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## **Tourist Motivations in Visiting Ragunan Wildlife Park, Pasar Minggu, Dki Jakarta**

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### **ABSTRACT**

*Indonesia's tourism has a lot of destinations to offer. These destinations would motivate more tourists to come to some destinations. One of the destinations for tourists in Indonesia is Ragunan Zoo, a tourism destination that have many attraction for tourism object. This research purpose is to acknowledge the motivations of the tourists in visiting Ragunan Zoo. This research is expected to enrich and completes the previous scientific studies in tourism. This quantitative research use descriptive analysis method. The informant were chosen purposive sampling method. The data collected by informants which is the tourists that visited Ragunan Zoo. The results and discussions on this research concludes that there are four motivations of tourists in visiting Ragunan Zoo, stress busting, family oriented, novelty seeking, and achievement.*

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Keywords: *Motivation, Tourists, Ragunan Zoo*

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### **1. Introduction**

The focus of this research is to find out the motivation of tourists in visiting Ragunan Wildlife Park. With the aim of increasing the number of tourist visits to Ragunan Wildlife Park after the COVID-19 pandemic which made the number of tourist visits decrease drastically. The factor that can influence tourists in making decisions in visiting tourist attractions is the motivation of tourists. Motivation is an important factor in making decisions related to the tourist destination that prospective tourists will go to. So this research is interesting to study so that it can be known how to increase the number of tourist visits.

This section contains the problem of tourist visits to Ragunan Wildlife Park cannot be separated from the motivation possessed by tourists, Phillip Kotler (2003) states that consumer behaviour in making purchases will be influenced by four main factors, namely social, cultural, psychological, and personal factors. Discussing psychological factors, there is one factor that makes humans make decisions to make purchases, namely motivation. Motivation is a direct or indirect impulse possessed by humans to do something with the aim of fulfilling wants and needs. Indirect encouragement is generally caused by the views of others. Meanwhile, direct encouragement is usually caused by recommendations and suggestions given by our surroundings.

tourist visits to Ragunan Wildlife Park in 2017 to 2019 were stable at 5,177,877 to 5,458,379 per year, the high number of tourist visits to Ragunan Wildlife Park proves that this tourism destination is one of the tourist attractions in the city of Jakarta that is still in demand by tourists. However, since the Covid-19 pandemic, there has been a significant decline in the number of tourist visits to only 633,963 tourist visits per year. Therefore, the management of Ragunan Wildlife Park needs other ways to increase the number of tourist visits after the Covid-19 pandemic. One of the ways that can be taken is to find out what motivations influence tourists to visit Ragunan Wildlife Park.

Based on the description above, it is necessary to study the influence of tourist motivation in Ragunan Wildlife Park to increase the number of tourist visits as outlined in a study with the title "Tourist Motivation in Visiting Ragunan Wildlife Park, Pasar Minggu, Dki Jakarta".

## 2. Methodology

The research is located at Ragunan Wildlife Park which is located at Jl. Harsono RM No.1, Ragunan, Ps. Sunday, South Jakarta City, Special Capital Region of Jakarta. The research method used is descriptive qualitative method which is used to explain quantitative data that is processed or analysed using statistical calculation techniques.

The types of data used are quantitative data and qualitative data. The data sources used are primary and secondary data. The primary data used are the results of observations and the results of questionnaires that have been distributed to tourists at Ragunan Wildlife Park online using google form media, while the secondary data used in this study are taken from previous research studies that discuss tourist motivation in visiting a tourist attraction and previous research located in Ragunan Wildlife Park.

Research data will be carried out using a closed questionnaire with Likert Scale measurements. Variable indicators that will be measured based on the Likert scale will be described in the form of an assessment that has an answer score of 1-5.

The sampling technique used is purposive sampling, the samples obtained in this study are tourists who have visited Ragunan Wildlife Park in the last 5 years. The quantitative data collected will be processed and analysed using the SPSS application. To determine the number of samples to be used in this study, the authors used the Slovin formula.

So based on the data or the number of populations that the author took as many as 784,639 tourists. And from the formula above the number of samples that can be calculated is 99.98. rounded to 100. with the criteria that the respondent has visited Ragunan Wildlife Park in the last 5 years and is willing to fill out the questionnaire.

Descriptive analysis is used to determine the answer score of each statement of each variable being studied, namely tourist motivation. To find out the description of the research results of the variables being studied using the calculation interval as follows:

$$\text{Interval} = \text{Range} / \text{Category} = (5-1) / 5 = 0.8$$

The scope of discussion in this study is the motivation of tourists in travelling to Ragunan Wildlife Park. The indicators used replicate the theory of Josiam and Frazier (2008) which states that tourist motivation consists of 4 factors, namely:

- a. Novelty seeking, tourists have a motivation to travel to experience new experiences in travelling.
- b. Stress busting/fun, tourists have a motivation to travel to relieve stress and find fun.
- c. Achievement, tourists have the motivation to travel to feel pride in their lives.
- d. Family oriented/education, tourists have the motivation to travel to spend time with family.

## 3. Results

### Overview

Ragunan Zoo was officially opened on 22 June 1966 by the Governor of DCI (Special Capital Region) Jakarta Major General Ali Sadikin under the name of Ragunan Wildlife Park. Currently, the area of Ragunan Zoo reaches 147 hectares. The existence of Ragunan Wildlife Park as one of the attractions that attracts many tourists has various functions in the process of tourism development and development. The functions of Ragunan Wildlife Park itself include: as a means of conservation, education, research, and natural recreation. The conservation function of Ragunan Wildlife Park serves as a means of conservation that preserves fauna and flora with a total of 270 species of animals with a total collection of approximately 3000 animals (specimens).

The educational function of Ragunan Wildlife Park provides educational facilities about animals to visitors. The manager provides services in the form of tour guides, documentary film screenings about animals, a comfortable and relatively complete library and other educational activities with an atmosphere packed in a natural setting. Research Function As one of the largest zoos in Indonesia, Ragunan Wildlife Park is also one of the research centres for rare animals in Indonesia. Researchers, students, and students from both within and outside the country make observations about animal behaviour, reproduction, feeding, and so on as material for scientific studies. The natural recreation function of Ragunan Wildlife Park is a tour with natural nuances, becoming one of its own attractions because in addition to the clean air with lush trees there can also enjoy the beauty of very exotic animals. (Stevanius, 2014).

### Tourist Motivation in visiting Ragunan Wildlife Park

#### 1. Stress Busting/Fun

Table 1. Traveller motivation in Stress Busting/Fun

NO	Motivation Variable	Avg.	Criteria
	<i>Stress Busting/Fun</i>	4,07	High
1	I want to enjoy the activity by looking at the animal collection	4,04	High
2	I want to unwind from my daily routine.	4,1	High

(Source: Questionnaire, 2022)

The strongest item on the Motivation variable is the stress busting / fun motivation indicator which has a mean item value of 4.07 with the item Taman Margasatwa Ragunan as a tourist spot and a place to eliminate the burden of the mind. Jakarta, which is known as a city known to have a high level of stress so that it is necessary to have a tourist attraction that can relieve or eliminate the burden of the mind, with the tourist attraction of Ragunan Wildlife Park which offers a diverse collection of animals to the beauty of the environment making Ragunan Wildlife Park the right place for tourists to relieve the burden of the mind.

This can be related to the recovery-effect theory (Meijman and Mulde, 1998) and resource conservation theory (Hobfoll, 1998) which says that travelling at leisure provides an opportunity for relaxation, release from work, and control over oneself. The results of research conducted by Chen, C. C., Petrick, J. F., and Shahvali, M. (2016) reinforce this research by revealing that holidays can help people to recover from work stress, while longer trips provide more opportunities for recovery experiences.

2. Family Oriented/Education

Table 2. Traveller motivations in Family Oriented/Education

NO	Motivation Variable	Avg.	Criteria
<i>Family Oriented/Education</i>		4,05	High
1	I want to enjoy holiday time with my family	3,95	High
2	I want to strengthen my relationship with my family	4,1	High
3	I want to enjoy activities together with friends, companions, or family	4,12	High

(Source: Questionnaire, 2022)

The second most influential motivation variable item on the decision to visit tourists to Ragunan Wildlife Park is family oriented with a mean of 4.05, the high family oriented motivation is because Ragunan Wildlife Park has a place with a cool atmosphere, and has many tourist attractions on offer, so that many tourists visit Ragunan Wildlife Park with their families for the reason of just gathering with their families to enjoy the atmosphere and conditions, looking for a picnic spot, to eat together with the aim of further bonding the relationship between family members. In addition, many tourists visit with their families just to get together, enter the animal museum and enjoy the weekend with their families.

3. Novelty Seeking

Table 3. Traveller motivation in Novelty seeking

NO	Motivation Variable	Avg.	Criteria
<i>Novelty seeking</i>		4,02	High
1	I want to experience the animal collection	4,2	High
2	I want to learn about different types of animal collections	3,9	High
3	I want to enjoy the scenery inside Ragunan Wildlife Park	3,97	High

(Source: Questionnaire, 2022)

The third most influential motivation variable item on the tourist visiting decision variable to Ragunan Wildlife Park is novelty seeking with a mean of 4.02. Tourist motivation regarding novelty seeking which is the motivation for tourists to visit Ragunan Wildlife Park with the aim of experiencing new experiences or things. Seeing the results of research and facts in the field that overall the management of the Ragunan Wildlife Park manager is quite good. However, the manager is still less innovative in making new tourist attractions in the Ragunan Wildlife Park area so that tourists find it difficult to get or feel new experiences when travelling to Ragunan Wildlife Park.

4. Achievement

Table 4. Travellers' motivation for achievement

<i>Achievement</i>		3,53	High
1	I want to visit Ragunan Wildlife Park because my friends/siblings have never visited it before.	3,35	High
2	I would like to tell my friends/family about my animal experience.	3,69	High
3	I have the pride of visiting Ragunan Wildlife Park.	3,56	High

(Source: Questionnaire, 2022)

The last motivational variable item that has the most influence on the decision to visit tourists to Ragunan Wildlife Park is achievement with a mean of 3.53. The low sense of pride obtained by tourists when travelling to Ragunan Wildlife Park is because tourists cannot get a sense of pride when visiting Ragunan Wildlife Park. According to Rohmanah (2014), tourists tend to get the value of pride when making tourist visits, for example when visiting

Lombok, Bali, or abroad. Meanwhile, the achievement value obtained when travelling in Ragunan Wildlife Park is greater than the desire to tell the experience of visiting while in Ragunan Wildlife Park to family, friends, or friends.

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#### 4. Conclusion

Based on the results of the study, it can be concluded that the respondents' assessment of the motivation variable can be seen that the largest mean item is stress busting / fun which has a mean item value of 4.07 where DKI Jakarta is known as a city that has a high level of stress which motivates tourists to travel to Ragunan Wildlife Park with the aim of releasing the burden of the mind. The second largest motivation is family oriented with a mean of 4.05, this is because the atmosphere and attractions offered by Ragunan Wildlife Park are perfect for enjoying with family.

The third largest tourist motivation in visiting Ragunan Wildlife Park is novelty seeking with a mean of 4.02 where tourists visit to experience new experiences but tend to have lower tourist motivation for novelty seeking due to the lack of innovation from the manager of Ragunan Wildlife Park in creating new tourist attractions so that it is difficult for tourists to get new experiences. The lowest tourist motivation in visiting Ragunan Wildlife Park is achievement motivation with the lowest mean item 3.53 from the research results, this shows that tourists do not travel to Ragunan Wildlife Park to create a sense of pride.

The advice that can be given for the manager of Ragunan Wildlife Park continues to create new innovations related to its tourist attractions, so that tourists do not quickly feel bored with the tourist attractions offered by Ragunan Wildlife Park. Achievement motivation is the lowest mean item from the results of this study, so it is recommended that the Ragunan Wildlife Park create beautiful photo spots and highlight the diversity of animal collections owned by the Ragunan Wildlife Park so that tourists can grow and show their pride..

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