

# Jakarta's Tourism Evolution: Shopping Center as Urban Tourism

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## **Abstract**

*Post industrial in Indonesia (after 1990's) had created innovations in many things especially in technology that brings problems and benefits at the same time. Technology makes distance become zero for the people that makes people more connected to each other, but on the other hand technology also creates people without life. Many people really connected to technology for their works that makes many people also having their time, everyday, mostly in the office. Besides that, the condition of urban transportation in Jakarta, makes many people run out of time on the street, in the car, in the middle of Jakarta's traffic, that happened almost for every people from every age. This condition makes stress level in Jakarta increased every year. Still, in the middle of business traffic, people need to refresh their life, so that they can preserve and increase their quality of life as well. Since there are not many nice open air public places that are served by Municipality of Jakarta, and on the other side many new shopping centers grow in Jakarta with fresh idea, unique concept, and much more facilities for every types of inhabitants (family, single, pairs, teenagers, children, senior citizen), so that most Jakarta's inhabitant choose shopping center as their new vacation destination on weekend. Shopping center with every idea, every concept, every facility, every amenity that attach to it, has given many opportunities that creates shopping center not only for urban social facility, but also as a recreational destination. From this paper, the writer tries to evaluate the evolution of urban tourism in Jakarta, especially in evolution of shopping center in Jakarta and evolution of Jakarta's inhabitant lifestyle that connect each other and create a new type of urban tourism.*

Keywords: urban tourism, evolution, shopping center

## **Introduction**

Jakarta is a capital city of Indonesia, that consists of 8.524.190 people (May 2011) in around 60 km<sup>2</sup> parcel of land. Jakarta divided into 4 phases (based on workshop The Fifth Layer of Jakarta, between Universitas Tarumanagara and Rotbien), which are: First Phase (before Indonesia's Independence Day in 1945). At this time, Jakarta had urban and cultural heritages from Javanese and Colonial period. Since Indonesia's Independence Day in 1945, Jakarta was ruled by Soekarno until 1965 (second Phase). Under his governance, Jakarta had built many nation buildings, such as Monumen Nasional, Hotel Indonesia, Sarinah department store, Bank Indonesia, and Gelora Bung Karno that are located along Jl. Thamrin-Sudirman (Jakarta's main road at that time).

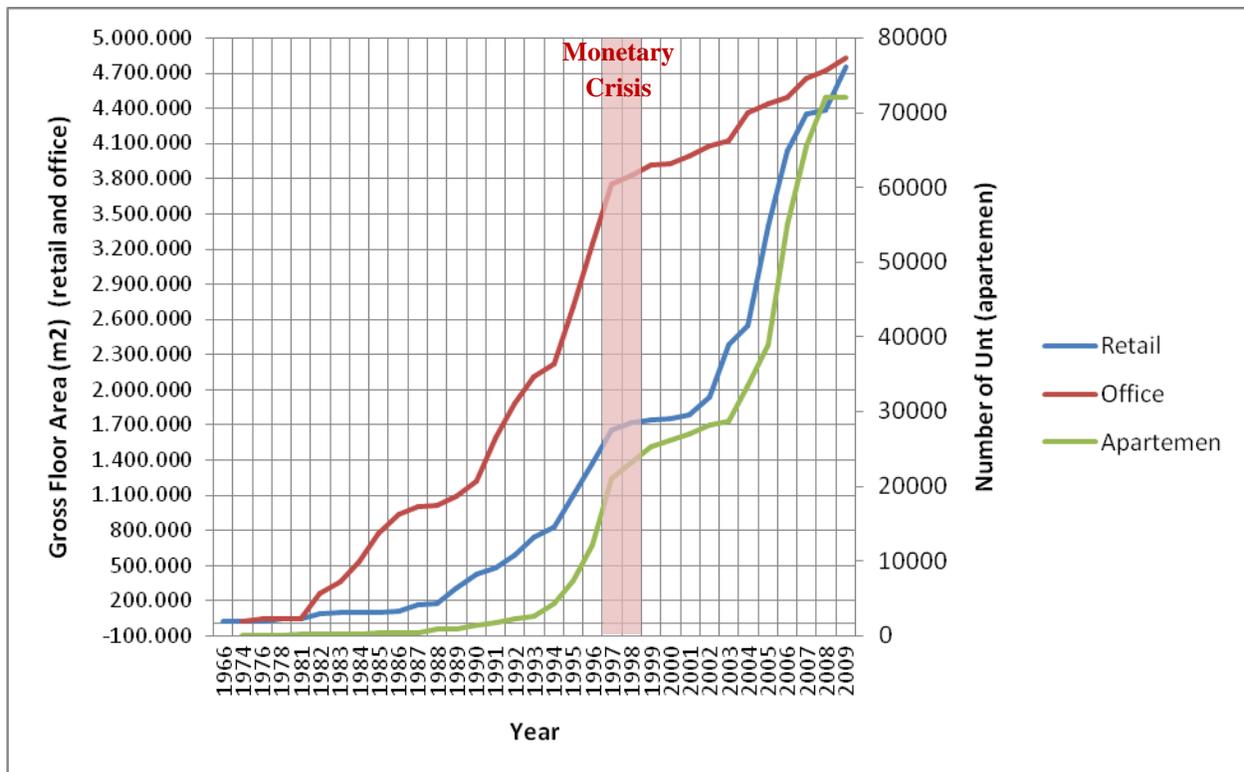
Figure 1. Nation Building in Jakarta, Phase 1 (Left: Sarinah, Middle: Monumen Nasional, Right: Sudirman-Thamrin Street)



Source : Many sources

Third phase (1965-1998) was ruled by Soeharto. Under his governance, Jakarta had focused in economic development. Many office and commercial buildings were built, especially along Jl. Jendral Sudirman, Jl. Thamrin, and Jl. HR Rasuna Said (Jakarta's CBD). We can see the development of office and commercial building at that time from figure below.

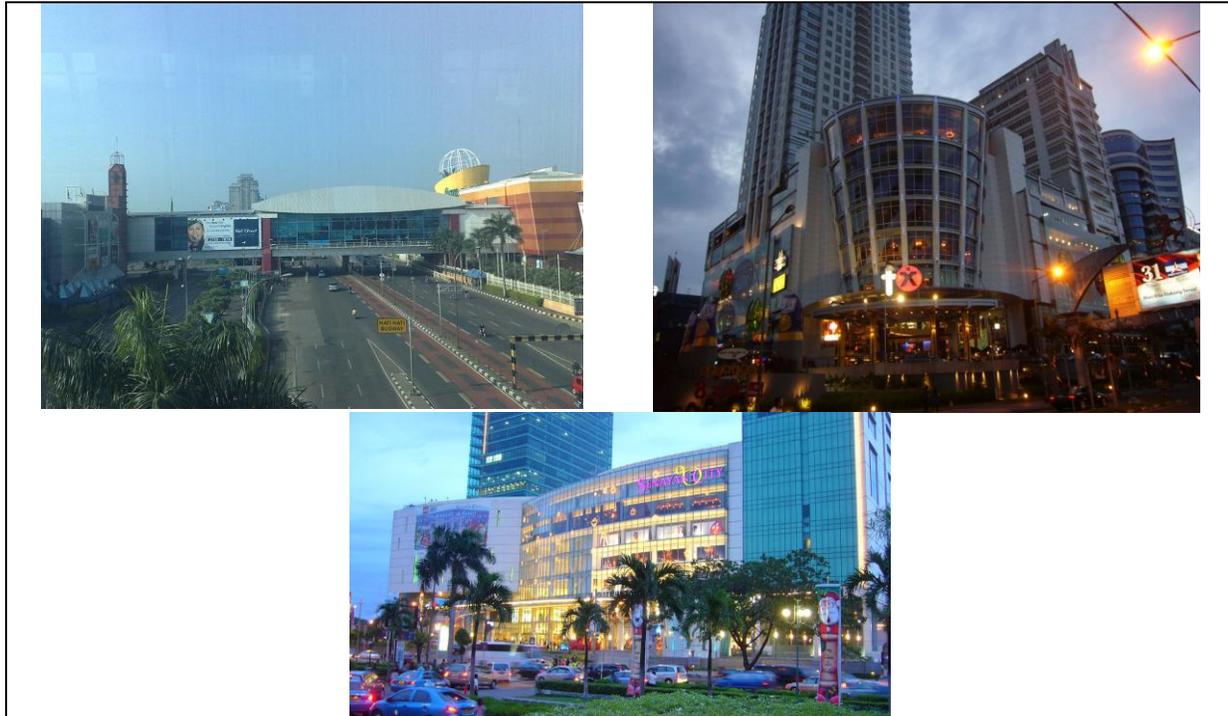
Figure 2. Gross Floor Area of Property Development in Jakarta, 1965-2009



Source: Panangian Property Survey, 2009

Fourth phase (1998-now) was called consumed city. In this phase, Jakarta had just recovered from monetary crisis in 1997-1998. The radical restructuring of the inner city area continued. At this time, we can see from figure above, retail and office building were increasing significantly.

Figure 3. Shopping Center in Jakarta, Phase 4 (Left: Pondok Indah Mall, Right: FX, Bottom: Senayan City)



Source: Many sources

The development that Jakarta had been through since oppressed time until now, has formed the face of Jakarta. And as one of historical city in Indonesia, Jakarta has some historical sites, that can be developed as tourism destination. Besides that, historical buildings that were built at Dutch's oppressed, turn out to be museums. There are several museums in Jakarta that have historical value, such as Museum Nasional, Kota Tua Area (was Dutch government center), Museum Prasasti (was Dutch's funeral). Museum usually been visited by foreigners.

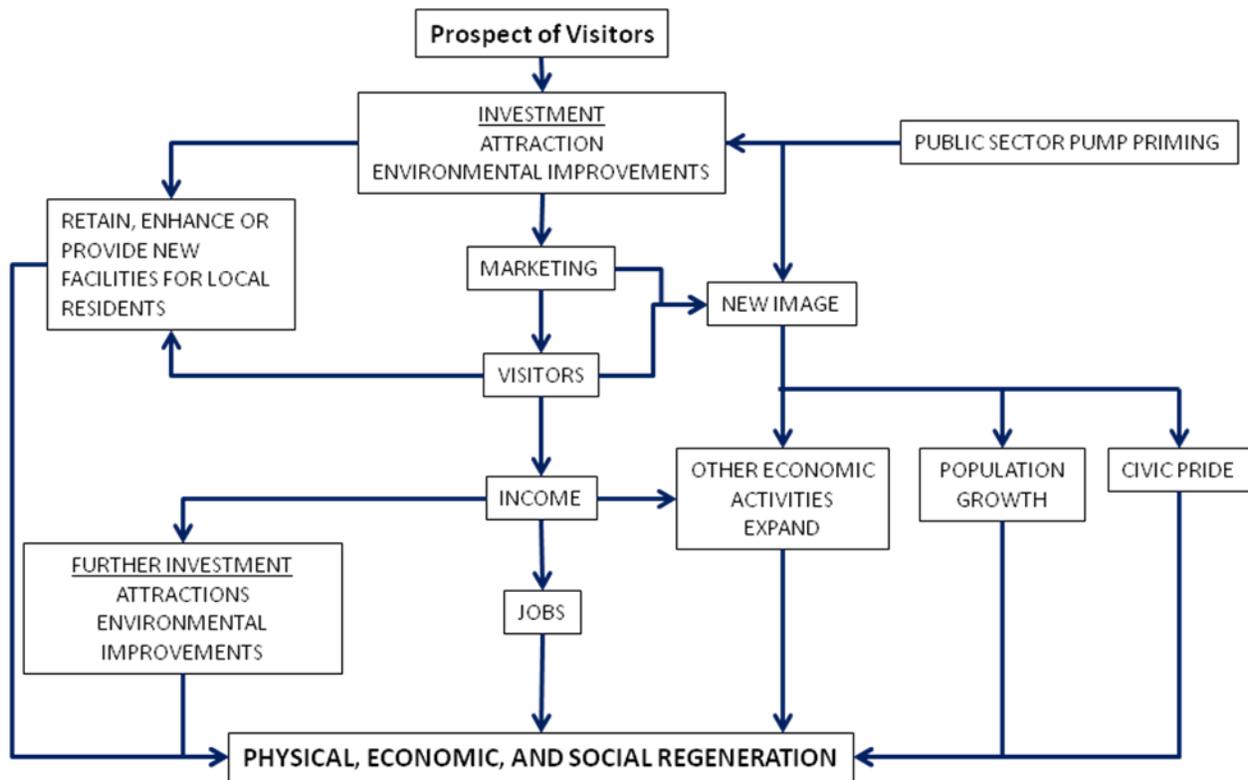
Besides museums, parks also one of Jakarta's inhabitants destination for weekend. There are some parks in Jakarta that usually are visited by young people, such as Taman Menteng, Taman Ayodia, Taman Puring, Taman Suropati, Taman jogging Kelapa Gading, Monumen Nasional, etc.

That habit are started to change since 2000 (it's only five years after the monetary crisis in Indonesia), that are paralyzed with the growth of shopping center in Jakarta, which started to growth significantly since 2001. (see figure 2.)

## Literature Review

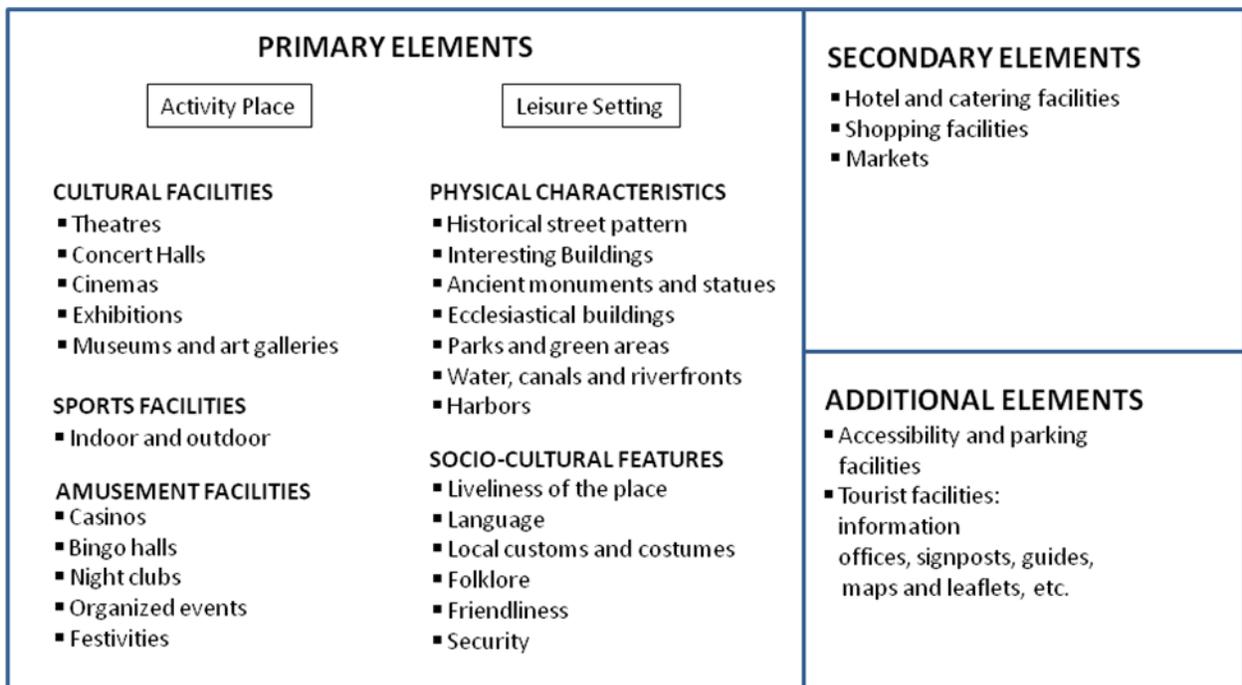
The literature for the study reviewed to urban tourism and types of shopping center.

Figure 4. The Strategy of Urban Tourism



Source: Urban tourism, page 29

Figure 5. The Elements of Tourism



Source: Urban Tourism, page 8

Table 1. Types of Shopping Centers by Size

Types	Gross Leasable Area (Square Feet)	Anchor Tenants	Population Served
Super regional	1.000.000 and above	Three or more department stores, discount, fashion apparel, other specialty stores	300.000 and above
Regional	400.000 – 1.000.000	One or more department stores	150.000 – 300.000
Community	150.000 – 400.000	Junior department stores, hardware, and supermarket	100.000 – 150.000
Neighborhood	50.000 – 150.000	Supermarket, drugstores, or combination	5.000 – 40.000
Specialty	Less than 50.000 – 375.000	5.000 – 40.000 stores	1.000 to 150.000 and above
Convenience	Less than 50.000	Small grocery stores	1.000 – 2.500
Megamall	2.600.000 and above	Theme parks, department stores, theaters, restaurants, nightclubs	1.000.000 and above
Hypermarket	150.000 – 250.000	Combination of supermarket and discount warehouse, electronics, clothing, toys, household, office supplies, automotive supplies	100.000 and above
Power center	250.000 – 700.000	Category specialist, home improvement, discount, ware house club, off-price	150.000 and above

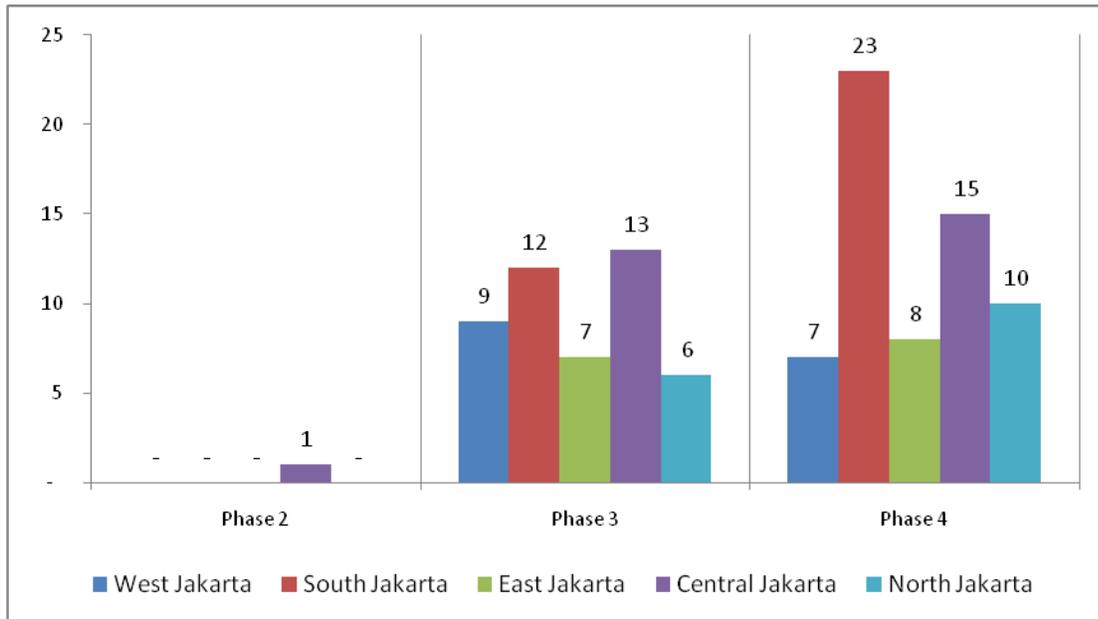
Source : the 4Rs of Asian Shopping Centre Management, page 6 – 7

## Data and Analysis

Based on the fourth phase that has been written at the introduction above, there are three phases of development in Jakarta that can be learned. The first phase is not being discussed because there was no shopping center development at that time. The second phase is Jakarta in 1945-1965, the third phase is Jakarta in 1966-1998, and the fourth phase is Jakarta in 1999-now.

Shopping center development in Jakarta, in the past 10 years, has been increased significantly if compared to other uses. From introduction, we can see the growth of shopping center in Jakarta. And from figure below, we can see the time table of shopping center development in Jakarta and their location.

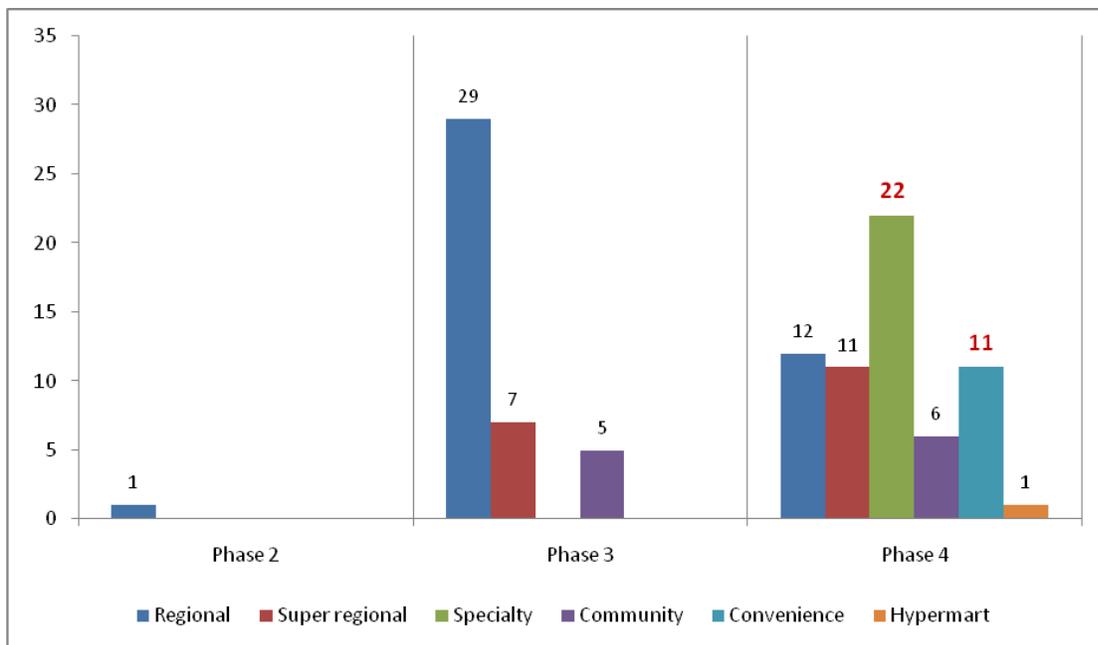
Figure 6. Number of Shopping Center Development in Jakarta Based on Location



Source: many sources, 2010

At the same time with the increasing of shopping center development in Jakarta, people lifestyle also changed. Jakarta's inhabitant has changed, become more practical, more consumerist, that also reflected in the growth of shopping center in Jakarta. As we know, that real estate development is being influenced by market, and so does to the opposite. From figure below, we can see the type of shopping center in Jakarta in each phase.

Figure 7. Number of Shopping Center in Jakarta Based on Type



Source: many sources, 2010

From the figure above, the movement of shopping center development in Jakarta for each phase can be seen. For the second phase, there was only one type of shopping center in Jakarta. But, at the third phase, there were 41 new shopping centers. At this phase, the type of shopping center was dominated by regional shopping center (29 buildings). At the last phase, there are 63 new shopping centers in Jakarta, and 34.29% of them are dominated by specialties (trade center). At this phase, convenience shopping center (lifestyle) has started to show up.

Table 2. Name, Location and NLA of Specialty Shopping Center in Jakarta

No.	YOO	Name of Shopping Center	Location	NLA (m <sup>2</sup> )
1	2002	Cilandak Town Square	SJ	26,165
2	2004	Plaza Indonesia Extension (EX)	CJ	15,700
3	2004	La Piazza	NJ	20,000
4	2004	Dharmawangsa Square City Walk	SJ	60
5	2004	Setiabudi One d/h Plaza Setiabudi I	SJ	14,752
6	2005	Plaza Senayan Annex (Arcadia)	SJ	5,500
7	2006	Sudirman Place d/h FX	SJ	31,000
8	2006	Retail @ Bellagio Residence	SJ	15,000
9	2006	Retail@Bellezza	SJ	2,000
10	2007	Pluit Junction	NJ	23,000
11	2007	Sudirman City Loft/ City Walk	CJ	na

Source: many sources, 2010

Other than specialty shopping center, there are 12 regional shopping centers and 11 super regional shopping centers. These shopping centers are starting to evolve in concepts and tenant-mix. They are starting to put the three elements of tourism in their shopping center concept, such as park and green areas, galleries, organized events, waterfront, exhibition, concert halls, outdoor sports, etc.

Figure 8. Three Elements of Tourism in Shopping Center



Dancing Fountain (left) and Fireworks (right) in Central Park Mall



Vintage Car Exhibition at Pondok Indah Mall



Chinese New Year Festival at Mall Taman Angrek (event)



Huge Sliding Pipe (left) and Ambiance (right) in FX Mall



Outdoor sport in Rasuna Epicentrum Mall



Dancing Fountain in Grand Indonesia Mall

Source: Many Sources, 2011

With those concepts, shopping center become one of tourism destination for Jakarta's inhabitants and others city, especially from small towns, on weekend.

## **Conclusion and Recommendation**

Jakarta grows as a consumerism city since the last 10 years. Many skyscrapers building was been built and make Jakarta more dense, but sustainable issue started to change the Jakarta inhabitants' way of thinking about urban lifestyle. People now more considerate about green area, how to keep the communication sustain between friends and relatives in urban business, park, etc. So that the shopping center management try to touch the people's sensitivity to nature and environment by creating new concepts in their shopping center.

The evolving of people will change the face of the city where they live and so does at the other hand. The property development will change the lifestyle of its inhabitants. And with this flow, city will keep on growing as fast as people's lifestyle. In order to create a health urban tourism for people, government, private sector and society have to limit the urban change.

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