JAKARTA CITY GOVERNMENT’S PROGRAMME AND POLICIES ON KOTA TUA REVITALIZATION

Presented by:
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Capital city of Indonesia

The population of Jakarta is 10.17 million in 2015, with a population density in the city of 15,367 people per square kilometer.

divided into five municipalities and one district administration. There are 44 sub-districts and 267 administrative villages.

Leading Sectors: 1. Services, Finance, and logistics; 2. City Tourism; 3. The creative economy
Generally, industry in DKI Jakarta is dominated by transportation & chemical equipment industry. **Limited land, water, and high wages** will made Jakarta's competitiveness weaken.

*Current Industry Conditions*

Source: Research Forum & Discussion, Bank of Indonesia, 2016
Tourism and creative industries have the potential to become new growth engines in DKI Jakarta because of its considerable carrying capacity.

Source: Research Forum & Discussion, Bank of Indonesia, 2016
Jakarta is one of the main destination of foreign tourists after Bali for business purposes.
POTENTIAL REVENUE IN TOURISM SECTOR

**Tax Revenue Source**

- **Pajak**: 24%
- **BPN-BPPT**: 12%
- **Hotel, Restoran, Hiburan**: 14%
- **BBN-KB**: 16%
- **PBB-P2**: 13%
- **Lainnya**: 13%

Source: BPS & DISBUDPAR DKI, reviewed

**POTENTIAL REVENUE IN TOURISM SECTOR YEAR 2017**

- **JANUARI**: 129.164.970.615
- **FEBRUARI**: 66.950.829.234
- **MARET**: 107.920.759.083
- **APRIL**: 64.723.310.898
- **MEI**: 92.929.277.179
- **JUNI**: 94.625.659.181
- **JULI**: 84.216.011.788
- **AGUSTUS**: 132.566.375.458
- **SEPTEMBER**: 47.736.744.651
- **OKTOBER**: 201.556.114.864
- **NOVEMBER**: 321.933.383.517
- **DESEMBER**: 82.581.197.057

Source: BPS & DISBUDPAR DKI, reviewed
<table>
<thead>
<tr>
<th>TOURISM CATEGORY</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecotourism</td>
<td>Kep. Seribu, Angke Kapuk Natural Park</td>
</tr>
<tr>
<td>Cultural Tourism</td>
<td>Situ Babakan, Ondel-ondel Betawi, Condet</td>
</tr>
<tr>
<td>Shopping Tourism</td>
<td>Thamrin City, Tanah Abang, Mangga Dua dan Mall-Mall</td>
</tr>
<tr>
<td>Sport Tourism</td>
<td>Senayan, Pondok Indah, PIK</td>
</tr>
<tr>
<td>Museum Tourism</td>
<td>Museum Gajah, Museum Sejarah Jakarta, Museum BI, Museum Bahari, Museum Seni, Museum Wayang</td>
</tr>
<tr>
<td>Heritage Tourism</td>
<td>Kota Tua Jakarta, Monas, Sunda Kelapa Port</td>
</tr>
<tr>
<td>Artificial Tourism</td>
<td>Dunia Fantasi, Ragunan Zoo, Taman Mini Indonesia Indah (TMII), Kidzania</td>
</tr>
<tr>
<td>Religion Tourism</td>
<td>Masjid Istiqlal, Klenteng, Cathedral</td>
</tr>
</tbody>
</table>

Source: BPS & DISBUDPAR DKI, reviewed
JAKARTA STRATEGIC AREA OF NATIONAL TOURISM

Seribu Islands

- P. Ayer
- P. Onrust
- P. Tidung
- P. Pramuka

Kota Tua

- Museum Fatahillah
- Kota Intan Bridge

Source: BPS & DISBUDPAR DKI, reviewed
<table>
<thead>
<tr>
<th>National Strategic Tourism Areas (KSPN)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Kota Tua</strong></td>
</tr>
<tr>
<td>1. Unavailability of tourism facilities and infrastructures</td>
</tr>
<tr>
<td>2. The Kota Tua Tourism Package Tour have not been integrated yet</td>
</tr>
<tr>
<td>3. Most of the cultural heritage buildings are owned by individuals / privates</td>
</tr>
<tr>
<td>4. The street vendors and artists are not yet relocated from Taman Fatahillah</td>
</tr>
<tr>
<td>5. The cleansing management in the area of Taman Fatahillah still not optimal</td>
</tr>
<tr>
<td>6. The coordination between communities in the area of Taman Fatahilah is not optimal</td>
</tr>
<tr>
<td>7. Issues on land subsidence</td>
</tr>
<tr>
<td>8. Lack of artificial attractions and events</td>
</tr>
<tr>
<td>9. Accessibility and connectivity throughout the area</td>
</tr>
<tr>
<td><strong>Seribu Islands</strong></td>
</tr>
<tr>
<td>1. The quality of the fleet does not meet the standard of shipping yet</td>
</tr>
<tr>
<td>2. The accessibility to Seribu Islands still limited</td>
</tr>
<tr>
<td>3. Lack of infrastructure and facilities (clean water, electricity, ATM / BANK, culinary, home stay)</td>
</tr>
<tr>
<td>4. Lack of artificial attractions and events</td>
</tr>
</tbody>
</table>

Source: Jakarta Cultural and Tourism Agency, reviewed
Generally, domestic and foreign tourists have a very good impression on the Kota Tua Jakarta, because the location is easy to reach, has high historical value and have various activities and events. But the density of traffic, sustainability of the location and cleanliness still need attention.

**Source:** Tripadvisor, reviewed
Kota Tua was made as a restoration area by Jakarta Capital City Governor Ali Sadikin in 1975.

Kota Tua Revitalization Program was started by DKI Jakarta Government in 2005.

Kota Tua becomes a National Tourism Destination by The Ministry of Tourism in 2011.

Establishment of Master Plan of Kota Tua Area by Jakarta Provincial Government (Governor Regulation No. 36 Year 2014) in 2014.

Proposing Stipulation of Kota Tua as a Cultural Heritage Area and entering UNESCO World Heritage Tentative List in 2015.

Source: Jakarta Cultural and Tourism Agency
“A REGION WITH VARIOUS CULTURE that has a high ECONOMIC VALUE as a TOURISM, BUSINESSES, SERVICE and TRADE area as well as preserving the HISTORICAL VALUES of the region”

(based on Government Regulation No. 36 Year 2014 concerning Master Plan of Kota Tua Area)
Developing city rejuvenation in Strategic Area that have high potential through revitalization, redevelopment and renewal

“Maintain and develop cultural heritage buildings and buildings for historical, scientific, cultural and tourism purposes”

The Revitalization of Kota Tua is one of the City Government's Superior Programs on Multi-Cultural Culture Development Issues in the RPJMD 2013-2017

Government Regulation No. 36 Year 2014 concerning Master Plan of Kota Tua Area
WORK AGREEMENT of ANIES - SANDI

- Building & Revitalizing Cultural Development Centers
- Reviving the Historical Points in Jakarta
- Building Benyamin Sueb Park as one of Betawi Cultural Center
- Revitalizing of HB Jassin’s Document Literary Center
- Developing Islamic Culture Festival and Revitalization Jakarta Islamic Center - Koja
- Strengthening Jakarta as a center for film development
- Building Quality Culinary Centers in Jakarta
- Developing Convention Tourism (MICE) in Jakarta
- Museum Revitalization
- Maritime tourism in Seribu Islands
- Heritage tourism at Kota Tua
- (Interactive) Parks
- Soccer Stadium
- Sport Festivals for the whole year
- Jakarta Art Festivals for the whole year
- Jakarta Community Festivals

Source: Anies-Sandi’s Synchronization Team, 2017
Simulation image – Masterplan Kotatua

Source: Jakarta Cultural and Tourism Agency
PROPOSED ACTIVITY KALI BESAR

REVITALIZATION of KOTATUA

Water transportation system

Water Farm as Public Space

Source: Jakarta Cultural and Tourism Agency
CHALLENGES

• JAKARTA OLD CITY RESILIENT
• FINANCE and BUDGET
  o Limited budget from provincial government
  o Alternative Project Financing
• CROSS-SECTOR COLLABORATION
• ASSET OWNERSHIP
• ORGANIZATION
1. Heritage has multiple values, including economic value, but there are far more economic impacts than just tourism.
2. There will never be enough public resources to save all our built heritage. We need to attract private investment through combination of regulations and incentives.
3. For heritage to be an economic development strategy there needs to be consistent and credible measurements of impact.
THANK YOU
<table>
<thead>
<tr>
<th>INDIKATOR KINERJA (OUTCOME)</th>
<th>KONDISI AWAL 2017</th>
<th>TARGET KINERJA PROGRAM PRIORITAS DAN KERANGKA PENDANAAN</th>
<th>KONDISI AKHIR 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018</td>
<td>2019</td>
<td>2020</td>
</tr>
<tr>
<td></td>
<td>TARGET</td>
<td>Rp (Juta)</td>
<td>TARGET</td>
</tr>
<tr>
<td>Jumlah Pelaku seni budaya yang dilatih</td>
<td>2,100</td>
<td>1,950</td>
<td>1,950</td>
</tr>
<tr>
<td>Persentase cagar budaya yang berhasil di revitalisasi</td>
<td>42%</td>
<td>11.60%</td>
<td>11.60%</td>
</tr>
<tr>
<td>Persentase Industri Pariwisata yang memiliki TDUP (Tanda Daftar Usaha Pariwisata)</td>
<td>80.45%</td>
<td>82%</td>
<td>85%</td>
</tr>
<tr>
<td>Persentase SDM Industri Pariwisata bersefertifikat</td>
<td>420</td>
<td>425</td>
<td>430</td>
</tr>
<tr>
<td>Jumlah Wisatawan Mancanegara</td>
<td>2,512,005</td>
<td>2,662,725</td>
<td>2,822,489</td>
</tr>
<tr>
<td>Jumlah Event Yang Diselenggarakan</td>
<td>48</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Jumlah Kawasan Objek Wisata Yang Dikembangkan</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Persentase kelengkapan sarana prasarana</td>
<td>42%</td>
<td>11.60%</td>
<td>11.60%</td>
</tr>
</tbody>
</table>
281 Bangunan Tua di Kawasan Kota Tua:

<table>
<thead>
<tr>
<th>NO.</th>
<th>STATUS BANGUNAN</th>
<th>JUMLAH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ditetapkan dalam SK Gub. 475/1993 sbg BCB</td>
<td>86 bangunan</td>
</tr>
<tr>
<td>2.</td>
<td>Belum ditetapkan</td>
<td>195 bangunan</td>
</tr>
</tbody>
</table>

Kepemilikan:

- Swasta/Masyarakat: 141; (50%)
- Pemerintah Pusat/BUMN: 134; (48%)
- PemProv DKI: 6; (2%)
Penyelenggaraan
FESTIVAL
EVENT
Sepanjang Tahun

Dinas Pariwisata dan Kebudayaan Provinsi DKI Jakarta
Jenis Kegiatan Event/Festival

Festival Palang Pintu
Festival Kalimalang
Festival Pentas Seni
Festival Pasar Baru
Pemilihan Abang None Jakarta
Festival Band
Jakarnaval
Festival Wayang Nusantara
International Jakarta Kite Festival
Festival Musik Indie
Festival Bunga Rawa Belong
Festival Lebaran Betawi

Festival Night At The Museum
Festival Museum Day
Festival Pulau Tidung
Festival Pulau Untung Jawa
Pemilihan Putra-Putri Bahari
Festival Ondel-Ondel
Pemilihan Remaja Ceria
Jenis Kegiatan Event/Festival

Pesta Rakyat Influencer Award
Festival Kriya
Festival Permainan Tradisional (Folklore Festival)
Festival Pulau Babang
Festival Cosplay National Superhero
Festival Pulau Kelapa Dua
Battlefield Break Dance
Festival Film Pendek (Pelajar dan Mahasiswa)
Jakjazz
Festival Museum Tekstil
Fashion Festival
Festival Ramadhan
Festival Bartender
Festival Sohibul Hikayat
Festival Seni Kreasi Betawi
Choir Festival
Jak Art Festival
Festival Theatre Jakarta
JAKARTA POTENTION

- KETERBATASAN ALAM DI DKI
- LETAK TANAH YANG TERBATAS (MAHAL)
- BERBASIS SERVICES (BANK, RESTORANT, HOTEL, JASA LAINNYA)
- DOMINASI WISATA BUATAN
- SMART CITY
- GERBANG MASUK WISMAN KE INDONESIA