



Revitalization of Taman Mini Indonesia Indah (TMII) as an effort to develop tourist destinations

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ABSTRACT

Background: Taman Mini Indonesia Indah (TMII), located in East Jakarta, is a key cultural tourism destination in Indonesia, displaying the nation's diverse cultural heritage, architecture, and natural landscapes from across the archipelago. With aging facilities, TMII has initiated revitalization efforts to improve infrastructure, modernize attractions, and enhance visitor engagement. This study aims to evaluate the impact of TMII's revitalization on its quality as a tourist destination. This research contributes to existing studies on tourism revitalization, focusing on destination development and infrastructure improvements to attract and maintain tourism interest. **Methods:** This study employs a qualitative approach, analyzing secondary data from books, journals, and websites. Data collection emphasizes literature on tourism revitalization, while descriptive analysis techniques are applied to interpret the data and assess TMII's revitalization initiatives in relation to sustainable cultural tourism. **Findings:** Findings reveal that TMII's revitalization has had a positive impact on infrastructure quality and visitor satisfaction, highlighting the integration of modern technology and environmentally sustainable practices. Upgraded facilities and the implementation of eco-friendly tourism solutions have enhanced TMII's appeal, supporting its objective to remain a culturally rich and sustainable destination. **Conclusion:** TMII's revitalization has successfully reinforced its standing as a high-quality tourist destination, advancing both visitor experience and sustainable practices. **Novelty/Originality of this article:** This study uniquely examines TMII's revitalization from the perspective of sustainable cultural tourism, underscoring the role of modern infrastructure and eco-friendly initiatives in maintaining a culturally significant destination.

KEYWORDS: revitalization; cultural tourism; qualitative analysis; Taman Mini Indonesia Indah.

1. Introduction

Taman Mini Indonesia Indah (TMII) is one of Indonesia's iconic tourist destinations, established in 1975 by President Soekarno. As a premier attraction in Jakarta, TMII was developed to showcase Indonesia's rich cultural diversity and natural beauty to the world. However, over time, TMII has faced challenges in maintaining its appeal. Data from the Central Statistics Agency (Badan Pusat Statistik, BPS) indicate a significant decline in visitor numbers from 2018 to 2022, attributed to waning tourist interest, evolving travel trends, physical degradation and infrastructure issues, increased competition among tourist sites, and the impacts of the COVID-19 pandemic.

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Table 1. Tourist visits in 2017–2019

Featured tourist attraction	The number of tourist visits to featured tourist attractions by location in DKI Jakarta		
	2017	2018	2019
Impian Jaya Ancol Park	19,261,212	17,575,914	9,282,441
TMII	5,704,712	6,004,718	5,071,980
Rangunan	5,366,148	5,458,379	5,407,858
National Monument	1,866,428	1,973,804	12,112,946
National Museum	293,918	307,577	305,086
Satria Mandala Museum	36,144	11,693	17,132
History of Jakarta Museum	789,139	840,671	746,971
Sunda Kelapa Port	58,284	49,842	38,058
Total	33,384,985	32,222,616	32,982,472

Table 2. Tourist visits in 2020–2022

Featured tourist attraction	The number of tourist visits to featured tourist attractions by location in DKI Jakarta		
	2020	2021	2022
Impian Jaya Ancol Park	2,351,961	3,248,408	13,012,020
TMII	1,123,542	889,993	1,057,316
Rangunan	633,963	784,639	6,551,846
National Monument	443,034	-	5,007,359
National Museum	67,088	28,700	523,141
Satria Mandala Museum	3,183	2,465	-
History of Jakarta Museum	153,223	51,932	542,554
Sunda Kelapa Port	16,348	32,950	12,256
Total	4,792,342	5,039,107	26,706,492

The decision to pursue revitalization generally involves multiple stakeholders, motivated by declines in visitor numbers, shifts in tourism trends, or deteriorating physical conditions. Consequently, revitalizing TMII presents an opportunity for collaborative efforts among parties involved in its management and development. This collaboration includes local government, destination managers, and private sector entities interested in enhancing and modernizing TMII's appeal.

From this background, the research questions that form the basis of this study include: what are the phases involved in TMII's revitalization; how do infrastructure and facilities play a role in enhancing TMII's attraction as a tourist destination; what sustainable tourism concepts can be applied in TMII's revitalization; and what are effective marketing strategies for increasing TMII's appeal as a tourist destination. This study aims to analyze the factors driving the need for TMII's revitalization, understand the stages involved in its revitalization process, assess the role of infrastructure and facilities in enhancing TMII's attraction, identify sustainable tourism concepts that can be integrated into its revitalization, and explore effective marketing strategies to increase TMII's tourist appeal.

2. Methods

In this study, the researcher collected data sources from a variety of references, including literature, journals, theses, and books. The methodology employed to complete this scientific article relies on information from books, journals, websites, and utilizes a qualitative approach. According to Sugiyono (2018), qualitative research is grounded in a philosophical framework used for investigating scientific conditions or experiments, with the researcher serving as the main instrument. Data collection techniques and analysis in qualitative research emphasize interpretive meaning over quantitative metrics.

Additionally, secondary data were used, which, as explained by Sugiyono (2018:456), are data sources that do not provide information directly to the data collector, often

accessed indirectly through other individuals or documents. In this study, secondary data sources included employment laws, books, journals, and articles relevant to the research topic on the revitalization of Taman Mini Indonesia Indah. These secondary data sources provide contextual insights and support the analysis of factors involved in TMII's revitalization, including structural, managerial, and sustainable tourism concepts.

3. Results and Discussion

3.1 *Enhancing cultural heritage, modernization, and sustainable tourism for Indonesia's premier destination*

The development and revitalization of Taman Mini Indonesia Indah (TMII), a 150-hectare tourist destination in East Jakarta, reflect an overarching vision to enhance its appeal, quality, and cultural significance as one of Indonesia's premier attractions. This development plan includes thematic area expansions, the integration of modern technology, infrastructure upgrades, and a wide range of improved attractions. By incorporating cultural and artistic programs, fostering partnerships with private entities, intensifying promotional efforts, and elevating service quality, TMII aims to enrich the visitor experience, highlight Indonesia's cultural diversity, and safeguard the site's heritage. These initiatives are expected to establish TMII as a showcase of Indonesia's natural beauty and cultural richness, inviting both domestic and international audiences to experience and appreciate the nation's unique legacy.

This transformation builds upon TMII's existing identity as a leading educational and cultural tourism site since its inauguration on April 20, 1975. Through its revitalization, TMII is also committed to aligning with modern environmental standards, aiming to be a sustainable, green, and low-emission site. The integration of green spaces and eco-friendly design contributes to creating an inviting and inclusive environment that fosters educational experiences and cultural awareness. TMII's expansive array of exhibits provides visitors with access to diverse knowledge about Indonesia's rich history, cultural heritage, and traditional values. Serving as an educational hub, TMII has established itself as an essential resource for visitors to learn about the country's multifaceted identity through its various museums, performances, and cultural programs.

In line with TMII's mission to represent Indonesia's diverse heritage, a comprehensive 30-year master plan guides the revitalization process, aiming to unify and enhance the site's attractions and infrastructure. Specific steps include updating key facilities, expanding accessibility for individuals with disabilities, and modernizing entryways and parking areas to enhance the visitor experience. Some attractions that do not align with TMII's core mission, such as SnowBay, have been removed to make room for facilities better suited to TMII's objectives, while key entry points like the Boulevard gate have been upgraded to provide seamless access and connectivity. Additionally, this development plan includes substantial infrastructure enhancements, aimed not only at making TMII more visitor-friendly but also at preparing it to host international events, such as the ASEAN Summit, thereby strengthening TMII's role as a cultural and diplomatic landmark.

Infrastructure improvements go beyond aesthetic updates, introducing facilities that cater to a wide range of visitor needs. Recreational areas, such as children's play zones, interactive gardens, and dedicated sports facilities, have been added, along with accessible parking zones, bicycle lanes, and walkways that promote sustainable and inclusive transportation options. Dilapidated structures, including outdated restrooms and neglected museum buildings like the Telecommunication Museum, have been renovated to reflect TMII's commitment to quality and cultural preservation. Iconic structures like Plaza Tugu Api Pancasila have also been revitalized with increased greenery, reflecting TMII's environmental goals and providing a tranquil, natural setting for visitors to enjoy.

Similarly, revitalization efforts extend to TMII's celebrated landmarks, such as the Keong Mas Theater and the Archipelago Lake. These sites have undergone enhancements to improve both aesthetics and functionality, with the lake now featuring a detailed and

accurate representation of Indonesia's islands. The addition of dancing fountains and comfortable seating around the lake has transformed the space into a scenic, family-friendly recreational area, catering to visitors of all ages. New pathways and improved parking facilities ensure that TMII remains accessible to everyone, while prohibiting the use of private vehicles within the grounds aligns with TMII's vision of a more pedestrian-friendly, environmentally conscious site.

To support TMII's sustainability goals, a digital ticketing system has replaced the previous on-site purchase process, although this transition has presented challenges for visitors less comfortable with technology, particularly older guests and young children. TMII's newly redesigned website provides essential information, such as upcoming events, digital maps, and interactive guides, and has introduced features for ticket purchases and merchandise sales. Moreover, the adoption of a "smart system" allows TMII to efficiently manage visitor flow, monitor queues, and ensure security, creating a safer, more organized environment for all.

With these strategic advancements, TMII is poised to maintain its prominence as a world-class tourism and educational destination. The revitalized TMII not only reinforces Indonesia's cultural identity but also presents it in a way that embraces innovation and sustainability. By balancing modernization with respect for cultural and environmental values, TMII offers a unique platform for visitors to connect with Indonesia's heritage while contributing to its ongoing preservation and global appreciation.

3.2 Community empowerment

The revitalization of Taman Mini Indonesia Indah (TMII) involves various communities and stakeholders working together to support its development and maintenance. Several communities play key roles in this initiative. The cycling community, LOOP, was introduced by TMII to contribute to the park's upkeep and development. They have access to dedicated cycling paths within green areas, free from vehicles and pollution, which enhances TMII's maintenance efforts. Additionally, the Cultural and Arts Community, which includes artists, cultural practitioners, and cultural preservationists, significantly promotes both traditional and contemporary art forms within TMII. This community organizes performances, exhibitions, and workshops to cultivate a deeper appreciation of Indonesia's rich cultural heritage, as seen with groups like Sanggar Seni Bhineka. Furthermore, the Environmental and Conservation Community, which advocates for environmental stewardship and natural conservation, assists TMII in implementing eco-friendly practices, promoting renewable energy use, efficient waste management, and green area preservation. Finally, the Technology and Innovation Community, focused on technological advancements, contributes by developing modern technological solutions to enhance the visitor experience at TMII, such as mobile applications, smart systems, and other digital innovations for improved efficiency and security.

3.3 Environmental restoration

The revitalization of TMII, which began in January 2022, introduced the "Indonesia Opera" concept, designed as a condensed representation of Indonesia's cultural wealth and diversity, aligned with TMII's original vision. This redesign aimed to immerse visitors in Indonesia's cultural richness immediately upon entry. The "Indonesia Opera" model also emphasizes eco-friendly design, maintaining a balance with 70% green space and 30% buildings, as originally intended in 1972. On September 1, 2023, TMII revealed its new, innovative, and revolutionary image under the #WajahBaruTMII initiative, built on four pillars: green, inclusive, cultural, and smart. TMII's green pillar, particularly, features a 70% eco-park green area, supporting TMII's commitment to Green Tourism. Emission-producing vehicles are required to park in designated areas, while only emission-free or environmentally friendly vehicles—such as electric tourist cars, electric scooters, and bicycles—are available for visitors to explore the park.

3.4 Sustainable transportation

Post-revitalization, TMII has the potential to set a model for sustainable transportation practices, offering options such as electric bicycles or e-scooters for visitors. These eco-friendly transportation alternatives are available for rent at varying rates: Rp70,000 for 30 minutes, Rp120,000 for one hour, and Rp200,000 for two hours. Electric shuttle buses also operate around the TMII area, providing an effective solution for visitors moving between sections of the park without increasing carbon emissions. The construction of safe, separate bike lanes encourages visitors to use bicycles, supporting healthy and environmentally friendly transportation choices. Additionally, the introduction of a light rail or electric mini-train encircling TMII offers an environmentally conscious attraction that provides visitors with a unique and enjoyable experience. These initiatives allow TMII to actively support sustainable mobility and raise environmental awareness among its visitors. However, due to limited shuttle buses, observations indicate that tourist congestion can occur at bus stops.

3.5 Sustainable development concept

Sustainable Development is defined as development aimed at meeting the needs of the present generation without compromising the ability of future generations to meet their own needs. This concept emphasizes balancing economic growth, environmental sustainability, and social equity. According to the World Tourism Organization (2019), several key factors contribute to achieving sustainable tourism. These include environmental conservation through protecting biodiversity, preserving land, water, and air quality, and reducing greenhouse gas emissions and pollution, as well as minimizing negative environmental impacts. Additionally, sustainable tourism should yield economic benefits, such as increasing income, creating job opportunities, and promoting local products and services. Engaging local communities in decision-making processes and providing them with opportunities to benefit from sustainable tourism is also crucial, along with preserving and promoting local cultural heritage. Effective management of tourism resources, like natural and cultural attractions, is essential to ensure long-term sustainability. This also involves developing eco-friendly, energy-efficient tourism infrastructure and encouraging stakeholder participation, including government, tourism industry, local communities, and NGOs, to facilitate sustainable tourism practices. Evaluating the social and environmental impacts of tourism activities is also critical to mitigating negative effects.

In the context of developing tourist destinations like TMII's revitalization, the sustainable development concept ensures that growth is not solely focused on economic attraction but also considers its effects on the natural environment and local communities, ensuring equitable benefits across all stakeholders. TMII's 2022 revitalization supports sustainable development through the creation of "Green TMII," a green, sustainable destination featuring 70% green space and 30% buildings. This design fosters a comfortable and refreshing environment, meeting visitors' demands for a cool and lush atmosphere. Additionally, visitors are required to park their vehicles outside the TMII area, as it is a carbon-emission-free zone. For those wishing to explore the TMII area, management has provided electric vehicles to enhance the visitor experience.

3.6 The Concept of tourist destinations

Tourist destinations refer to places where travelers engage in tourism activities. This definition encompasses a broad range of locations, including regions, cities, areas, provinces, or even countries (Nurdin Hidayah, 2019). To be classified as a tourist destination, a location must possess certain components integral to tourism activities, such as attractions, supporting facilities, infrastructure, and effective management. According to Nurdin Hidayah (2019), tourist destinations can be categorized into two groups: first, there

are destinations that lack administrative boundaries, which refers to locations defined by certain administrative limitations or that span two or more administrative regions. Second, there are destinations with clear administrative boundaries. Prasiasa (2013) further explains that tourist destinations can be classified based on their characteristics, which include natural resource destinations, such as mountains, beaches, climates, and forests; cultural resource destinations, such as regional pavilions and the Imax Keong Mas theater found in Taman Mini Indonesia Indah (TMII); recreational facilities, like the Bird Park, the Palace of Indonesian Children, Sky World, and Freshwater World; events, including the Chinatown Bazaar, Balance Bike, Kala Senja Music, Soul of Youth, and the Kecak Dance; specific activities, such as the cable car in TMII; psychological attractions, like adventures; romantic journeys; and isolation.

The attractions offered at Taman Mini Indonesia Indah (TMII) provide a diverse array of experiences for visitors. TMII hosts various tourism activities tailored to meet the needs of its visitors, encompassing entertainment options, food fairs, amusement rides, replicas of traditional houses, and sports activities. In addition, the TMII area features souvenir kiosks and shops selling various handicrafts, such as bags made from coconut shells or rattan, angklungs, hats, bracelets, necklaces, wallets, shoes, and calligraphy banners. The availability of local delicacies, such as Bir Pletok and Roti Buaya, adds to the appeal for many tourists visiting TMII. Furthermore, TMII facilitates transportation through electric buses, enhancing visitor mobility while promoting the use of public transport to create a healthier, emissions-free environment. The site is also equipped with supporting facilities, including restaurants, gazebos, toilets, parking areas, and places of worship. Although public transport access to TMII from urban areas is available, traveling within TMII is more efficient using private vehicles. The routes to the attractions are well-maintained and easily accessible, ensuring a smooth and enjoyable experience for visitors.

In terms of marketing, Taman Mini Indonesia Indah employs various strategies to attract tourists. According to Suryadana and Octavia (2015), tourism marketing is a coordinated system that implements various policies for tourism industry stakeholders, including both private and government sectors at local, regional, national, or international levels, aiming to achieve visitor satisfaction. Among the marketing strategies employed by TMII are social media marketing, television advertising, and promotional activities.

Social media serves as a primary tool for marketing in the current landscape, effectively reaching potential visitors through platforms like Instagram, YouTube, and TikTok, which are widely used in daily life. TMII leverages social media by sharing videos showcasing its recreational offerings, visitor guidelines, and activities, alongside posts highlighting the beauty and advantages of the park. Television advertising, while not the primary marketing strategy for TMII, plays a significant role, as the legendary status of TMII often leads to media coverage, especially during school holidays. This exposure provides a substantial opportunity to present the park's attractions to a broader audience. Promotional activities also constitute an essential aspect of TMII's marketing strategy, as they aim to engage visitors, particularly school groups, by emphasizing TMII as not only a recreational site but also an educational venue. The promotional activities are conducted through various channels, including social media, print media, and direct selling efforts.

4. Conclusions

Based on the findings, Taman Mini Indonesia Indah (TMII) is a popular tourist destination in the Jabodetabek area, located in East Jakarta, and recognized as one of Indonesia's largest attractions. To enhance the quality of its facilities, TMII has undertaken various development initiatives, including themed areas, modern technology integration, and improved attractions. The revitalization of TMII is significant for increasing its appeal and the quality of the tourist destination. One of the key concepts promoted in this revitalization is "Indonesia Opera," representing the country's cultural diversity. The revitalization also includes infrastructure improvements, enhanced accessibility, and environmental recovery, along with options for online ticket purchases and eco-friendly

transportation like electric bicycles and shuttle buses. The outcomes of the revitalization plan at TMII have been successful, positioning the destination for growth and attracting more visitors, showcasing a new and improved image, or #WajahBaru TMII.

Moreover, TMII's sustainable development initiatives have established it as an environmentally friendly destination, known as Green Tourism. This approach prioritizes not only economic growth and tourist attraction but also considers environmental impacts and local community welfare. The revitalization has transformed TMII into a premier educational and recreational destination that promotes Indonesia's cultural diversity while preserving the environment. In addition to its attractions, TMII provides supporting facilities such as restaurants, restrooms, and parking areas, along with electric buses for visitor transportation. The destination encompasses various components, including attractions, facilities, infrastructure, and management, with promotions conducted through social media, television, and direct selling.

In terms of recommendations, it is advisable for TMII management to continue offering on-site ticket purchases. The current exclusive online ticketing may pose challenges for tourists unfamiliar with digital platforms, so establishing direct ticket counters at the location would facilitate access. Additionally, the provision of electric buses is still relatively limited, which can lead to congestion during peak holiday seasons as visitors wait for transportation. Increasing the number of electric buses available would enhance the comfort of arriving tourists and prevent similar issues in the future.

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Author Contribution

The authors contributed to all aspects of this research paper, including the conceptualization of the study, literature review, data collection, analysis, and interpretation of findings. The author was also responsible for drafting the manuscript and ensuring its revisions were aligned with the research objectives. Additionally, the author oversaw the research design and methodology, as well as the integration of feedback from peers and mentors throughout the research process.

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