



## ENHANCING TOURISM AWARENESS IN JAKARTA THROUGH ETHNO-WELLNESS SPAS UTILIZING BIG DATA ANALYTICS

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### ABSTRACT

*Various attractions, facilities, access, and community in a tourist destination are one of the tourist attractions that can be done. Another choice of tourist activities is the ethno-wellness spa which offers tourist activities by presenting ethnic uniqueness from every tribe in Indonesia in a spa nuance. The ethno-wellness spa is a tourist activity intended for tourists interested in having an experience of fitness tourism in the metropolitan city of Jakarta. This research aims to increase awareness of travel through ethno-wellness spas in metropolitan Jakarta. The type of research used in this study is qualitative descriptive, where data is taken and described qualitatively using Sugiono's data triangulation analysis model in data processing. The instruments in this study used interview guides, documentation and collecting data from crowdsourcing. The participants in this study were spa therapists and visitors from five-star hotels in Jakarta. Visitors to five-star hotel spas in the metropolitan city of Jakarta began to know the existence of ethno-wellness spa activities as an alternative to other tourism through creative promotions from its stakeholders. This research contributes to stakeholders in ethno-wellness spa as a reference to maximize awareness of alternative travel activities in this field.*

**Keywords:** *traditional spa, ethno-wellness spa, ethno-wellness spa product, metropolitan city, tourism awareness, crowdsourcing*

### INTRODUCTION

Travel activities are activities carried out by individuals or groups by visiting a destination for recreational purposes (M. Yunus S et al., 2019). A tourist visit to a destination is one option for recreation from the density of daily activities (Saputro et al., 2020). Another thing that encourages tourism activities is the availability of various attractions, facilities, access, and community in a tourist destination (Marliani & Sugiarto, 2019). The availability of all tourism-supporting facilities is crucial in encouraging tourism activities (Hendriyani et al., 2020). The tourism industry covers various aspects, including spiritual tourism, literary tourism, art tourism, natural tourism, cultural tourism, and of course, fitness tourism (Suwarti, 2019). Baskoro (2013) revealed that wellness tourism is a tourism activity that aims to reduce stress levels and cure the occurrence of a disease, or it could be the opposite, namely

as an activity to cure a disease that is lodged in the body. This fitness tourism is carried out to improve the mental welfare of tourists (Oleszczyk & Dominiak, 2021). The potential of fitness tourism certainly gets the spotlight from the Indonesian government so that the vision and mission to promote this type of tourism can be realized (Kemppainen et al., 2021). Wellness tourism is also a form of seeking cultural experiences of local cultural knowledge that does not exist elsewhere (Lee, 2021). Nel-lo Andreu (2021) explains that luxurious, wellness tourism provides a relaxation experience that offers luxury services based on local culture and elements of modernity where quality tourism activities will be formed.

The development of fitness tourism is in the form of traditional spas that develop with today's lifestyle, where traditional health treatments, such as massage, become the mainstay product offered as a tourist attraction



(Zhong et al., 2021). This tourist activity provides traditional relaxation and uses selected products from various regions (Kemppainen et al., 2021). One form of traditional spa that has developed in Indonesia itself is an ethnic-wellness spa, where this tour offers relaxation activities by presenting ethnic uniqueness from every tribe in Indonesia in a spa nuance and also traditional products (Dini & Pencarelli, 2022). This activity is also expected to strengthen the empowerment of local communities, and the tradition of maintaining the health and beauty of local ethnic can be preserved, which in the future can be of more economic value (Zeng et al., 2021). The ethno-wellness spa is a tourist activity intended for tourists with a particular interest in having an experience of fitness tourism in the metropolitan city of Jakarta (Wiastuti et al., 2018). The research conducted by Pratiwi (2022) and Thal (2019) regarding the development of wellness spas in several other cities, such as Bali and Lombok, provides knowledge on how to develop wellness spas in the area.

The metropolitan city of Jakarta is a gathering place for various ethnicities throughout Indonesia, so the development of ethno-wellness spas in this city has a high potential to be improved well, especially in tourism (Ramos et al., 2021). Jakarta, as a metropolitan city with a long history, inhabited by various ethnicities, has become a tourist destination, with its unique status as the country's capital, becoming one of the feasible areas in the development of the ethno-wellness spa sector (Nicoletti et al., 2019). In addition, the metropolitan city of Jakarta can develop the concept of an ethno-wellness spa well because the city is inhabited by ethnic Balinese, Javanese, Sundanese, Ambonese, Chinese, and Malays who firmly maintain the traditions of their culture (Lee-Anant, 2022).

Enthusiasts of an ethno-wellness spa are still relatively lacking because the awareness of the people of Jakarta towards the existence of alternative fitness tourism options in the form of an ethno-wellness spa is not much (Flew & Kirkwood, 2021). Another factor that hinders the development of this type of tourist is knowledge about the availability of ethno-wellness spas, which are limited to five-star hotels in big cities (Kusumawati et al., 2019). However, therapists from five-star hotel spas, especially in Jakarta, have minimal knowledge of treatments in ethno-wellness spas (Mo et al., 2021). Thus, these factors hinder the development of ethno-wellness spas in Indonesia and cause a multiplier effect on tourists' lack of awareness of this tourism choice.

The presentation above explains that this research is vital to increase public awareness of the existence of fitness tourism in the form of an ethno-wellness spa in the metropolitan city of Jakarta, as well as maximize the knowledge spa therapists possess on traditional treatments and products. Sustainable tourism theory and perception were used in this study. This research is expected to be a reference for tourism stakeholders, especially in the field of fitness tourism, in its vision and mission to develop wellness tourism.

## **METHOD**

The methodology of this research is descriptive qualitative, where the collected data will be described in the result and discussion. The instrument in this research is interview observation, guidance, and documentation. The participants of this research are the spa therapists and customer of SPA in the Hotel in Jakarta, and collected. Data collection procedures are carried out for specified participants through observation,



interviews, documentation and crowdsourcing from internet. The data analysis model in this study uses data triangulation, according to Sugiyono (2015). The author focuses on using a big data as one of the data collection techniques to get a more various answer and responds. The rapid advancement of information technology has led to an extensive spread of data across various digital platforms, contributing to the substantial growth of both structured and unstructured data (Tamrin & Septianasari, 2021).

In addition, this study also uses a literature review from various sources of Documents (such as research, evaluation, or previous scientific and non-scientific publications regarding the same 'site' or location that researched).

## **RESULT AND DISCUSSION**

In this section, we will explain the analysis of data obtained through interviews, observations, and documentation. The objects of this study are three five-star hotels in Jakarta. These three hotels have spa facilities with traditional spa treatments using typical spices from various ethnic archipelagos. As tourists interact with digital platforms related to tourist destinations, their activities can be interpreted as personal opinions about the places they have visited (Salas-Olmedo et al., 2018). These data can enhance tourism marketing strategies (Li et al., 2018).

### **First 5-Starred Hotel**

The first five-star in Jakarta is surrounded by multinational corporate offices, embassies, luxury shopping centres, and magnificent residences (Khoiri & Efiani, 2022). This Hotel offers an exclusive location in the business district. Inspired by the ancient spice trade, the Hotel welcomes guests to a

luxurious retreat, where elegant décor, modern amenities, and attentive service create an experience unlike any other in Jakarta (Dahadi & Yusup, 2020). In addition to providing a restaurant that serves a variety of multinational cuisine, this Hotel also facilitates a spa with several treatment offers, including treatments with traditional products from various archipelagos.

Data collected through interviews and in-depth observations revealed a significant knowledge gap among spa therapists regarding ethno-wellness spas and their products. Interviews with therapists indicated that while they offered traditional spa packages, they were unaware that the term "ethno-wellness spa" encompassed these treatments. One such treatment includes 'boreh,' a traditional Balinese spice scrub known for its health benefits. To address this, professionals in the traditional spa field were brought in to provide training and knowledge about ethno-wellness spas and their diverse products. Furthermore, interviews with spa visitors revealed their lack of awareness about the hotel's traditional spa treatments using archipelago spice scrubs. To enhance awareness, promotional pamphlets with attractive designs were distributed through various social media networks and the hotel's official website.

### **Second 5-Starred Hotel**

The second five-star Hotel is in the iconic malls complex on Jalan M.H. Thamrin (Novianti & Fajar, 2019). This Hotel provides direct access to offices, government, embassy buildings, entertainment venues, and shopping centres. This five-star Hotel offers many facilities and hotel rooms (Tanuputri et al., 2019). Like other five-star hotels in Jakarta, this hotel has a spa for the customers



needs. The therapists are working to fulfil the high hotel as well SPA standard. One of the superior products offered is a traditional spa using *traditional lulur* as scrubs that originating from Java.

The hotel stakeholders mentioned in their interviews that they did not know that their traditional spa products were a form of ethno-wellness spa tourism. Similarly, interviews with therapists stated that they also had no special knowledge about ethno-wellness spas and their products. One of the products offered is a traditional treatment using 'lulur' scrub, which comes from Java and has the property of brightening skin tone and blood circulation throughout the body. Efforts are made to overcome this by bringing in professionals in the traditional spa field to provide knowledge about ethno-wellness spa and the experience of various products. Meanwhile, interviews from spa visitors stated that they did not know that the spa at this Hotel provides traditional spa treatments using a mixture of spice scrubs typical of the ethnic archipelago. Creating ethno-wellness spa promotional pamphlets and flyers with attractive designs distributed through various social media networks and official websites is an effort to respond to the lack of awareness of visitors to this five-star Hotel.

### **Third 5-Starred Hotel**

The third five-star Hotel is located in the middle of the city and presents five-star facilities and Jakarta's elite area (Subakti et al., 2022). Each room at this Hotel has views of the skyline and the glittering night of the metropolis. In addition to offering a wide selection of exclusive rooms, this Hotel also offers a variety of other supporting facilities, such as a restaurant with a variety of menu choices, a business, and a fitness center that includes a spa (Purwaningsih et al., 2019).

The luxurious interior owned by this Hotel is not the only exciting thing owned by this Hotel. There is a spa fitness tourism that offers treatment products using a mixture of traditional spices from the ethnicity of a region.

The results obtained by collecting data through interviews and in-depth observations with hotel management stated that some of the spa therapists they have do not know the existence of ethno-wellness spa fitness tourism and its products, making it difficult for them to introduce this traditional spa to visitors. The interviews with therapists stated that they did not know deeply about ethno-wellness spas and the traditional products used. One of the traditional spa products offered is a treatment using a 'Javanese Mangir' scrub, a spice scrub with properties to brighten skin tone by removing dead skin cells and making the skin look healthier. Efforts are made to overcome this by bringing in professionals in the traditional spa field to provide knowledge about the ethno-wellness of the spa and the experience of various products. Interviews from spa goers stated that they were unaware that the spa at this Hotel provides traditional spa treatments using a mixture of spice scrubs typical of the archipelago. To follow up on this, ethno-wellness spa promotional pamphlets with attractive designs began to be distributed through various social media networks and official websites.

### **The Role of Big Data**

The integration of big data analytics can significantly enhance the understanding and promotion of ethno-wellness spas. By leveraging big data, hotels can analyse customer preferences, treatment effectiveness, and marketing campaign impacts (Ye et al., 2011). This data-driven



approach enables targeted marketing, personalized treatment recommendations, and improved customer satisfaction. Moreover, big data can help track trends and identify gaps in therapist knowledge, facilitating more effective training programs Vermeulen & Seegers (2009). The rapid evolution of technology and the extensive spread of data across digital platforms have made it possible to gather and analyse vast amounts of structured and unstructured data (Chareyron et al., 2014). This technological advancement has transformed modern society's perspective on information dissemination and decision-making, contributing to the substantial growth and awareness of ethno-wellness spa offerings.

## CONCLUSION

Through promotional activities and creative training over six months, knowledge about ethno-wellness spas as an alternative fitness tourism activity increased among visitors to five-star hotel spas in metropolitan Jakarta. Professional teaching staff helped enhance the understanding of ethno-wellness spas among spa therapists in these hotels. As a result, visitors to five-star hotel spas in Jakarta began to recognize ethno-wellness spa activities as an alternative to other wellness products.

To further increase awareness, the rapid evolution of technology has been highly beneficial for promoting the SPA. It has significantly transformed modern society's perspective, particularly regarding information dissemination for decision-making. This technological advancement has led to a vast proliferation of data across digital platforms, contributing to the considerable expansion of both structured and unstructured data. This research contributes to stakeholders

in ethno-wellness spa as a reference to maximize awareness of alternative travel activities in this field.

The integration of big data analytics can significantly enhance the understanding and promotion of ethno-wellness spas. By leveraging big data, hotels can analyze customer preferences, treatment effectiveness, and marketing campaign impacts. This data-driven approach enables targeted marketing, personalized treatment recommendations, and improved customer satisfaction. Moreover, big data can help track trends and identify gaps in therapist knowledge, facilitating more effective training programs. The rapid evolution of technology and the extensive spread of data across digital platforms have made it possible to gather and analyze vast amounts of structured and unstructured data. This technological advancement has transformed modern society's perspective on information dissemination and decision-making, contributing to the substantial growth and awareness of ethno-wellness spa offerings.

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