



The Condition of Taman Mini Indonesia Indah after revitalization

Dian Efrilania, Diani Mustika Prianti^{1*}

¹ Vocational Education Program, Faculty of Vocational Studies, Universitas Indonesia, Depok, 16424, Indonesia.

*Correspondent: diani.mustika15@ui.ac.id

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ABSTRACT

Introduction: Revitalization is a process or way and action to revive something that has previously been empowered. The purpose of this research is to know and analyze the development condition of TMII before and after revitalization. **Methods:** This research was conducted by researchers within a period of one month with a research methodology using qualitative research and descriptive research with data collection techniques of observation, interviews and literature studies. The results of this research are used as a comparison of conditions before and after revitalization. **Findings:** TMII revitalization was carried out to welcome the G20 Summit international event held in Indonesia. TMII became one of the places that was renovated ahead of the G20 Summit to represent the diversity and richness of cultural potential. **Conclusion:** TMII, one of Indonesia's iconic tourist destinations, underwent its first major revitalization in 2022 after nearly five decades, in line with the G20 and marking the shift in management to Taman Wisata Candi (TWC). This transformation reflects the government's commitment to preserving and modernizing national heritage assets. **Novelty/Originality of this article:** The novelty of this research lies in the comparative analysis of the condition of Taman Mini Indonesia Indah (TMII) before and after the massive revitalization, with a special focus on the transformation of culture and tourism ahead of the G20 Summit.

KEYWORDS: revitalization, condition, comparison

1. Introduction

Tourism is an important industry in Indonesia. In 2009, tourism was the third-largest source of foreign exchange after oil, gas, and palm oil. Indonesia's natural and cultural wealth plays a significant role in its tourism sector. The country's geographical characteristics include a tropical climate, 17,508 islands—6,000 of which are uninhabited—and the third-longest coastline in the world, after Canada and the European Union. Additionally, Indonesia is the largest archipelagic country and one of the most densely populated nations.

Tourism has consistently been the third-largest contributor to foreign exchange earnings after oil, gas, and palm oil. Before the COVID-19 pandemic, the number of international tourist arrivals continued to increase, leading to the appreciation of the national currency. Furthermore, local economies grew as international tourists continued to visit Indonesia. The role of the tourism sector in the economy is evident, as it is classified as an industry with a substantial economic impact on local regions. The tourism industry not only offers job opportunities but also empowers women and young people through creative

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enterprises. Moreover, the sector plays a role in poverty alleviation by supporting micro, small, and medium enterprises (MSMEs).

Tourism trends in 2023 are expected to evolve and differ from those in 2022. The number of tourists is projected to continue rising as the government has made significant efforts to revitalize the tourism industry. According to the Ministry of Tourism and Creative Economy (Kemenparekraf) and Expedia 2022, several key tourism trends will emerge in 2023. One of them is wellness retreats, which focus on improving mental, physical, and spiritual well-being. Tourists in 2023 seek action, tranquility, and enjoyment, including less conventional ways to find happiness. Another trend is cultural experiences, where more tourists aim to immerse themselves in new cultures during their travels. They want to learn about new cultures, languages, and cuisines and explore underrated destinations. The third trend is offline tourism, where many travelers wish to disconnect from digital devices and reconnect with nature. It is estimated that up to 60 percent of tourists want to travel without staying connected to their devices. However, camping, ecotourism, and glamping remain popular.

In general, based on the competitiveness of the tourism industry, Indonesia's tourism sector continues to develop year after year. The rapid growth of Indonesia's economy is reflected in the accelerated development of tourism. However, the tourism industry was one of the sectors most affected by the COVID-19 pandemic, which impacted the world, including Indonesia. This is evident in the significant decline in tourist arrivals in Indonesia in October 2020, with numbers dropping by as much as 88.25 percent. Besides international tourists, domestic tourist visits also decreased, causing substantial losses in the tourism industry due to travel restrictions and the closure of many destinations.

Taman Mini Indonesia Indah (TMII) is one of Indonesia's most famous tourist destinations, located in Jakarta. The idea to develop TMII was initiated by the First Lady, Siti Hartinah, better known as Ibu Tien Soeharto. The idea emerged after she visited Disneyland. Impressed by Disneyland, Ibu Tien envisioned creating a tourism site that showcases Indonesia's wealth, particularly its cultural richness, and thus established TMII. Construction of TMII began in 1972 and was completed in 1975. Initially, TMII had only 26 regional pavilions, but as Indonesia's number of provinces grew, the number of pavilions increased to 34. TMII attractions are categorized into several sections, including pavilions, museums, equestrian facilities, gardens, and various supporting amenities. The park spans approximately 150 hectares and features a "miniature" version of Indonesia. Various aspects of daily life across Indonesia's 33 provinces can be experienced firsthand without having to visit each region.

Visitor numbers to Taman Mini Indonesia Indah (TMII) had been declining even before the pandemic. However, efforts are underway to revitalize the destination. According to the Central Statistics Agency (BPS), visits to TMII increased to 889,993 in 2021. This figure represents a 20.78% decline from the previous year, which saw 1.1 million visits. Before the COVID-19 pandemic, the number of visitors reached 6 million in 2018, then decreased to 5.1 million in 2019.

Table 1. TMII visitor data

Year	TMII Visitor Data
2021	889,993
2020	1.1 Million
2019	5.1 Million
2018	6 Million
2017	5.7 Million

Revitalization is a process, method, or action to bring something back to life that was previously strengthened. According to the Indonesian Dictionary (KBBI), revitalization is the process, method, or act of reviving or bringing back various artistic activities (KBBI, 2005). The concept of revitalization is both a "process" and a "product" (Sumandyohadi, 2018). The process refers to the activities and how they are carried out, while the product is the result

of the process, producing something desirable. Revitalization includes conservation or protection, development, and preservation and is simultaneously understood as a process of creativity (Sumandyohadi, 2018). In this study, renovation is more focused on the reconstruction process of buildings, including vehicles and areas.

The revitalization of TMII began in January 2022. Additionally, on May 17, 2022, TMII was closed to the public. During the renovation, several facilities and systems were upgraded. These include road maintenance within the TMII area, the rearrangement of the main gate, the renovation of Joglo (Sasono Utomo, Sasono Langen Budoyo, Sasono Adiguno), and museum renovations. Other projects included the redesign of the Nusantara Archipelago landscape, the renovation of the Garuda Theater Museum, the Telkom Museum, Keong Mas, and the construction of a garden. The Minister of Public Works and Public Housing (PUPR) allocated IDR 1.13 trillion for the TMII renovation. TMII reopened on November 20, 2022. However, this reopening was not yet complete, as it was still in a limited trial phase. TMII implemented a visitor quota of 5,000 people per day.

2. Literature Review

2.1 Revitalization

In the Indonesian Dictionary, revitalization means "revival" or "reawakening." Literally, revitalization means bringing back vitality. Its significance is not only the preservation or reactivation of what already exists but also the improvement of structure, operation, and its adaptation to new conditions. The revitalization process of an area includes improvements in physical, economic, and social aspects. Through revitalization, we can recognize and utilize the potential of the environment, including its history, meaning, uniqueness, and image of the place.

Based on the Minister of Public Works Regulation No. 18/2010 on guidelines for area revitalization, revitalization is an effort to enhance the value of a country or region through the development of an area that can improve its previous function. According to the Department of Settlement and Regional Infrastructure (Kimpraswil), revitalization is a series of efforts to rejuvenate areas prone to decline, invest in areas with strategic and significant vitality, and/or reorganize generally chaotic or unstructured areas.

Revitalization itself aims not only to improve physical aesthetics but also to enhance the local economy and integrate existing cultural values. The goal of area revitalization is to increase the vitality of built-up areas through urban policies that foster local economic growth and stability, integrate with the urban system, ensure livability, promote social justice, and sustain cultural and ecological balance.

3. Results and Discussion

3.1 Changes in TMII after revitalization

Taman Mini Indonesia Indah (TMII) conducted a limited reopening trial for the public after being temporarily closed for revitalization. Several new features were introduced following TMII's reopening. The limited reopening trial began on November 20, 2022, as announced on TMII's official Instagram account, @media_tmii.

The revitalization was carried out in preparation for the international G20 Summit in Indonesia, which took place in Bali on November 15, 2022. According to the Ministry of Public Works and Housing (PUPR), TMII was one of the locations renovated ahead of the G20 Summit as a means of representing Indonesia's cultural diversity and rich potential. This cultural representation is showcased through the pavilions and architectural designs of the destination.

During the revitalization process, several attractions and facilities were upgraded, including road maintenance within the TMII area, restructuring of the main gate, renovations of the joglo buildings (Sasono Utomo, Sasono Langen Budoyo, Sasono Adiguno),

and museum renovations. Additionally, the landscaping of the islands in the Archipelago Lake was improved, along with the renovation of Garuda Theater Museum, Telkom Museum, Keong Mas, and the construction of a new parking building. The updates following the revitalization include as follows.

Online ticket purchase, all TMII visitors are required to purchase tickets online to enter the park. Tickets can be purchased through the website www.tamanmini.com or the Travelink app. The entrance fee for everyone is IDR 25,000. Meanwhile, the fees for vehicles are as follows: IDR 25,000 for cars and bicycles, IDR 15,000 for motorcycles, and IDR 50,000 for buses. Then, the eco-friendly transportation, visitors to TMII can explore the area using eco-friendly transportation. TMII provides electric cars and buses. Additionally, there is an aeromovel train that offers visitors the experience of riding a monorail. Visitors can also ride bicycles, scooters, electric motorcycles, or electric cars.



Fig. 1. Eco-Friendly Transportation

Modern parking, regarding the environmentally friendly transportation, visitors must park all motorized vehicles in the centralized parking building. This parking building has four floors and a basement, allowing it to accommodate hundreds of vehicles. For your information, this centralized parking building was previously the Snowbay Waterpark attraction. Now, the swimming pool has been closed and converted into a parking area.

Another revitalization is Plaza Tugu Api Pancasila. The newly revitalized TMII adopts an environmentally friendly concept, with 70 percent of the area preserved as green space. To realize this vision, the Plaza Tugu Api Pancasila area has been revitalized into a lush grass field. Then, Keong Mas theater, the nostalgic theater courtyard has been transformed into a plaza that prioritizes pedestrians, featuring a large pavilion for visitors to rest. In addition, the landscape of Archipelago Lake has been redesigned to enhance its natural beauty, providing a more immersive experience for visitors.



Fig. 2. Revitalization of (a) plaza Tugu Api Pancasila; (b) Keong Mas theater; (c) Archipelago Lake

For Pandang Saudjana tower, located on the west side of Archipelago Lake, this six-story tower offers visitors a 360-degree panoramic view of TMII. Following its revitalization, TMII now adopts four new concepts: Inclusive, Green, Smart, and Culture. The Inclusive concept ensures open access for all layers of society and is designed to be disability-friendly. The Green concept prioritizes open spaces, with 70% of TMII's development dedicated to green areas and only 30% allocated for buildings. The Smart concept aligns with technological advancements, while the Culture concept strengthens visitors' connection to TMII's pavilions and museums, celebrating Indonesia's diverse heritage. With this revitalization, InJourney President Director Dony Oskaria stated that TMII will become "The Ultimate Showcase of Indonesia." He explained that TMII will be revitalized under the Indonesia Opera concept, representing Indonesia's regional and cultural diversity in a modern and inspiring way.



Fig. 3. Pandang Saudjana Tower

After the revitalization, TMII embraces four new concepts: Inclusive, Green, Smart, and Culture. The first concept, Inclusive, ensures open access for all segments of society and is designed to be disability-friendly. The Green concept prioritizes open spaces, with 70% of TMII's development dedicated to green areas and only 30% allocated for buildings. The third concept, Smart, aligns with technological advancements, while the fourth concept, Culture, strengthens visitors' connection to TMII's pavilions and museums. With this revitalization, InJourney President Director Dony Oskaria stated that TMII will become The Ultimate Showcase of Indonesia. This means TMII will be revitalized under the Indonesia Opera concept, representing Indonesia's regional and cultural diversity in a modern and inspiring way.

3.2 Interview Results

Based on the interview with the Public Relations Manager of TMII, since its establishment in 1975, TMII had never undergone a large-scale revitalization for approximately 47 years until early 2022. Previously, only minor maintenance was carried out. The revitalization process of TMII was initiated to support Indonesia's G20 Presidency program held in Bali and Jakarta. The revitalization budget was provided by the state and implemented by the Ministry of Public Works and Housing (PUPR). TMII is a state-owned asset under the Ministry of State Secretariat. Before the revitalization, it was managed by the Harapan Kita Foundation. However, as of July 1, 2021, the management was taken over by the Ministry of State Secretariat. After a three-month transition period, the Ministry of

State Secretariat handed over the management of TMII to Taman Wisata Candi (TWC). To support the G20 Presidency program, a large-scale revitalization was undertaken by the state.

TMII underwent revitalization in almost all areas, with particular attention to facilities and pathways. Before the revitalization, TMII was dominated by buildings. After the revitalization, its function as a garden was restored, with 70% designated as green open space and 30% as building zones. Previously, pavilions and museums were enclosed by fences, but now these barriers have been removed. Several abandoned buildings, such as the Telkom Museum, had been left neglected due to mismanagement. Eventually, buildings that no longer aligned with the management's planning list were demolished and converted into green open spaces. Additionally, Snow Bay was repurposed into a parking area, and several buildings underwent renovations and facility upgrades.

Following the revitalization, TMII now presents a fresh look with a new concept based on four pillars of tourism. The first pillar, Smart, means that all TMII services are transitioning to digital systems, including online ticket purchases and cashless payments via QRIS and debit cards for attractions and dining. The second pillar, Green, ensures that 70% of TMII consists of green open spaces. TMII features a lake with a jogging track, dedicated bicycle lanes, and accessible pathways for people with disabilities. The third pillar, Inclusive, signifies that TMII is open to all social groups, reinforcing its identity as a public-friendly destination. Entrance tickets are priced at IDR 25,000 per person. The main gate operates from 6 AM to 5 PM, while pavilions open at 8 AM. The fourth pillar, Culture, highlights TMII's role as a cultural preservation site, now offering more cultural performances. With expanded open spaces, TMII recently hosted cultural events during the Eid holiday, including regional dance performances and a parade across the TMII grounds. Previously, performances were held on stages, but now they take place in open areas without barriers between performers and audiences. This allows visitors to actively engage in the cultural experience, such as joining the dances. Performance spots include the Candi Bentar area and several other locations.

Regarding visitor numbers, there has been a noticeable difference before and after the revitalization, especially during the COVID-19 pandemic when restrictions were imposed. At that time, TMII operated at only 25% capacity and even underwent a full three-month lockdown. Furthermore, during the revitalization process, TMII was closed for 10 months before reopening to the public on November 20, 2022. The revitalization process lasted from January to November 2022. On May 5, 2023, the World Health Organization (WHO) officially declared the end of the pandemic, allowing the tourism industry to resume activities. However, TMII has not yet fully reopened and remains in a trial phase. A grand launching event is scheduled for August, as several areas, including the Bird Park and the Komodo Museum, are still undergoing revitalization. Some parts are still in the trial-and-error phase.

During the Eid holiday, TMII experienced a significant increase in visitor numbers. Taking advantage of this, TMII's Marketing Communication team conducted random interviews with visitors from different regions to gather feedback on the new TMII. These interviews provided valuable insights from tourists. To boost post-revitalization visitor numbers, TMII engaged in promotional activities, including press conferences and media gatherings involving journalists. TMII has close relations with regional media contributors who report on tourist attractions. Before reopening in November, TMII invited over 30 media representatives from print, online, and television outlets. In addition to press conferences, TMII organized a media tour using electric vehicles to showcase the newly revitalized facilities. Besides leveraging mass and social media for promotion, TMII deployed a canvassing team to conduct school and community outreach through presentations and brochure distribution.

The revitalization brought both positive and negative impacts. On the positive side, TMII's Green concept promotes an eco-friendly environment by limiting vehicle access to electric or low-emission vehicles. Visitors with gasoline-powered vehicles must park in designated areas, while electric shuttles are available for free transport within TMII. Additionally, electric scooters and bicycles are available for rent at approximately IDR

30,000 per person. For those who prefer walking, well-maintained jogging tracks surrounded by trees and lakes have been provided.

On the negative side, changing public habits is challenging and requires time. TMII aims to educate visitors about its post-revitalization concept and encourage appreciation for clean air. However, the new design ensures a safer environment for families with children, as the absence of gasoline-powered vehicles allows kids to run and cycle freely. TMII monitors visitor sentiment on social media, particularly Instagram, where analysis shows that negative comments regarding these changes have gradually decreased. A primary challenge for TMII, especially its environmental management team, is maintaining the vast green areas, which require extensive upkeep. The interviewee also shared a message for prospective visitors: TMII has recently undergone revitalization, yet 24.4% of tourists remain unaware of these changes.

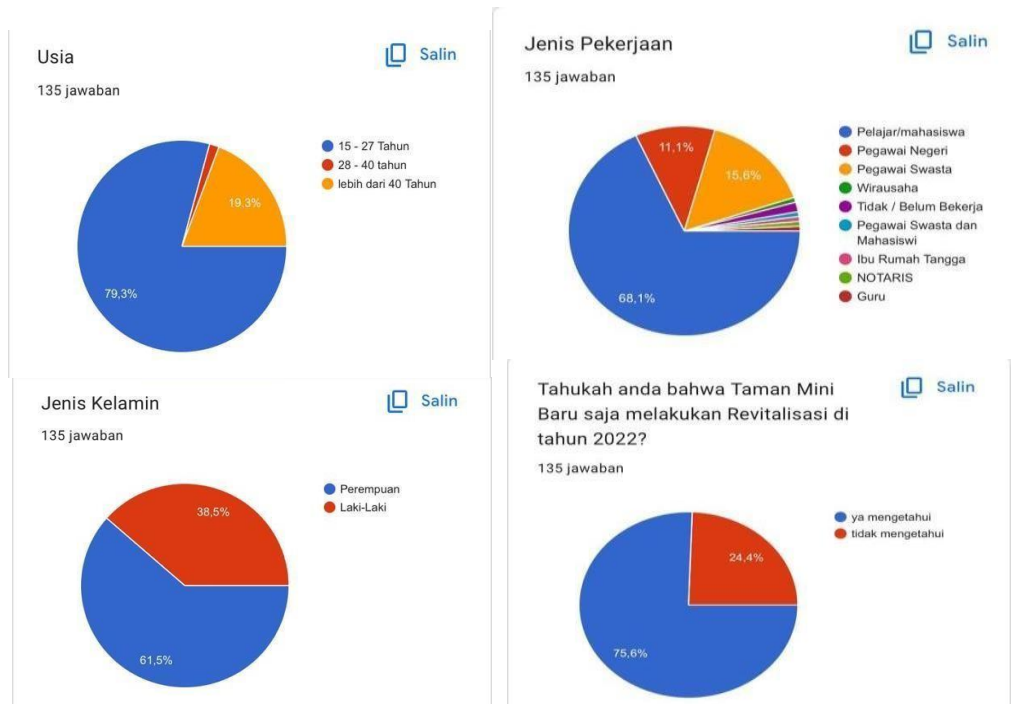


Fig. 4. The percentage of tourists who are not yet aware that TMII has recently been revitalized.

Next, for the first statement, the researcher asked whether the TMII tourist location had complete facilities before the revitalization. The majority of responses, 51.9%, answered fairly satisfied, 25.9% answered satisfied, 11.1% answered very satisfied, 8.9% answered dissatisfied, and 2.2% answered very dissatisfied. Meanwhile, for the statement regarding whether the TMII tourist location had complete facilities after the revitalization, most responses, 48.9%, answered satisfied, 32.6% answered very satisfied, 11.9% answered satisfied, 3.7% answered dissatisfied, and 3% answered very dissatisfied.

For the second statement, the researcher asked about whether the tourist location was clean, well-maintained, and comfortable to visit before the revitalization. The majority of responses, 37.8 percent, answered satisfied, 37 percent answered fairly satisfied, 12.6 percent answered dissatisfied, 9.6 percent answered very satisfied, and 3 percent answered very dissatisfied. Meanwhile, for the statement regarding whether the tourist location was clean, well-maintained, and comfortable to visit after the revitalization, the majority of responses, 43.7 percent, answered satisfied, 38.5 percent answered very satisfied, 14.1 percent answered satisfied, 2.2 percent answered dissatisfied, and 1.5 percent answered very dissatisfied.

For the third statement, the researcher asked about whether the entrance ticket price was affordable, and the ticket counter service was carried out effectively before the revitalization. The majority of responses, 40 percent, answered fairly satisfied, 37 percent

answered satisfied, 14.8 percent answered very satisfied, 5.9 percent answered dissatisfied, and 2.2 percent answered very dissatisfied. Meanwhile, for the statement regarding whether the entrance ticket price was affordable, and the ticket counter service was carried out effectively after the revitalization, most responses, 40.7 percent, answered satisfied, 27.4 percent answered satisfied, 23 percent answered very satisfied, 7.4 percent answered dissatisfied, and 1.5 percent answered very dissatisfied.

For the fourth statement, the researcher asked whether the staff had the ability to provide accurate and precise information before the revitalization. The majority of responses, 38.5 percent, answered fairly satisfied and satisfied, 11.1 percent answered very satisfied, 10.4 percent answered dissatisfied, and 1.5 percent answered very dissatisfied. Meanwhile, for the statement regarding whether the staff had the ability to provide accurate and precise information after the revitalization, the majority of responses, 50.4 percent, answered satisfied, 27.4 percent answered very satisfied, 19.3 percent answered fairly satisfied, and 1.5 percent answered dissatisfied and very dissatisfied.

For the fifth statement, the researcher asked whether the staff could resolve tourists' issues sincerely and satisfactorily before the revitalization. The majority of responses, 39.3 percent, answered satisfied, 35.6 percent answered fairly satisfied, 11.1 percent answered both dissatisfied and very satisfied, and 3 percent answered very dissatisfied. Meanwhile, for the statement regarding whether the staff could resolve the tourists' issues sincerely and satisfactorily after the revitalization, most responses, 46.7 percent, answered satisfied, 28.1 percent answered very satisfied, 21.5 percent answered satisfied, 2.2 percent answered dissatisfied, and 1.5 percent answered very dissatisfied.

For the sixth statement, the researcher asked whether the tourism staff provided responsive and satisfactory service to visitors before the revitalization. The majority of responses, 40 percent, answered fairly satisfied, 34.8 percent answered satisfied, 14.1 percent answered very satisfied, 9.6 percent answered dissatisfied, and 1.5 percent answered very dissatisfied. Meanwhile, for the statement regarding whether the tourism staff provided responsive and satisfactory service to visitors after the revitalization, most responses, 45.9 percent, answered satisfied, 28.9 percent answered very satisfied, 20.7 percent answered satisfied, 3 percent answered dissatisfied, and 1.5 percent answered very dissatisfied. For the final question, the researcher asked visitors for their opinions on the purpose of the revitalization and whether the revitalization of TMII had any impact. Many visitors responded that the revitalization had a significant impact on the area's greenery, comfort, and security. Additionally, they stated that the revitalization made the area more modern and accessible to a wider market.

4. Conclusion

TMII is one of Indonesia's iconic tourist destinations, located in Jakarta. The idea for the development of Taman Mini Indonesia Indah was initiated by the First Lady, Siti Hartinah, who was better known as Ibu Tien Soeharto. TMII began construction in 1972 and was completed in 1975. The attractions available in TMII are divided into several categories, including pavilions, museums, rides, gardens, and various supporting facilities.

Since its establishment in 1975, approximately 47 years ago, TMII had never undergone a large-scale revitalization until early 2022. Previously, only minor maintenance had been carried out. Additionally, the revitalization of TMII was aimed at supporting the G20 Presidency program held in Bali and Jakarta. The revitalization budget was provided by the state, and the project was undertaken by the Ministry of Public Works and Housing (PUPR).

TMII is a state-owned asset under the Ministry of State Secretariat. Before the revitalization, it was managed by the Harapan Kita Foundation. However, on July 1, 2021, its management was taken over by the Ministry of State Secretariat. After a three-month transition period, the Ministry of State Secretariat handed over the management of TMII to Taman Wisata Candi (TWC).

Revitalization is a process of restoring or reviving something that was previously underutilized. TMII underwent revitalization across almost all areas within its grounds.

However, special attention was given to its facilities and pathways. Before the revitalization, TMII had more buildings, but after the process, its function as a park was restored. Now, 70% of the area consists of green open spaces, while the remaining 30% is designated as a building zone. Following the revitalization, TMII presents a new look with a fresh concept., TMII adopts four pillars of tourism concepts: Smart, Inclusive, Green, and Culture.

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Biographies of Authors

Dian Efrilania, Vocational Education Program, Faculty of Vocational Studies, Universitas Indonesia, Depok, 16424, Indonesia.

- Email: N/A
- ORCID: N/A
- Web of Science ResearcherID: N/A
- Scopus Author ID: N/A
- Homepage: N/A

Diani Mustika Prianti, Vocational Education Program, Faculty of Vocational Studies, Universitas Indonesia, Depok, 16424, Indonesia.

- Email: diani.mustika15@ui.ac.id
- ORCID: N/A
- Web of Science ResearcherID: N/A
- Scopus Author ID: N/A
- Homepage: N/A