has a 96% similarity to a bat coronavirus, so it is widely suspected to originate from bats as well.

Symptoms of COVID-19 are variable, but often include fever, cough, headache, fatigue, breathing difficulties, and loss of smell and taste. Symptoms may begin one to fourteen days after exposure to the virus. At least a third of people who are infected do not develop noticeable symptoms. For those people who develop noticeable symptoms enough to be classed as patients, most (81%) develop mild to moderate symptoms (up to mild pneumonia), while 14% develop severe symptoms (dyspnea, hypoxia, or more than 50% lung involvement on imaging), and 5% suffer critical symptoms (respiratory failure, shock, or multiorgan dysfunction). Older people are at a higher risk of developing severe symptoms. Some people continue to experience a range of effects (long COVID) for months after recovery, and damage to organs has been observed. Multi-year studies are underway to further investigate the longterm effects of the disease.

The massive impacts on tourism industries in Indonesia such as TMII is unprecedented and undeniable. Taman Mini “Indonesia Indah” (TMII) or in English its called “Beautiful Indonesia” Miniature Park is a culture-based recreational area located in East Jakarta, Indonesia. The park is a synopsis of Indonesian culture, with virtually all aspects of daily life in Indonesia’s 26 (In 1975) provinces encapsulated in separate pavilions with the collections of



“Rumah Adat” as the example of Indonesian vernacular architecture , clothing , dances and traditions are all depicted impeccably. Apart from that, there is a lake with a miniature of the archipelago in the middle of it.

## **2. THEORETICAL FRAMEWORK**

### **2.1 COVID-19**

Coronavirus disease 2019 (COVID-19) is a contagious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The first known case was identified in Wuhan, China in December 2019. The disease has since spread worldwide, leading to an ongoing pandemic. The pathogen got its name due to the spiky crown (or *corona* in Latin) that you can see on its surface when you take a look at it underneath a microscope, explains Rishi Desai, MD, a former epidemic intelligence service officer in the division of viral diseases at the Centers for Disease Control and Prevention (CDC) for WHO.

### **2.2 Tourism**

According to the Macintosh and Goeldner (1986), Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. The World Tourism Organization (WTO) claims that tourism is currently the worlds largest industry with annual revenues of over \$3 trillion dollars. Tourism provides over six million jobs in the United States, making it the country's largest employer.

### **2.3 Taman Mini Indonesia Indah (TMII)**

Taman Mini "Indonesia Indah" is a culture-based recreational area located in East Jakarta, Indonesia. It was formerly operated by Yayasan Harapan Kita, a foundation established by Siti Hartinah, the first lady during most of the New Order and wife of Suharto, and still run by Suharto's descendants since his death. It has an area of about 100 hectares (250 acres). The park is a synopsis of Indonesian culture, with virtually all aspects of daily life in Indonesia's 26 (in 1975) provinces encapsulated in separate pavilions with the collections of *rumah adat* as the examplr of architecture, clothing, dances and traditions are all depicted impeccably. Apart from that, there is a lake with a miniature of the archipelago in the middle of it, cable cars, museums,



Keong Emas IMAX cinema (Indonesia's only IMAX cinema until the 2010s), a theater called the Theatre of My Homeland (*Teater Tanah Airku*) and other recreational facilities which make TMII one of the most popular tourist destinations in the city.



*Indonesian Children Palace at TMII*

## **2.4 Jambi**

Jambi Province has an area of 53,435.72 km<sup>2</sup>, located in the middle of the island of Sumatra.

In the north it is bordered by Riau Province, south by South Sumatra province, west by West Sumatra province and east by the Berhala Strait.

## **2.5 The Jambi Pavilion**

The Jambi Pavilion presents the traditional Malayan house, “rumah betiang” or “rumah sepucuk jambi sembilan lurah” started to build in April 1974 and officially opened a year afterwards. The stage was built in 1979, in the form of a swan boat, the traditional boat of the Jambi region, named “Kajang Lako”. Behind the house is a barn (blubur), a place to store agricultural products and tools. Next to the barn is a hall used as a management office and an exhibition room for various natural products, industrial products, and wooden handicraft from 10 regencies/municipalities. The “Rumah Betiang” is made of ebony (bulian) wood adapted to the house in the region of origin. The staircase is located in the front section, back or side section of the house. After the uppermost step is a broader section called “jogan” to put the shoes or sandals. The house has three main rooms; an open foyer (pelancaan), an inner foyer (serambi gedang) and a main hall. Each room has its function such as a place for male activities, a family bedroom and a traditional male elderly leader forum (tuo tuo tengganai).

At the Jambi Pavilion the “rumah betiang” is used to display various cultural aspects, tradition and custom, “sekapur sirih” dance and “tanggung” dance. The main hall is used as a show room to exhibit traditional costumes for elderly leaders from each regency; a nobility dais

(putri ratno), the original one has seven steps but the one at the pavilion has only three steps; and a commoner wedding dais (amben melintang). The peculiarity of the “amben melintang” at the pavilion is that the original paint has not faded yet although it is more than 100 years of age. The Jambi Pavilion at TMII is a description of the area represented by a building consisting of traditional houses in the form of stilts made of Bulian wood. The parts of the house include:

- a) Front porch
- b) Inner Porch
- c) Sitting Room



*The Jambi Pavilion*

## 2.6 The Slogan

Since 2007 Taman Mini Indonesia Indah launched new logo with branding slogan *Pesona Indonesia* (Indonesian Charm). On December 31, 2014 World Peace Committee decided TMII as International Civilization Park and World Peace Theme Park. TMII was originally located on a public area of 145 ha, as farms and fields. Later, the team was able to convert these fields into a suitable location for the construction. The *topography* of TMII is rather hilly, consistent with what the builders required as well as reflecting the various characteristics of the Indonesian environment. Since each Indonesian province maintains its own unique and distinct cultures, shelters, attire and dialects, TMII built a model of each of the houses from Indonesian provinces. TMII attempted not only to reconstruct the homes of the various provinces, but also to create a realistic model of the environment and shelters of the various people of Indonesia.



*The Logo of TMII “Pesona Indonesia” or “Indonesian Charm”*

### **3. RESEARCH METHOD**

The methods section describes actions to be taken to investigate a research problem and the rationale for the application of specific procedures or techniques used to identify, select, process, and analyze information applied to understanding the problem, thereby, allowing the reader to critically evaluate a study’s overall validity and reliability. The methodology section of a research paper answers two main questions: How was the data collected or generated? And, how was it analyzed? The writing should be direct and precise and always written in the past tense.

This research methodology is based on the data that I have received by interviewing the staffs, employees, visitors, and some of supporting reports. Data collection is a fundamental step in each research study. Understanding how to collect data for research is going to help you finish your assignment in the best quality. Inaccurate methods will affect the outcome of your research. Whether you want to gather qualitative or quantitative data, you need to guarantee you are following adequate techniques in gathering information. This article focuses on the right techniques and tips to follow to gather numbers and results for quantitative and qualitative research projects. I used interviews, some data analysis table, and pie chart to compile and collect the data accurately.

By interviewing the staffs, employees, and visitors at The Jambi Pavilion at TMII, as a writer of this research, I have got some supporting data as well to complete my research and to process the data as accurate as possible. I interviewed some of the people who willing to answer my questions, there were 3 staffs, and one of them was the Manager of The Jambi Pavilion itself . Another participants were 2 employees, and 5 visitors of The Jambi Pavilion at TMII.

#### 4. RESULT AND DISCUSSION

According to Budiyaniti, E. (2020), the impact of the Coronavirus outbreak on the tourism sector throughout the year 2019, the number of tourists visiting the country that entered into Indonesia reached some millions. There is a lot of effort and strategy to promote tourism in Indonesia, especially The Jambi Pavilion at TMII. By the end of 2019 there was an unpredictable situation occurred that started a massive change to tourism business moreover to the world itself. These analyses provide a useful background in the planning of future tourist marketing strategies ( Valle, Silva, Mendes, & Guerreiro, 2006). According (Zabkar, Brench, & Dmitropic, 2010) to the attribute factors affect the perceived quality, which then affects satisfaction, and attracts the latter causing the intention of returning.

Due to COVID-19, the visitors of TMII decreased to 87.4% from 1.272.083 on January 2020 or 2 months before the pandemic occurred to only 360.282 visitors right after 1,5 years ongoing pandemic on June 2021. TMII is one of the favorite destination in Jakarta ranked in 3<sup>rd</sup> place in 2019-2021 as showed on the table below.

**Table 1. Favorite Destinations in Jakarta in 2019-2021**

Destination	Visitors
Ancol	17.9 million
Ragunan (Zoo)	5.2 million
Taman Mini Indonesia Indah	5 million
Monas	1.9 million
Others	1.2 million

Source: (data.jakarta.go.id)





*A Pie Chart of The Visitors at The Jambi Pavilion at TMII*

A pie chart above gave the information and showed the percentage of each month of the visitors at the Jambi Pavilion at TMII before and after pandemic. Overall, it is clear that the percentage of visitors from April 2020 decreased compared to January 2020 before pandemic hit globally on March 2020. The number of visitors were not quite different from September 2019 to January 2020. And it decreased to the lowest number between December 2020 to May 2021. However, the more people came to visit the Jambi Pavilion and TMII, they urged to follow the health protocols and practicing social distancing as well.

#### **4.1 Efforts to Overcome The impact of COVID-19 Towards The Jambi Pavilion at TMII**

The government needs to encourage the Indonesian people in tourism sector. The existence of this pandemic can be a chance for Indonesia to attract tourists visiting TMII in Jakarta, Indonesia. Therefore, the government should start to promote other tourist areas in Indonesia and improve facilities and services in tourist attractions. The Minister of Tourism, Wishnutama, stated this condition is a challenge and, at the *Jelajah: Journal Tourism and Hospitality* e-ISSN 2685-094X Vol. 2 No 1, 2020 62 same time, should be the opportunity to find another potential that can be the attraction of locals or foreigners to come to visit TMII. For running programs need to be managed and packaged with extraordinary, thus creating the appeal of tourists, especially from other countries.

By applying these efforts, aspects of tourism, including the hospitality industry, can continue to operate but still pay attention to the recommendations given by the government. These suggestions are like checking the temperature of guests before entering TMII, providing a hand sanitizer or sink for washing hands, cleaning areas that guests with disinfectants often touched, encouraging guests to keep wearing masks, and keep a distance. Thus, it is hoped that the Coronavirus will no longer spread, and the COVID-19 outbreak will soon be over.

## **4.2 The Strategy**

The implementation of Large-Scale Social Restrictions (PSBB) and the prevention of the spread of the corona virus caused the number of local and foreign tourists to experience a drastic decline. Taman Mini Indonesia Indah (TMII) is one of the tourist objects that has experienced a decrease in visitors, before the pandemic, 80,000 people came to TMII or 13.190 people visited The Jambi Pavilion every weekend, after the pandemic the average visitor was less than 10,000 people or 1.049 people visited The Jambi Pavilion on weekends. The strategy of TMII during the pandemic including how TMII faced the new normal in the tourism sector. Using a qualitative descriptive research method with interviews with key informants, the results showed several strategies taken by TMII Public Relations, including information about online tickets, enforcement of strict health protocols in accordance with government recommendations for cleanliness, health, and safety. Another strategy is to communicate well for stakeholders, namely through social media, mass media (online media) and digital. Some of TMII's activities are delivered through virtual space.

### **a) Online Ticket**

To avoid and minimize direct contact with visitors, TMII entrance tickets are directed with online purchases. You can buy this entrance ticket made by visitors on the website provided by TMII [www.ticket.tamanmini.com](http://www.ticket.tamanmini.com). Visitors can access and purchases anytime and anywhere for online reservation. On the website visitors also get a promo package when purchasing the ticket or one of the selected attraction at TMII.





*Online Entry Ticket at TMII*

## b) Do Activities Virtually And Online

TMII Public Relations informed that any information given via online, some of the activities that conducted is also online-based at The Jambi Pavilion and TMII. This is a way of to control and limit the number of visitors and to cut-off the COVID-19 virus chain. Any activities performed at TMII for visitors are served with various things, for example is a virtual tour. They can display photos that aim to be a special attraction for visitors, so that it fosters interest for visitors in returning again. In addition, TMII can do live streaming and videos of art performances on their official website.



*Virtual Tour at TMII*

## 5. CONCLUSION

From this research, it can be concluded that the main purpose of this analysis is to determine the impacts of COVID-19 for Indonesian tourism, especially TMII and The Jambi Pavilion, and also to analyze the efforts and strategy to overcome it. COVID-19 pandemic incident is a non-natural disaster that was one of the factors in the external environment, resulting in a decrease in tourism activities in Indonesia. Public Relations of Taman Mini Indonesia Indah (TMII) has a main role in convey all information about TMII during the COVID-19 pandemic. They need to have some various strategies to convey information regarding the existence and survival of tourism objects in the midst of a pandemic. The strategy is by updating information and activities through digital or internet-based platforms, such as

Instagram, Youtube, Twitter and mass media online. It can also to include art and tourism activities displayed virtually.



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