

Analysis of Visitor Attraction with the 4A Approach (Attraction, Accessibility, Amenity, Ancillary) in SnowBay Waterpark TMII, Jakarta

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Abstract: This research aims to analyze SnowBay Waterpark's four attractiveness aspects, namely Attraction, Accessibility, Amenities, Ancillaries. This research uses a descriptive approach with mixed methods, which are qualitative and quantitative. This paper reviews the SnowBay tourism destination component as the basis for the main attraction. In improving the management of SnowBay Waterpark, it is necessary to use the SWOT analysis (Strength, Weakness, Opportunity, and Threat Analysis), IFAS, and EFAS matrix. The results are based on the SWOT matrix concluded from internal factors IFAS and EFAS external factors (strength with 1.715, weakness 1.568, opportunities 1.831, and threats 1.525). The results of the SWOT diagram matrix can be concluded from the difference between the internal factors of strength and weakness, which is the X-axis with a horizontal line with a value of 0.147, and the difference between the external opportunity and threat factors, where the Y-axis is a vertical line with a value of 0.306. The conclusion of this research can be seen from the analysis of Attraction, Accessibility, Amenity, and Ancillary Service in SnowBay Waterpark still needs improvement and improvement. The management of SnowBay Waterpark is suggested to continue to maintain and improve existing tourist attractions, especially waterpark rides facilities and food courts.
Keywords: tourist attraction; SnowBay Waterpark; IFAS; EFAS; SWOT analysis

Abstrak: Penelitian ini bertujuan untuk menganalisis empat aspek daya tarik SnowBay Waterpark, yaitu Atraksi, Aksesibilitas, Amenitas, dan Layanan Tambahan. Penelitian ini menggunakan pendekatan deskriptif dengan metode campuran, yaitu kualitatif dan kuantitatif. Makalah ini mengulas komponen destinasi pariwisata SnowBay Waterpark sebagai dasar daya tarik utamanya. Dalam perbaikan pengelolaan SnowBay Waterpark perlu digunakan analisis SWOT (Strength, Weakness, Opportunity, dan Threat), IFAS, dan EFAS. Berdasarkan matrik SWOT, kesimpulan bisa ditarik dari hasil faktor internal IFAS dan faktor eksternal EFAS (kekuatan 1,715, kelemahan 1,568, peluang 1,831, dan ancaman 1,525). Matrik diagram SWOT menghasilkan perbedaan faktor internal kekuatan dan kelemahan yaitu sumbu X dengan garis horizontal dengan nilai 0,147 dan selisih antara faktor peluang dan ancaman eksternal, dimana sumbu Y merupakan garis vertikal dengan nilai 0,306. Kesimpulan dari penelitian ini menyarankan masih perlunya perbaikan dan perbaikan bagi pihak pengelola SnowBay Waterpark dalam menjaga dan meningkatkan daya tarik wisata yang ada, terutama fasilitas wahana *waterpark* dan food court.

Kata Kunci: objek wisata; SnowBay Waterpark; IFAS; EFAS; analisis SWOT

INTRODUCTION

Tourism is defined as an activity by tourists traveling to a tourist destinations outside the daily life and the environment in which to do a temporary stopover from the residence, which is driven by some purposes without intending to make a living, but is based to get pleasure, accompanied to enjoy a variety of entertainment that can release tired and produce travel experiences and hospitality service (Inskeep, 1991). The tourism sector has grown to become the world's fastest-growing flagship sector and a locomotive of economic growth. Even the tourism sector has proven to contribute 9.5% to global gross domestic product (GDP) (Azwar & Brahmantyo, 2017). The tourism sector is supported by various subsectors ranging from transportation, accommodation to micro, small, and medium enterprises (SME). According to the Ministry of Tourism performance report, in 2018, the tourism sector contribution to the economy is still one digit. In 2018, the portion of tourism on gross domestic income (GDP) was only 5.25 percent. It takes three years to increase its contribution by 1 percent, from 4.25 percent in 2015. The same year, the realization of the tourism sector's investment reached \$1.6 billion, or 80.43 percent of the target government proposed at that time, US \$2 billion. Nevertheless, foreign exchange contributions from the tourism sector continue to increase. In 2018, the foreign tourism sector reached IDR229.5 trillion or increased by 15.4 percent annually (CNN Indonesia, 2020).

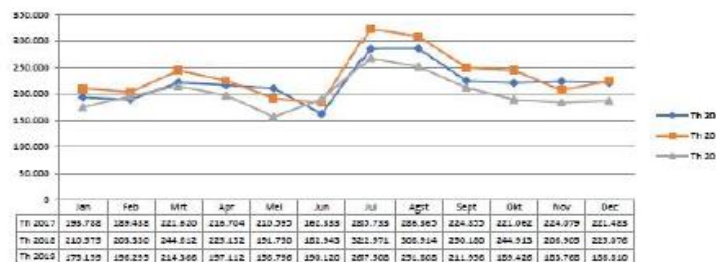


Fig. 1. Foreign Tourist Visits to Jakarta (Jan 2017-Dec 2019)

Throughout the year 2019, the number of international tourism visits to Jakarta occurred in July for 267,508 visits and the lowest in May of 156,796 visits. The highest international tourism visit in 2017 and the year 2018 is the same in August of 286,365 visits in 2017 and 308,914 visits in 2018, while the number of the lowest tourist visit in the year 2017 is in June for 162,333 visits and in the year 2018, there is a fairly sharp decline in November which is about 206,905 visits (Badan Pusat Statistik, 2018).

One of the many water Recreation Parks in Jakarta is SnowBay Waterpark in East Jakarta, located within the area of Taman Mini Indonesia Indah (TMII). SnowBay Waterpark is a specially designed ride as a world-class adventure Recreation Park; the Snow Mountain concept provides a comfortable and enjoyable atmosphere that can be a favorite tourist attraction for the family. The 3-hectare park was built in 2008 and inaugurated its opening by the chairman of Harapan Kita Foundation, Hj. Siti Hardiyanti Rukmana on April 19, 2009.

Based on the number of traveler visits at SnowBay Waterpark, from August 2019 to October 2019, the number of tourist visits experienced a significant decline. In August 2019, the number of visits amounted to 7,850, while the lowest tourist visit in October 2019 was 6,890. The highest tourist visits in January 2020 reached 21,044, in carnage during the early years of tourist visits experienced a rapid increase. Therefore, this research objective is to analyze attraction, accessibility, amenity, and ancillary service in SnowBay Waterpark, so it has a benefit for management to improve the performance maximally either in the long-term or short-term tourism destination.

Table 1. Data of total visitors (Aug 2019-Jan 2020)

Month	Total Visitor
August 2019	7850
September 2019	7041
October 2019	6890
November 2019	7874
December 2019	7540
January 2020	21044
Total	58239

LITERATURE REVIEW

Tourist Attraction

Tourist attractions need a new attraction or a ride to offer to the market to increase visitation. Therefore, in tourist destination attraction, the tourist attraction must have four components: Attraction, Accessibilities, Amenities, and Ancillary Services (Scott et al., 2008; Andrianto & Sugiyama, 2016).

Attraction

Tourist attractions are crucial in attracting tourists to visit a tourist destination; tourist attractions are capital or tourism resources. Other tourist destinations cannot replicate tourist attractions in one tourist destination because it has its characteristics between one destination and another.

Accessibility

Accessibility is a means that provides convenience to tourists to get to tourist destinations, not only concerning the ease of transportation for tourists to reach tourist destinations but also the time needed, directions to tourist locations, and others.

Amenity

Amenities are all supporting facilities used to meet tourists' needs when conducting tourist activities in a tourist destination, such as accommodation facilities, food and beverage providers, entertainment venues, and shopping places.

Ancillary

Ancillary or supporting facilities include the existence of various organizations that facilitate and encourage the development and marketing of a tourist destination.

SWOT Analysis

SWOT analysis comprises strengths, weaknesses, opportunities, and threats that the company will face. Therefore, the SWOT analysis is an essential tool within the situation analysis to collect all necessary strategic basics of decision-making from different sources.

By developing these strengths, the company will be more advanced than its competitors. Likewise, the weaknesses owned must be developed so that the company can continue to exist. Opportunities must be leveraged by the company so that the volume of sales can increase as well as threats that will be faced by the company should be faced to develop a marketing strategy. The benefits of SWOT analysis are determining the purpose of a real business, according to the company's condition and therefore expected to be easier to achieve (Sutojo & Kleinstauber, 2002).

The SWOT analysis is a powerful tool to carry out an external and internal analysis from a strategic point of view and for defining strategies. However, it does not provide a method to assign a rank or a priority to the factors or strategies identified (Kurttila et al., 2000). SWOT analysis compares the external factors of opportunities and threats with internal factors of strengths and weaknesses. The

internal aspect is inserted into the matrix Internal Strategy Factor or IFAS (Internal Factor Analysis Strategy).

Table 2. SWOT Analysis Matrix (Dosinaen & Sastika, 2019)

Internal External	STRENGTH (S) Determine internal strength factor	WEAKNESS (W) Determine internal weakness factors
OPPORTUNITY (O) is defined as external opportunity factors	S-O Strategy Create strategies that use power to utilize the opportunities	W-O Strategy Create strategies that minimize weaknesses and to utilize the opportunities
THREAT (T) is defined as external threat factors	S-T Strategy Create strategies that use the power to overcome threats	W-T Strategy Create strategies that minimize weaknesses and avoid threats

External factors are incorporated into the matrix called The Matrix External Strategy factor of EFAS (External Factor Analysis Strategy). IFAS and EFAS are analyses derived from the SWOT theory analysis used to generate various internal factors and external factors in a business or organization. A business that is an organizational activity aims to provide goods or services to obtain profit (Ebert & Griffin, 2010). Using IFAS and EFAS analysis is expected to systematically identify various factors by maximizing the strengths and opportunities inherent in the company and minimizing weaknesses and threats from competitors and the outside environment.

Weight determination is based on the number 0-1, namely the accumulation of strength with weakness and accumulation between the opportunity and threats. The weighted value of the results of interviews between researchers and management owners. While rating based on the level of influence of these factors to the company.

The ratings of 1-4, the most influential is the rating of 1, while rating 4 is the least influential, and the determination of such ratings is based on management discussion. Each element's weights and scores are combined for strength with weaknesses, while opportunities are added with threats.

Table 3. Weights and Ratings of EFAS and IFAS

Weight	Description	Rating	Remarks
> 0.20	Very strong	4	Major strength
0.11 – 0.20	Above average strength	3	Minor strength
0.06 – 0.10	Average strength	2	Minor weakness
0.01 – 0.05	Below average strength	1	Major weakness

The SWOT matrix diagram has a strategy in each quadrant according to the number of values resulting from the analysis. The strategy was a progressive strategy on the first quadrant, modified the strategy of the second quadrant, change strategy on the third quadrant, and the defensive strategy on the fourth quadrant. Quadrant I (top right) indicates that the business is in a profitable position because the business has the opportunity and the strength that can be used to expand its business; for that businesses need to do a progressive strategy. At quadrant II (bottom right), the business faces threats from outside, but the business has an internal power that can be used to deal with it. Hence, companies need to implement a diversified strategy. In quadrant III (top left) business is in the position of facing internal weaknesses. On the other hand, the business has great potential and opportunity to thrive, so that companies need to implement to change strategy. Quadrant IV (bottom left) states that a company in a position that is poor or less profitable, this is because the company faces threats from the outside as well

as internal weaknesses so it is difficult to thrive, so the strategy that needs to be applied is a survival strategy.

RESEARCH METHODOLOGY

This study's mixed method is a type of research where a researcher or a team of researchers mix or combine qualitative and quantitative researchers, philosophy or paradigm, methodology, method techniques, approaches, concepts or language into one research study (Putra, 2017). Mix methods is a research method by combining two research methods at once, qualitative and quantitative in research activity to be more comprehensive, valid, reliable, and objective (Pa'o, 2019). Mixed methods research requires a purposeful mixing of data collection methods, data analysis, and evidence interpretation. The 'mixed' keyword is an essential step in the mixed methods approach is data linkage, or integration at an appropriate stage in the research process (Ivankova et al., 2006).

The researchers are also using descriptive qualitative in this research, in a descriptive qualitative study using the 4A theory analysis to enhance tourist attraction. This descriptive research is to describe, record, analyze, and interpret conditions in SnowBay Waterpark. The initial observation concept is essentially descriptive, explaining what was captured by the sensory, collecting information, and essential data on observation results (Hasanah, 2016).

Population

Qualitative studies do not use the term population but social interaction, and it consists of three elements of place, actors, and activities that interact synergistically (Parfitt, 1996). Because qualitative research departs from some instances that exist in certain social conditions, the study results will not be applied to the population, but in the transfer to other places in social situations that share social conditions in the case (Sugiyono, 2018). In contrast, the population in quantitative is the entire subject of research. The population in this study is a tourist visiting SnowBay Waterpark, Jakarta.

Sampling

In this study, the sampling method using the purposive sample technique is a sample done by taking subjects not based on strata, random, or area but is based on a specific purpose. These technics are due to some considerations, such as the reasons for a limited time, energy, and funds not to take large and distant samples. This research to facilitate the calculation and number of samples used by researchers in this research is n amounting to 98.98 rounded to 100 respondents.

RESULTS AND DISCUSSION

This research uses quantitative and qualitative methods where the data was generated in the form of numbers from the results of the questionnaire distribution against respondents and the results of interviews made to respondents and informers to add information for research. In this study, the questionnaires were distributed to 100 respondents who had visited SnowBay Waterpark.

Attractions in SnowBay Waterpark

Each tourist destination has different attractions to pamper and attract visitors, but this water park is no exception. In this study, the attractions refer to the slide, pond, and performances. SnowBay Waterpark currently has 13 types of the pond or water rides, namely Hurricane, Flush Bowl, Tube Coaster, Everslide, Typhoon River, SnowBay beach or wave pool (also called The Wave Pool), Giant Bucket, Rainbow Ride, Moby Zone, Toddle Zone, Spa Zone, The Cruise, and Cool Running.

Accessibility in SnowBay Waterpark

From the accessibility aspect, SnowBay Waterpark is located in one strategic area location of the amusement park at TMII (Taman Mini Indonesia Indah). If viewed in terms of public or private transportation access. Here is the transportation that goes through the TMII: To get to SnowBay Waterpark, visitors can use the Transjakarta mode by choosing a corridor route 7D (TMII – Cawang). The transportation stops at the TMII main gate, close to the Purna Bhakti Pertiwi Museum. The minibuses pass through the TMII area KWK S15A (Ragunan-TMII), and on this line, the visitors will

need to stop at gate 2 of TMII. Another alternative line KWK T05 (Cililitan – Setu), and visitors can stop at gate 2 of TMII located behind the SnowBay Waterpark.

The KRL Commuter Line is the mass public transportation or electric rail service. The train passes through the Jabotabek area line. If a visitor wants to use a train to go to TMII, it will require more effort to get to the destination because there are no train tracks close to the entrance gate of TMII. The transportation inside TMII provides transportation to the SnowBay Waterpark (the car Wara Wiri is a means of transportation provided by the TMII for visitors who do not bring their vehicles or use public transport. Visitors can get around TMII with this kind of transportation.

Amenities in SnowBay Waterpark

Amenities relating to the availability of accommodation facilities to stay and restaurant. Other necessities are required by tourists, such as public toilets, rest areas, parking lots, health clinics, and religious facilities—accommodation near SnowBay Waterpark, from hotels and cottages such as Hotel Desa Wisata and Graha Wisata Remaja. SnowBay Waterpark also includes lockers, with a rental price of IDR30,000 plus a deposit price of IDR50,000, resulting in a total of IDR80,000. Visitors will get a medium-sized locker to put their luggage. There are facilities for a place to relax; Gazebo is located in the Typhoon River area. The rental price of Gazebo is IDR100,000 per day for weekdays and IDR120,000 for the weekend. If you want to add hours or duration of Gazebo rental, visitors can pay for IDR50,000 per hour. Other facilities VVIP Cabana which also a relaxing place. Visitors can rent a VVIP Cabana for IDR500,000 per 3 hours or IDR175,000 per hour. VVIP Cabana has facilities such as a mattress, ten welcome drinks, five towels, amenities, fan, Smart TV, balcony, safety box, F&B service.

Ancillaries in SnowBay Waterpark

Ancillary is a supporting facility or additional service provided by organizations that facilitate and encourage the development and marketing. The supporting facilities at SnowBay include a police station near the Waterpark, banking services such as ATM, health care services provided by SnowBay Waterpark, and the nearest hospital.

SWOT Analysis in SnowBay Waterpark

The preparation of attraction analysis at SnowBay Waterpark was constructed based on quantitative analysis data with the questionnaire as well as data from in-depth interviews and live observations at SnowBay Waterpark, which was later analyzed using SWOT analysis. These data are related to internal and external factors that are influenced by improving the quality of waterpark tourism attraction that is SnowBay Waterpark. The following of SWOT analysis:

Strengths:

1. SnowBay Waterpark is located in a strategic area of TMII, within easy reach from the main gate around 1.2 km.
2. SnowBay Waterpark does not charge for the use of swimming float tires. SnowBay Waterpark provides free use of swimming float tires so that visitors can be more satisfied and freer to play in the rides.
3. SnowBay Waterpark has 13 attractive rides, most notable of which are the Hurricane and Flush Bowl rides. This attraction is the only available in Indonesia.
4. SnowBay Waterpark has service staff for the convenience of visitors such as waterpark homeband and lifeguard attraction. The event is held every weekend for the waterpark band that will perform jazz music to the atmosphere of the waterpark in front of visitors.
5. SnowBay Waterpark has a foodcourt for visitors.
6. SnowBay Waterpark have a clinic for health facilities. The clinic is provided by SnowBay Waterpark for visitors when they feel sick or need medication and the clinic is quick to do the treatment if there is an accident when swimming.
7. SnowBay Waterpark has spa and Jacuzzi facilities that are not owned by another Waterpark. SnowBay Waterpark is a jacuzzi where the swimming pool is shaped like a jacuzzi located in the “Special Rides” section of the spa with views of the snow ice mountain, and the new cold spa facility was opened in June 2019.

8. SnowBay Waterpark is a VVIP and VIP cabana as a resting place for visitors and storage of goods or bags equipped with LCD TV, Wi-Fi, and personal butler.
9. Security Team and CCTV for maximum guest safety inside SnowBay Waterpark.
10. SnowBay Waterpark has a seating or a break in each pond. This seat is provided there is a lot of seats with a paying tent that can be found various angles of rides or around the rides.

Weaknesses:

1. SnowBay Waterpark ticket fee does not include TMII admission ticket. The price of admission for individuals costs IDR20,000, automobiles are IDR20,000 each, motorbikes IDR15,000 each, and buses IDR40,000 each, and children aged 3 and above will be at normal rate, while Waterpark Weekday tickets (Monday – Friday) cost IDR140,000 each and Weekends (Saturday – Sunday) are IDR180,000 each.
2. No swimsuit rental, need to bring own swimming equipment.
3. The Sirius Hall (mini concert hall) at SnowBay Waterpark is open on Saturdays and Sundays. Sirius Hall is provided for visitors who want to organize corporate events, gatherings, and family/anniversary events.
4. SnowBay Waterpark location is quite far from the city center.
5. SnowBay Waterpark has several facilities that are not maintained by management, like the rides that are under construction (e.g., Cool Running).
6. SnowBay Waterpark security is available at a limited number. The security office is located on the left side of entrance.
7. SnowBay Waterpark has limited number of ATM machines.
8. SnowBay Waterpark does not have currency exchange.
9. Weather conditions are hot in some of the swimming pool rides due to limited number of trees.
10. Food courts transactions only use top-up e-money system, for the food court area there is only California Fried Chicken and will be given coins to buy food at each stand. This coin system is only valid in the purchase of food booths which are close to the locker rental.

Opportunities:

1. SnowBay Waterpark in cooperation with e-commerce for online ticket purchase can be found at (Traveloka, Traveloka xperience, Lakuon, Blibli, swipe up, indomaret, ticket.com, fave, gift N (e-voucher shop).
2. SnowBay Waterpark is an alternative tourism for families for holidays or leisure close to the area of Pondok Gede, East Jakarta.
3. SnowBay Waterpark is a recreation place with a different concept of snow mountains compared to similar recreation places.
4. The level of foreign visitors and local to Jakarta are increasing.
5. SnowBay Waterpark cooperated with Mahaka in Sirius Hall for 4D Theater viewing. SnowBay Waterpark has played a theater event for children in the Sirius Hall. This theater is held daily that is from Monday to Sunday entrance ticket price of weekdays and weekends for IDR20,000 per person, groups cost IDR10,000 per person.
6. Development of economic growth in Jakarta is the result of household consumption and public income in enhancing the attraction of visitors to SnowBay Waterpark.
7. Infrastructure development (North Bekasi-Bekasi Selatan) and Light Rail Transit (Cawang-Bekasi Timur) for easier access.
8. Increasing public interest for a vacation in SnowBay Waterpark increasing people in the interest of visiting SnowBay Waterpark because there are some visitors who become alternative tourism and close to home, usually during holidays and public holidays will go on vacation to other recreation or tourism places.
9. Tours are available online for ticketing and tour packages.
10. The development of information technology can be faster to provide information related to recreational activities in SnowBay Waterpark. SnowBay Waterpark is active on social media.

Threats:

1. Many competitors are similar water spots, e.g., Sendang Sejodo Waterpark, Waterboom Jakarta, Sea World, Pondok Indah Waterpark, Ancol Ocean, Atlantis Water Adventure.
2. Increasingly development in technology so that the promotion of waterpark in social media leads to online sales competition.
3. Visitors can visit other attractions around TMII in addition to SnowBay Waterpark, e.g., museums, Anjungan District, Theater Keong Mas.
4. Congestion on weekends and holidays when heading to SnowBay Waterpark occurs frequently in the area.
5. Sendang Sejodo Waterpark in TMII with a more affordable price. Sendang Sejodo Waterpark Admission is the price for Monday-Friday for IDR20,000 and on Saturdays-Sundays and public holidays for IDR25,000.
6. Other competitors competing with more affordable admissions.
7. The emergence of innovations other tourist attractions are more interesting, e.g., 3D Museum, Museum Macan, and Ciputra Artpreneur.
8. An uncontrolled parking levy in some locations which occurs when visitors parked cars or motorcycles in the TMII area and outside the parking lot of SnowBay Waterpark, creating an uncomfortable condition for the visitors.

Data Analysis and Interpretation

Based on the 4A analysis, SWOT, and past studies results, the researchers found 20 internal factors consisting of strengths and weaknesses and 20 external factors consisting of opportunities and threats in the attraction analysis of visitors. The researchers then created questionnaires to determine the weight and rating of IFAS and EFAS before distributing the questionnaire to 100 people on the condition to have visited SnowBay Waterpark at least once.

IFAS & EFAS Analysis

The IFAS and EFAS is a strategic factor analysis to determine internal factors and external factors by giving weights and ratings to each of these factors. Once acquired, each aspect indicator of SWOT analysis is incorporated into the research questionnaire instrument. The weighted on each indicator uses a scaled assessment of 1 to 4, where the number 1 means that the strength is below the average, while the number 4 means very strong. Hence, the amount of weight in internal factors and external factors should not exceed 1.00 (analysis of internal factors in the form of strengths and weaknesses in SnowBay Waterpark, while external factors in the form of opportunities and threats faced by SnowBay Waterpark). Furthermore, the weight calculation of internal and external factors is to locate the position and chart of each quadrant of SnowBay Waterpark.

Based on the calculation results in the IFAS table according to the table above. There are factors of strength and weakness, there are four that are the main strengths for SnowBay Waterpark. SnowBay Waterpark is in a strategic area at TMII, within easy reach from the main gate with a score of 0.192. Second, SnowBay Waterpark has 13 attractive rides with a score of 0.187. The third is SnowBay Waterpark there is a VVIP and VIP Cabana with a score of 0.192. The fourth is SnowBay Waterpark with a seat or a break in each pond with a score of 0.192. Then for the total score for a force of 1.715. While there are two main weaknesses located at the cost of SnowBay Waterpark tickets do not include a TMII admission ticket with a score of 0.185. Second, the hot weather condition in some of the swimming pool rides with minimal trees with a score of 0.177. Then for the total score for a weakness of 1.568. So, the total strength score is greater than the total score weakness. It can be concluded that from the strength of SnowBay Waterpark it can be a strategy to cover the weaknesses in SnowBay Waterpark, from the IFAS matrixs the total score of strength and weakness are 3.284.

Table 4. IFAS Matrix in SnowBay Waterpark

No	Internal Factors	Weight	Rating	Score
A	Strengths			
1	SnowBay Waterpark is located in a strategic area housed in TMII, within easy reach from the main gate .	0.054	4	0.192
2	SnowBay does not charge for the use of pool buoy tires.	0.050	3	0.162
3	SnowBay Waterpark has 13 attractive rides, most notable of which are the Hurricane and Flush Bow rides.	0.053	4	0.187
4	SnowBay Waterpark have staff for the convenience of visitors such as staff for Waterpark band, lifeguard, safety, cleanliness.	0.050	3	0.161
5	SnowBay Waterpark has a foodcourt place with affordable price.	0.049	3	0.157
6	SnowBay Waterpark have a clinic for health facilities.	0.049	3	0.155
7	SnowBay Waterpark has SPA and Jacuzzi facilities that are not owned by other Waterpark.	0.048	3	0.152
8	SnowBay Waterpark have VVIP and VIP Cabana equipped with LCD TV, Wi-Fi, personal butler, personal safe deposit box, gazebo, locker for luggage storage, and souvenir shop.	0.054	4	0.189
9	Security facilities for visitors with CCTV integrated with security personnel.	0.050	3	0.165
10	SnowBay Waterpark has a seating or a break in each pond.	0.054	4	0.192
	Total Strengths	0.511		1.715
B	Weaknesses			
1	SnowBay Waterpark ticket fee does not include TMII admission ticket.	0.053	3	0.185
2	There is no rental swimsuit, if require in suggest buying the swimming equipment in SnowBay Waterpark or bring your own swimming equipment.	0.051	3	0.172
3	The Sirius Hall (mini concert hall) at SnowBay Waterpark is only held on Saturdays and Sundays.	0.046	3	0.141
4	SnowBay Waterpark location is far from the city center.	0.047	3	0.145
5	SnowBay Waterpark has several facilities that are not maintained by management.	0.047	3	0.147
6	The number of security personnel at SnowBay Waterpark is available but with a limited number.	0.047	3	0.148
7	SnowBay Waterpark is only available for certain banks with limited number of ATM.	0.046	3	0.140
8	SnowBay Waterpark does not have currency exchange.	0.051	3	0.172
9	Weather conditions hot stinging in some of the swimming pool rides due to scanty of trees.	0.052	3	0.177
10	Purchase food at the food court using only the top up e-money system and will be given coins to buy food at every stand.	0.046	3	0.141
	Total Weaknesses	0.489		1.568
	Total Strengths and Weaknesses	1		3.284

According to the table above, the results of the table EFAS can be factors of opportunity and threats, then the most significant opportunity located in SnowBay Waterpark working with e-commerce to purchase online tickets with a score of 0.215.

Table 5. EFAS Matrix in SnowBay Waterpark

No	External Factors	Weight	Rating	Score
C	Opportunities			
1	SnowBay Waterpark works with E-commerce to purchase online tickets	0.060	4	0.215
2	SnowBay Waterpark is an alternative tourism for families for holidays or leisure close to the area of Pondok Gede, East Jakarta.	0.058	4	0.205
3	SnowBay Waterpark is a recreation place with a different concept of snow mountains compared to similar recreation places.	0.058	3	0.202
4	The level of foreign visitors and the archipelago to Jakarta are increasing.	0.051	3	0.160
5	SnowBay Waterpark cooperates with Mahaka attraction in Sirius Hall for 4D Theater viewing.	0.052	3	0.161
6	The growth of economic revenues in Jakarta in improving visitors' appeal to SnowBay Waterpark.	0.052	3	0.161
7	The existence of infrastructure construction (North Bekasi-Bekasi Selatan) and LRT (Cawang-Bekasi Timur) for easier to tourist sites.	0.056	3	0.191
8	Increasing public interest for a vacation in SnowBay Waterpark.	0.054	3	0.179
9	There is a tour package to SnowBay Waterpark on the online tour package.	0.052	3	0.161
10	The development of information technology can be faster to provide information related to recreational activities in SnowBay Waterpark.	0.057	3	0.198
	Total Opportunities	0.551		1.831
D	Threats			
1	Many competitors with similar water tourism concept.	0.060	4	0.214
2	Technology development so that the promotion of waterpark in social media leads to online sales competition.	0.059	4	0.210
3	Visitors can visit other attractions around TMII in addition to SnowBay Waterpark.	0.058	3	0.202
4	Congestion on weekends and holidays when heading to SnowBay Waterpark.	0.059	4	0.207
5	Sendang Sejodo Waterpark in TMII with cheaper price.	0.053	3	0.168
6	Competitors from the other recreational park with the price provided is cheaper.	0.053	3	0.168
7	The emergence of innovations other tourist attractions are more interesting.	0.058	3	0.201
8	There is a wild levy for parking in several locations near SnowBay Waterpark	0.051	3	0.155
	Total Threats	0.449		1.525
	Total Opportunities and Threats	1		3.356

harness the power owned by SnowBay Waterpark. So, this progressive strategy can be used to develop SnowBay Waterpark.

CONCLUSION

Based on the result, SnowBay Waterpark is in quadrant I, and according to the SWOT analysis, the selected way is SO strategy. Based on this strategy, the methods chosen to increase tourist attraction at SnowBay Waterpark are as follows:

1. Utilizing a strategic location and accessibility to enhance the appeal of SnowBay and developing as a tourist alternative for local people close to the area in East Jakarta, Bogor, and Bekasi.
2. To take advantage of SnowBay Waterpark's appeal by adding new objects that tourists can visit, such as Instagramable spots around Waterparks for the visitor.
3. Participation in the SnowBay Band service event, Sirius Hall, lifeguard attraction in technology, and social media to introduce and promote SnowBay Waterpark.
4. Organizing and adding events with interesting innovations aims to enhance tourists' appeal for each month, such as inviting local bands to entertain visitors using thematic songs from the '80s, '90s, or jazz.
5. To utilize and improve the quality of services and facilities to get satisfaction to visitors by ensuring cleanliness and adequate lifeguards on the premises.
6. Improving health clinic facilities and conducting routine supervision to avoid the risk of accidents so that visitors are aware to their health before activities and increase visitors' interest and trust to re-visit.
7. Utilizing SnowBay Waterpark attractions and facilities for promotion by increasing cooperation with e-commerce and tour travel can make it easier for tourists to buy SnowBay Waterpark tickets.

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