

6-30-2023

Implementation of the "Indonesian Jamu Ritual" Concept as a Club Lounge Attraction at the Ritz Carlton Pacific Place

Maha dewi
mdewi@ui.ac.id

Follow this and additional works at: <https://scholarhub.ui.ac.id/jitps>



Part of the [Recreation, Parks and Tourism Administration Commons](#), and the [Tourism Commons](#)

Recommended Citation

dewi, Maha (2023) "Implementation of the "Indonesian Jamu Ritual" Concept as a Club Lounge Attraction at the Ritz Carlton Pacific Place," *Journal of Indonesian Tourism and Policy Studies*: Vol. 8: Iss. 1, Article 1. DOI: 10.7454/jitps.v8i1.1093
Available at: <https://scholarhub.ui.ac.id/jitps/vol8/iss1/1>

This Article is brought to you for free and open access by the Vocational Education Program at UI Scholars Hub. It has been accepted for inclusion in Journal of Indonesian Tourism and Policy Studies by an authorized editor of UI Scholars Hub.

IMPLEMENTATION OF THE 'INDONESIAN JAMU RITUAL' CONCEPT AS A CLUB LOUNGE ATTRACTION AT THE RITZ CARLTON PACIFIC PLACE

Mahadewi

Diva Carissa Ramasuci

Vocational Education Program, University of Indonesia

mdewi@ui.ac.id

ABSTRACT

The purpose of this research is to investigate the implementation of the concept of applying 'Indonesian Jamu Ritual' as a Club Lounge attraction at The Ritz Carlton Pacific Place. The concept is based on the use of traditional Indonesian herbal concoctions that have been used for centuries for health and beauty purposes. The research method used is a qualitative - descriptive approach using data collection techniques through observation, interviews, and documentation. The results showed that the use of the 'Indonesian Jamu Ritual' concept at the Club Lounge The Ritz Carlton Pacific Place can increase hotel guest satisfaction and provide an authentic and unique experience. The implementation of the concept is carried out by providing various types of herbs and traditional Indonesian herbal concoctions. The traditional music presented makes visitors feel like they are in the place where the herbal medicine comes from, which increases the authenticity and atmosphere of consuming herbal medicine. The recommendation from this research is for The Ritz Carlton Pacific Place to continue to improve the implementation of the 'Indonesian Jamu Ritual' concept by adding a variety of herbs and other traditional Indonesian herbal concoctions, as well as improving the quality of service and guest experience by integrating broader elements of Indonesian culture.

Keywords: *Attraction, Indonesian Jamu Ritual, The Ritz Carlton Pacific Place, Hotel, Guest Satisfaction*

ABSTRACT

Tujuan dari penelitian ini adalah untuk menginvestigasi implementasi konsep penerapan 'Indonesian Jamu Ritual' sebagai daya tarik Club Lounge di The Ritz Carlton Pacific Place. Konsep tersebut didasarkan pada penggunaan ramuan herbal tradisional Indonesia yang telah digunakan selama berabad-abad untuk keperluan kesehatan dan kecantikan. Metode penelitian yang digunakan adalah pendekatan kualitatif - deskriptif dengan menggunakan teknik pengambilan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa penggunaan konsep 'Indonesian Jamu Ritual' di Club Lounge The Ritz Carlton Pacific Place dapat meningkatkan kepuasan tamu hotel dan memberikan pengalaman yang autentik dan unik. Pelaksanaan konsep tersebut dilakukan dengan menyediakan berbagai jenis jamu dan ramuan herbal tradisional Indonesia. Iringan musik tradisional yang disajikan membuat para pengunjung merasa berada di tempat jamu tersebut berasal yang meningkatkan keautentikan dan atmosfer mengonsumsi jamu. Rekomendasi dari penelitian ini adalah agar The Ritz Carlton Pacific Place terus meningkatkan implementasi konsep 'Indonesian Jamu Ritual' dengan menambah variasi jamu dan ramuan herbal tradisional Indonesia lainnya, serta meningkatkan kualitas layanan dan pengalaman tamu dengan memadukan unsur-unsur budaya Indonesia yang lebih luas.

Keywords: *Daya Tarik, Indonesian Jamu Ritual, The Ritz Carlton Pacific Place, Hotel, Kepuasan Tamu*

INTRODUCTION

Indonesia has tremendous tourism potential hence becoming one of and is a favorite destination for tourists, both domestic and international. It is not wrong if tourism is designated as the main sector of the national economy (Ocktaviany, 2019). Indonesia's tourism potential is a special attraction so that many tourists, especially foreign tourists, are interested in coming to Indonesia not only to enjoy

the beautiful panorama of Indonesia but also as investors. Based on data on the development of foreign tourists issued by the Ministry of Tourism and Creative Economy, it can be seen that although there was a decrease in the number of foreign tourists in January 2023 compared to December 2022, but when compared to January 2022, January 2023 increased up to 503.34%. The following is

data on the development of foreign tourists to Indonesia in January 2023.

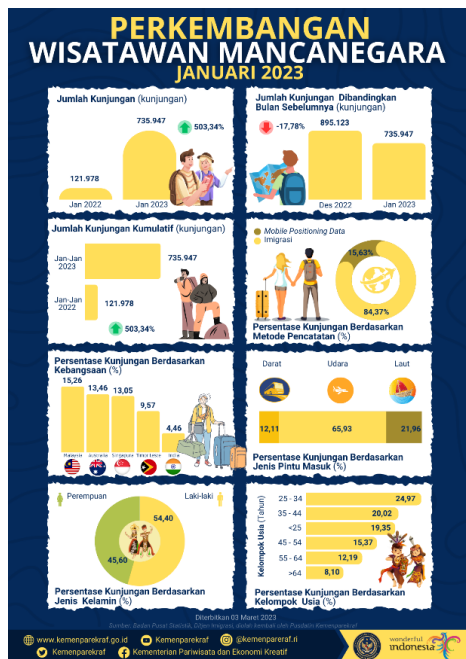


Figure 1. Development of foreign tourists in January 2023

Source: kemenparekraf.go.id, 2023

The data above clearly illustrates the country of origin of foreign tourists coming to Indonesia. Malaysia is the country with the highest percentage that comes to Indonesia as a tourist, which is 15.26%. The second country that contributes the number of tourists who come to travel to Indonesia is Australia at 13.46%. The third position is foreign tourists from Singapore at 13.05%, then followed by Timor Leste and India in fifth place.

Based on the data above, there is also a rapid increase in the development of the cumulative number of foreign tourist visits to Indonesia. In January 2022, the number of cumulative foreign tourist visits was 121,978 visitors, while in January 2023 the number of cumulative foreign tourist visits was 735,947, meaning there was a very significant increase of 503.34%. This is a very good prospect for Indonesia, especially in the tourism industry.

Based on the results of research conducted by Muktaf & Zuliana (2018) through interviews with foreign tourists who have visited Indonesia, it was found that they were quite happy to visit Indonesia. The majority of interviewees were happy with the friendly Indonesian people and the beautiful nature. Tourists visiting Indonesia are not only interested in a tourist destination, but also interested in the culture in Indonesia. Not only in Bali, foreign tourists are also amazed by the diversity of cultures in Indonesia such as in Yogyakarta which has many Javanese traditions in the city such as batik, puppet

shows, traditional music and even Yogyakarta's speciality cuisine, Gudeg. Every year millions of tourists choose these places not only for sightseeing but also to increase knowledge (Jauzaranti and Dwi Cahya, 2022).

Tourism cannot be separated from the hotel industry, where hotels are places where tourists stay to rest while doing activities. Hotels are companies that are managed by their owners and provide food, beverage and room facilities for people who are travelling and pay a reasonable amount according to the services provided (Susanti & Oktavia, 2020). Hotel is a product and service business that has 24-hour operating hours. Hotels have class classifications ranging from 1 to 5 stars depending on the completeness of facilities, type and number of rooms, type and variety of food, hotel size, and services provided. The higher the star on the hotel, the more varied, unique, and qualified the facilities provided to guests. This is of course so that guests feel comfortable when spending the night at the hotel. One of the 5-star hotels that provides excellent service and also has its own uniqueness in attracting tourists is The Ritz Carlton Pacific Place Hotel. The Ritz Carlton Pacific Place Hotel not only offers accommodation with complete and quality facilities, but also features a variety of unique and attractive service concepts for guests. Most of the guests staying at The Ritz Carlton Pacific Place Hotel are leisure guests. Guests who spend the night at The Ritz Carlton Pacific Place are more from foreign guests than local guests.

With the facts from the analysis, The Ritz Carlton Pacific Place presents and highlights traditional Indonesian culture in its hotel facilities. This is a means of introducing authentic Indonesian culture as well as making authentic Indonesian culture a special attraction for foreign guests who spend the night at The Ritz Carlton Pacific Place. Linda (2023) said that there are 17 reasons for foreign tourists to visit Indonesia, including good cuisine and interesting cultural heritage.

One field of tourism that is in great demand by foreign tourists is cuisine tourism or what is known as culinary tourism. Culinary tourism is a type of tourism that is not merely to fill up by eating a variety of typical dishes from tourist destinations, but also to get interesting experiences by eating and cooking a variety of typical foods from each region (Wibawati & Prabhawati, 2021). Indonesia itself has various types of traditional cuisine and drinks such as jamu. Traditional cuisine are foods and drinks that are present in a particular region. The making of traditional cuisine plays an important role in culture, which is a form of skill, creativity, artistic touch, tradition and taste. The higher the culture of a community, the wider the variety of food forms and the more complex the method of making and the

more complicated the presentation (Wibawati & Prabhawati, 2021).

Sub Variabel <i>Minat</i>	Kategori	Persentase (%)
Minat eksploratif	Tinggi	96.4
Minat referensial	Tinggi	97.1
Minat transaksional	Tinggi	88.3
Minat preferensial	Tinggi	99
Minat keseluruhan	Tinggi	96.4

Figure 2. Interest in eating Indonesian cuisine among foreign tourists

Source: Mirzana, 2014

Research conducted by Mizana (2014) states that the interest of foreign tourists to consume typical Indonesian cuisine, especially in Jogjakarta is as shown in the figure above. From the data displayed, it can be seen that foreign tourists' interest in consuming Indonesian cuisine is due to referential interest of 97.1% and exploratory interest of 96.4%. Referential interest is a person's tendency to refer to products that he has bought, so that other people also buy them, with reference to his consumption experience, while exploratory interest describes the behaviour of a person who always seeks information about the product he is interested in and seeks information to support the positive characteristics of the product he likes (Ferdinand, 2017). Based on this, it can be seen that foreign guests prefer Indonesian cuisine that is referenced and have an interest in exploring various culinary delights in Indonesia.

Responding to these opportunities and challenges, the Ritz Carlton Pacific Place Hotel seeks to showcase Indonesian specialties that are not widely known by foreign guests but have promising prospects in order to attract foreign guests while staying at the Ritz Carlton Pacific Place Hotel. The Ritz Carlton Pacific Place Hotel has a main facility, namely the Club Lounge. The Ritz Carlton Club Lounge is a relaxing space that provides personalized service, an exceptional variety of food and beverages, and delightful indulgences. In addition to relaxing, this room can be used for guests staying overnight at the hotel to enjoy a meal. The Ritz Carlton Club Lounge Pacific Place serves Breakfast Buffet, Lunch Buffet, Afternoon Tea, Indonesian Jamu Ritual, Dinner Buffet, Alcohol Drinks, and Chocolate Cordial. The Ritz Carlton Club Lounge Pacific Place comes with menu facilities ranging from Japanese Food, Korean Food, Western Food, Middle Eastern Food, and many more. However, The Ritz Carlton Club Lounge Pacific Place still highlights Indonesian culture by presenting a variety of Nusantara cuisine, one of which is Indonesian Jamu Ritual. Indonesian Jamu Ritual is presented specifically in the Club Lounge

area to treat guests who are present to be interested in Indonesian speciality drinks that are still not widely known by foreign guests. The concept was presented with the aim of introducing traditional herbal drinks to foreign guests. Without a clear concept implementation in the Indonesian Jamu Ritual session, there will be dissatisfaction of foreign guests.

LITERATURE REVIEW

In general, tourism is a travel activity carried out by tourists for a while from a destination to another destination aimed at meeting the travel needs of a person or group of people (Belia & Polisda, 2022). Tourism Business is a business that provides goods and/or services for the fulfilment of tourist needs and the implementation of tourism. According to Indonesia.go.id (2022) Indonesia's tourism ranking rose rapidly in 2022. In just 18 months, Indonesia's tourism ranking shot up to number 32, from 44th previously. With a 12-rank increase, for the first time Indonesia, which is one of 117 countries in the Travel and Tourism Competitiveness Index (TTCI) 2021, is above Malaysia, Thailand, and Vietnam (World Economic Forum, 2022).

Based on the Tourism Law No.10 of 2009, there are 13 types of business fields in the tourism industry that involve various economic sectors. The aspects covered in the tourism industry include:

1. Tourist Attractions
2. Tourism Area
3. Tourism Transport Services
4. Tourism Travel Services
5. Food and Beverage Services
6. Accommodation Providers
7. Organisation of Entertainment and Recreation Activities
8. Organisation of Meetings, Incentive Travel, Conferences and Exhibitions
9. Tourism Information Services
10. Tourism Consultancy Services
11. Tourist Concierge Services
12. Tirta Tourism
13. Spa

The main factor that influences state revenue is tourism accommodation, the development of tourism in Indonesia will certainly result in an increasing number of accommodations available to support tourism activities carried out by tourists. As explained by Utami & Kafabih (2021), that this accommodation is one of the indicators of the provision of facilities for tourism purposes. Accommodation can be interpreted as a lodging business or often also called a lodging establishment is a place for someone to stay temporarily, it can be a hotel, inn, resort, apartment. Furthermore,

Munavizt (2010) in Kurniansah & hali (2018) suggests that accommodation is divided into three types, among others:

1. Commercial Accommodation, which is accommodation that is built and operated solely to seek maximum profit. This type of accommodation includes: Hotels, Motels, Hostels, Cottages, Bungalows, Inns, Guest Houses, Apartment Houses, and Inns.
2. Semi-commercial accommodation, which is accommodation that is built and operated not solely for commercial purposes, but also for social purposes (underprivileged communities). Types of accommodation include: hospitals, homestays, holiday camps, guesthouses, and rooming houses.
3. Non-Commercial Accommodation, namely accommodation that is built and operated solely for non-commercial purposes, namely not seeking profit or solely for social purposes or free assistance, but specifically for certain groups / groups and also for certain purposes. This type of accommodation is: Mess, Guest House, and Orphanage House.

Literally the word hotel comes from the word hospitium (Latin) which means a guest room located in a monastery which then the word hospitium in France is combined with the word hospes and then becomes hospice. For some time, the word hospice has not changed. Later on, after a long process of understanding and analogy to distinguish between a guest house and a mansion house, the mansion house was called a hostel. This word hostel continues to be used by people, gradually the letter "s" in the word hostel disappears or is removed, becoming a hotel as we know it today (Made, et al. 2021).

According to the Minister of Transportation, a hotel is a form of commercially managed accommodation, provided for everyone to obtain lodging services along with eating and drinking (SK. MenHub. RI. No. PM 10/PW.301/PHB-77). Facilities are a supporting tool used by a company in increasing customer satisfaction, the better the facilities provided to consumers, the more customer satisfaction will increase. All existing facilities, including the condition of the facilities, the completeness of the facilities, the interior and exterior design of the hotel and cleanliness, must be considered closely related to what hotel guests feel or get directly. Guest comfort will result in satisfaction, if the guest is not satisfied, he will lose trust and even leave the company. This will lead to a decrease in sales and in turn will reduce profits.

According to Akhwan & Nugrahaini (2021) in a study entitled *The Effectiveness of Implementing the Green Building Concept in Hotels*

on Visitor Attraction, there are factors that influence the attractiveness of hotel visitors:

1. Marketing Factors (Promotion)
Efforts to form, socialise, and realise advantages to consumers.
2. Value Factor (Value)
Generating the value of marketing activities, namely the creation of guest satisfaction and achieving values from guests.
3. Brand Factor (Brand)
Something that distinguishes the product from others. It aims to create an impression felt by guests.
4. Relationship Equity Factor
Increasing the relationship with guests and maintaining the company.

METHODOLOGY

This research uses a qualitative approach that is described in descriptive form. A qualitative descriptive design may be deemed most appropriate because it acknowledges the subjective nature of the problem, the various experiences participants have, and presents the findings in a way that directly reflects or closely resembles the terminology used in the initial research question (Bradshaw et al., 2017). A Kim et al. (2017) says that qualitative descriptive research creates data that describe the 'who, what, and where of events or experiences' from a subjective standpoint. From a philosophical standpoint, this research technique is most compatible with constructionism and critical theories that employ interpretative and naturalistic methodologies. These philosophical approaches convey the belief that reality exists within dynamic and subjective circumstances (Lincoln et al., 2017).

The data collection techniques used are observation, interviews and literature studies as research instruments. According to Sugiyono (2018) observation is a data collection technique that has specific characteristics when compared to other techniques. Through observation, the author can learn about the behaviour and meaning of certain behaviours or activities. Observation in this study is by making direct observations in the field to find out the actual conditions of the implementation of the 'Indonesian Jamu Ritual' concept at The Ritz Carlton Club Lounge Pacific Place.

In addition to observation, researchers also conducted interview activities as a research instrument. Creswell (2012) states that qualitative interviews occur when a researcher asks one or more participants general, open-ended questions, and records their answers. The interview technique used in this research is a semi-structured interview where it will be conducted to several sources who are directly related to the case in the field by

preparing several topics of questions to be asked. The source of this interview activity is the Quality Manager of Club Lounge The Ritz Carlton Pacific Place. This research is also supported by finding secondary data through literature studies. According to Mestika Zed (2003), literature or literature study can be defined as a series of activities related to library data collection methods, reading and recording and processing research materials.

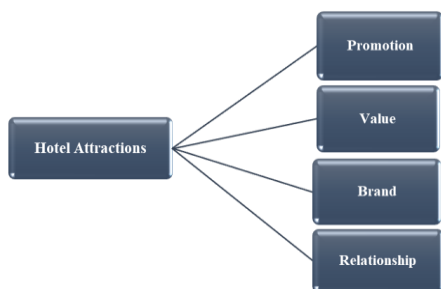


Figure 3. Research Variables
Source: Processed by the authors, 2023

RESULTS

A. Background to the Concept of "Indonesian Jamu Ritual"

The Ritz Carlton Pacific Place Hotel is one of the 5-star hotels in Jakarta. Guests of The Ritz Carlton Pacific Place Hotel are dominated by foreign guests. The following is the guest profile at the Ritz Carlton Pacific Place Hotel.

RITZ CARLTON PACIFIC PLACE					RITZ CARLTON PACIFIC PLACE				
2023 (Jan - Feb)					2023 (Jan - Feb)				
DATE	TRIP PURPOSE	NON-CLUB GUESTS	CLUB GUESTS	ESTIMATED TAX	DATE	TRIP PURPOSE	NON-CLUB GUESTS	CLUB GUESTS	ESTIMATED TAX
2023 (Jan - Feb)	Business	100%	0%	0%	2023 (Jan - Feb)	Business	100%	0%	0%
2023 (Jan - Feb)	Leisure	0%	0%	0%	2023 (Jan - Feb)	Leisure	0%	0%	0%
2023 (Jan - Feb)	Family	0%	0%	0%	2023 (Jan - Feb)	Family	0%	0%	0%
2023 (Jan - Feb)	Other	0%	0%	0%	2023 (Jan - Feb)	Other	0%	0%	0%

Figure 4. Ritz Carlton Pacific Place Hotel Club Profile
Source Leader Club Lounge The Ritz Carlton Pacific Place, 2023

The data above is the profile of guests staying at the Ritz Carlton Pacific Place Hotel in January 2023. Based on this data, it can be concluded that guests staying at the Ritz Carlton Pacific Place Hotel are mostly guests who come from abroad and are guests with business travel purposes. The estimated guest profile of the Ritz Carlton Pacific Place Hotel in January 2023 shows that 71% of hotel guests are foreign guests and the other 29% are from Indonesia. Guests staying at the Ritz Carlton Pacific Place are mainly from the United States, Malaysia and Singapore, but there are also guests from India, the United Kingdom, Japan,

South Korea, Hong Kong, Taiwan and other countries in Asia and Europe.

The former Director of F&B, Melih Ecker from Turkey, heard about the traditional drink jamu from some of her friends. Then she discussed with the previous Club Manager, Director of Operations and Quality Manager about the drink which she thought would be interesting to present at the Club Lounge. After finding a herbal vendor that met the hotel's criteria, the previous chenography of 'Indonesian Tea Ritual' was changed to 'Indonesian Jamu Ritual'. Chenography is the term used by The Ritz Carlton Group in giving the identity of each The Ritz Carlton hotel under it. This identity then becomes the baseline in providing services to guests. Indonesian Jamu Ritual can be referred to as chenography or identity owned by The Ritz Carlton Pacific Place.

The implementation of this concept is based on the use of traditional Indonesian herbal concoctions that have been used for centuries for health purposes. Modern Indonesian Elegance in the Capital is the theme of this 'Indonesian Jamu Ritual' concept. The theme means that The Ritz Carlton Pacific Place has a modern character in the centre of Indonesia's capital city (Jakarta) while still highlighting Indonesian culture elegantly.

Quality Manager Hotel The Ritz Carlton said this concept was chosen because as many as 80% of their hotel guests are foreigner families and foreigner business travellers, where 'time' is the most precious thing for them and they usually do not have much time to relax, so jamu was chosen because jamu is simple, easy to carry, healthy, and very attractive to foreign guests. In addition, jamu was also chosen to showcase Indonesia's rich spices to the foreign guests. The Indonesian Jamu Ritual concept has been running since 2021 and is located at the Club Lounge on the 21st floor.

B. The concept of "Indonesian Jamu Ritual" as the attraction of The Ritz Carlton Hotel club lounge

In running its business as an accommodation provider, The Ritz Carlton Hotel makes various efforts to be able to increase its attractiveness so that guests, both from within and outside the country, are interested in staying and becoming their favourite accommodation place. To attract the attention of potential guests, The Ritz Carlton Hotel not only provides the best facilities and services so that guests are happy to stay, but also provides more value that is memorable and unique for guests who stay, especially foreign guests. One of the efforts to provide more value is to create a concept called Indonesian Jamu Ritual. There are 4 factors that influence the attractiveness of hotel visitors, in this case it is related to the implementation of the

Indonesian Jamu Ritual concept created by The Ritz Carlton Hotel. Here are some more details.

1. Marketing Factors (Promotion)

What is meant by the marketing factor here is an effort to shape, socialise, and become an advantage to consumers. As explained above, guests staying at The Ritz Carlton Hotel are dominated by foreign guests. Foreign guests are very enthusiastic about various things related to Indonesian culture, including food and beverages. In order to introduce and attract foreign guests to stay at The Ritz Carlton Hotel, management created the concept of "Indonesian Jamu Ritual". Based on the results of interviews conducted, this concept is able to attract foreign guests to stay longer and spend their money to experience the traditional atmosphere, deliciousness and also the benefits of drinking Jamu which is an authentic Indonesian beverage product.

'Indonesian Jamu Ritual' is presented to welcome hotel guests at the Club Lounge combined with gamelan music and Club Lounge servers wearing traditional kebaya clothes and opens every day at 17.30 - 18.00 WIB. The timing of the opening of the Club Lounge with the concept of "Indonesian Jamu Ritual" is also taking into account that foreign guests who stay overnight will return to the hotel in the afternoon. After being tired of travelling and doing business all day, they can relax for a moment and feel the benefits of drinking herbal medicine in a soothing traditional atmosphere. It is hoped that by participating in the "Indonesian Jamu Ritual" they can feel more satisfied with the services of The Ritz Carlton Hotel in addition to the comfort and safety of the main hotel facilities.



Figure 5. An overview of Indonesian Jamu Ritual

Source: Author's documentation, 2023

They chose to be presented specifically at the Club Lounge on the 21st floor. This was based on the reason that the lobby of The Ritz Carlton Pacific Place and Pasola Restaurant on the 6th floor can be referred to as public areas, which can be accessed by people other than hotel guests. Meanwhile, the Club Lounge can only be accessed by hotel guests only, of course it gives

an exclusive impression to hotel guests. Quality Manager of The Ritz Carlton Pacific Place, Keyzia said that the Club Lounge is one of the most eye-catching and exclusive facilities at The Ritz Carlton Pacific Place. This 'Indonesian Jamu Ritual' will be the first thing hotel guests see when entering the Club Lounge area. Besides being a choreography, this concept is also a selling point of The Ritz Carlton Club Lounge Pacific Place which can increase the marketability of hotel rooms.

2. Value Factor

Creating value marketing activities that include the two most important aspects of creating satisfaction for customers and gaining value from customers. Indonesian Jamu Ritual can be referred to as the choreography or identity of The Ritz Carlton Pacific Place. The implementation of this concept is based on the use of traditional Indonesian herbal concoctions that have been used for centuries for health purposes. Modern Indonesian Elegance in the Capital is the theme of this 'Indonesian Jamu Ritual' concept. The theme means that The Ritz Carlton Pacific Place has a modern character in the centre of Indonesia's capital city (Jakarta) while still highlighting Indonesian culture elegantly.

The leaders of The Ritz Carlton Pacific Place consisting of Director of F&B (Melih Ecker), Club Manager (Jornandes), Director of Operation (Sinta) and Quality Manager (Keyzia) have discussed this concept thoroughly and in detail in 2021. Apart from being a choreography of The Ritz Carlton Pacific Place, the concept of 'Indonesian Jamu Ritual' is based on Melih Ecker's, Director of F&B, interest and enthusiasm for jamu. Jamu is a health tradition that is preserved by the community to this day.

Jamu is one of the representations of local wisdom that has developed in the community because of the usefulness of this traditional drink. Jamu is believed by the community to be able to cure various diseases without side effects. Jamu is proof that the ancient Javanese people have recognised traditional medicine as an important component in the health sector. The culture of drinking jamu continues to develop and be preserved, so this is what makes jamu a representation of the local wisdom of the community from ancient times to the present. This is then one of the bases for The Ritz Carlton Hotel to make the concept of "Indonesian Jamu Ritual" as one of the attractions that has special value. It is not only unique for foreign guests but also presents a healthy and interesting drink for them. With this concept, hotel guests, especially foreign guests, are interested in staying at The

Ritz Carlton Pacific Place so that it can become the hotel's selling point.



Figure 6. Value Factor of Indonesian Jamu Ritual

Source: Author's documentation, 2023

3. Brand Factor

A sign that can distinguish a product from other types, this is to create an impression felt by consumers. Indonesian Jamu Ritual is a concept as a need for the rich and diverse history of the largest archipelago in the world. Indonesian Jamu Ritual can be referred to as chenography or identity owned by The Ritz Carlton Pacific Place. Chenography or identity is a concept that must exist in every The Ritz Carlton Hotel around the world. Each The Ritz Carlton hotel has a different chenography, and The Ritz Carlton Pacific Place chose to raise herbal medicine as their chenography and has the theme Modern Indonesian Elegance in the Capital. The theme means that The Ritz Carlton Pacific Place has a modern character in the middle of Indonesia's capital city (Jakarta) but still highlights Indonesian culture elegantly. Jamu which is identical to the traditional beverage products originating from Indonesia and in ancient times jamu was consumed every day so that it became a habit or "ritual", therefore The Ritz Carlton Hotel made the idea into a concept with the name Indonesian Jamu Ritual.



Figure 7. Indonesian Jamu Ritual Concept

Source: Author's documentation, 2023

The Ritz Carlton Club Lounge Pacific Place endeavours to present various types of jamu that are deemed suitable for drinking in the Club Lounge and also practical to carry around. The types of herbs available include:

- a. Cold Jamu. Examples of cold jamu include beras kencur (made from water, white sugar, white rice, kencur, ginger), Wedang Jahe (made from water, ginger, lemongrass, pandan leaves) and Kunyit Asam (made from water, turmeric, brown sugar, tamarind, salt).
- b. Jamu Tea Bag. Jamu tea bag is jamu that is packaged to be easy to make instantly by guests who want to enjoy jamu wherever they are.
- c. Infused Jamu. Infused Jamu is a special blend of jamu using natural recipes served hot.

4. Relationship Equity Factor

The relationship equity factor relates to developing good customer relationships and sustaining the business. The concept of 'Indonesian Jamu Ritual' is displayed as attractive as possible with a beautiful wooden trolley, decorated with various herbal decorations such as baskets, cobek, spices, batik cloth, herbal books, and servers who use kebaya clothes, can be referred to as Lady in Kebaya. Because, in addition to introducing traditional Indonesian drinks, Club Lounge is also trying to simultaneously introduce traditional clothes from Indonesia, namely kebaya and batik skirts to foreign guests. At WIB 5:30 p.m., when the cart is ready, the Lady in Kebaya will approach guests who are sitting at their tables while explaining the concept and offering herbal drinks. When someone orders, it will be made and delivered by the Lady in Kebaya. The atmosphere of the Club Lounge is transformed to be more authentic as it is also decorated with Indonesian-style decorations and traditional gamelan music, adding to the overall experience with a very mature concept packaging. When the session is over, the Lady in Kebaya confirms once again with the guests whether they still want to drink jamu or not. The Lady in Kebaya will then tidy up and return the trolley at 6pm.



Figure 8. Lady in Kebaya

Source: Author's documentation, 2023

Most of the foreign guests always ask for something special that is authentically Indonesian. The concept of 'Indonesian Jamu Ritual' itself is based on the identity needs of The Ritz Carlton Pacific Place as well as introducing Indonesian traditional culture to foreign guests of The Ritz Carlton Pacific Place hotel. Overall, the implementation of the 'Indonesian Jamu Ritual' concept in the Club Lounge of The Ritz Carlton Pacific Place Hotel has successfully attracted and satisfied the hotel's foreign guests who are looking for a unique and authentic experience. In addition, the concept also managed to become the selling point of Club Lounge Hotel The Ritz Carlton Pacific Place.

Jamu trolley decorations, various variations of jamu, and gamelan music also contributed to the attractiveness of the Club Lounge atmosphere. Based on observation, many foreign guests shared their memorable experiences of the Indonesian Jamu Ritual at check-out. One of the guest responses was getting a good impression from a Japanese guest when the guest checked out. The guest said that he was very happy to spend several days at The Ritz Carlton Pacific Place especially during the 'Indonesian Jamu Ritual' session. The Japanese guest always ordered jamu and took a lot of documentation of jamu along with the Lady in Kebaya. The guest would love to come back again to stay at The Ritz Carlton Pacific Place if she comes to Indonesia next time.

Another guest response, a Korean woman, ordered one glass of Infused Jamu followed by an excited expression on her face. She then ordered the same jamu a second time and ordered three times to take with her on her way to the airport. The guest said that the jamu was very tasty and warmed her up, especially since it was raining heavily at the time, which helps to keep her warm in cold weather. From the above examples of foreign guest feedback, it can be

seen that the presence of 'Indonesian Jamu Ritual' has successfully captured the hearts of hotel guests and even left an impression on them when they return to their respective countries.

C. Challenges in the implementation of the "Indonesia Jamu Ritual" concept

Although the Indonesian Jamu Ritual concept at The Ritz Carlton Pacific Place Club Lounge has proven successful in increasing guest satisfaction and providing an authentic and unique experience, there are still several obstacles that may be faced in implementing this concept. One of the obstacles faced, among others, in 2021, which is the first year of changing ethnography from Indonesian Tea Ritual to Indonesian Jamu Ritual, is the limited ability of staff to jamu products. In providing this concept, hotel staff must have sufficient knowledge about the ingredients used in making herbal medicine, the process of making herbal medicine, and how to serve herbal medicine correctly. At that time the Club Lounge staff still had difficulty in explaining the concept of Indonesian Jamu Ritual so that the intent and purpose of the concept could not attract the attention of guests. The action taken by management to overcome these obstacles is to train the memorisation and skills of the Club Lounge staff to be better at delivering the concept of Indonesian Jamu Ritual to guests. As a hotel management team, it is hoped that this concept will continue to exist because this concept is something that has a very high selling point for the hotel. From all the uniqueness that is present in the concept of Indonesian Jamu Ritual, management believes that the next new guests will be interested and satisfied with the meals provided at the Club Lounge.

In addition to the constraints of limited staff capabilities, The Ritz Carlton Pacific Place Club Lounge experienced a little difficulty during the weekend because at that time it was a change in the type of guests who were previously business travellers to leisure or family guests. In the future, it is hoped that the Club Lounge can further enhance the experience for family groups, especially family groups from foreign countries, the concept of Indonesian Jamu Ritual is also prepared to be more kids friendly. Not a few of the foreign family groups still do not believe that jamu can be consumed by children. In addition, the addition of Kids Corner in the Club Lounge area every weekend (Saturday & Sunday) is also one of the plans made to develop the concept of Indonesian Jamu Ritual.

CONCLUSION

The Ritz Carlton Pacific Place's identity is 'Indonesian Jamu Ritual,' with the concept of Modern Indonesian Elegance in The Capital. The

motif implies that The Ritz Carlton Pacific Place has a modern character in the heart of Indonesia's capital city (Jakarta), while still beautifully highlighting Indonesian culture. Because the majority of their hotel customers are foreigner families and foreigner business travellers, the theme of 'Indonesian Jamu Ritual' was adopted. So jamu was chosen since it is simple, easy to transport, healthful, and appealing to international visitors. Furthermore, jamu was chosen to promote Indonesia's diverse spices to foreign guests.

The Ritz Carlton Pacific Place Hotel is one of Jakarta's 5-star hotels. Foreign visitors predominate in The Ritz Carlton Pacific Place Hotel. To entice potential guests, The Ritz Carlton Hotel not only delivers the greatest facilities and services so that guests are glad to stay, but also more value that is memorable and distinctive for guests who stay, particularly foreign tourists. One endeavor to add value is the development of a concept known as Indonesian Jamu Ritual. There are four aspects that determine the attraction of hotel visitors; in this case, it is related to the application of The Ritz Carlton Hotel's Indonesian Jamu Ritual idea.

The marketing component is the first factor that influences the attraction of hotel guests. The Ritz Carlton Pacific Place Hotel presents an intriguing and one-of-a-kind concept by offering herbal medicine as an added service to overseas visitors. The goal is not only to satisfy guests, but also to have them return to The Ritz Carlton Pacific Place Hotel in the future. The second component is value, and The Ritz Carlton Pacific Place Hotel adds value in the form of herbal medicine preparation services in a variety of forms, courteous and informative service, and a comfortable and classic room atmosphere. The next factor is the brand factor where The Ritz Carlton Pacific Place Hotel names a concept that can attract guests with the name Indonesian Jamu Ritual which is very identical to traditional Indonesian drinks and can be enjoyed every day. The fourth factor or the last factor that attracts hotels through the concept of Indonesian Jamu Ritual is the relationship factor. The Ritz Carlton Pacific Place Hotel features a lady in kebaya who provides services to guests so that they can taste herbal medicine and get information directly about the herbal medicine they are enjoying or herbal medicine that is of interest to them.

RECOMMENDATION

There are several recommendations that the author can convey, namely:

1. In order to increase the attractiveness of the Indonesian Jamu Ritual concept in the Club Lounge area of The Ritz Carlton Pacific Place, a demo session on how to make herbal medicine

can be added, for example once or twice a week on a certain day. The demo can be advertised through social media, standing signage, or promote directly to Club Lounge guests. Besides adding to the attractiveness of the Club Lounge, the demo will also further enliven the atmosphere of the Indonesian Jamu Ritual concept.

2. Because the herbal variants have a spicy taste, it is better for Indonesian Jamu Ritual to increase the variety of herbs, especially children's special herbs such as Buyung Upik herbal medicine or Healthy Kids herbal medicine which has various flavours. That way, parents, especially parents from foreign countries, will also trust herbal medicine for their children to consume. So that the concept of Indonesian Jamu Ritual can not only be enjoyed by adults but can also be enjoyed by children, especially during the weekend period, which is mostly family guests.
3. We recommend that not only female servers serve the Indonesian Jamu Ritual session as Lady in Kebaya, but also male servers as Man in Lurik. Lurik is a fabric with small striped motifs that has traditionally been the typical clothing of rural male citizens among the Javanese ethnic group. That way foreign guests can get new impressions and knowledge besides the traditional kebaya clothes.

REFERENCES

Books:

- Creswell, John W. (2012). Educational research: planning, conducting, evaluating, quantitative and qualitative research (Fourth Edition). United State of America: Pearson Education Inc.
- Lincoln YS, Lynham SA, Guba EG. (2017) Paradigmatic Controversies, Contradictions and Emerging Confluences. In: NK Denzin, YS Guba (ed) *The Sage Handbook of Qualitative Research*, (5th edition). Thousand Oaks, CA: Sage.
- Made, S. & Damayanti Solihin, I.A.K.W. (2021). Pengantar Hotel dan Restoran. Purbalingga: Eureka Media Aksara
- Mizana Syarafah, S. (2014). Minat mengkonsumsi makanan Indonesia pada wisatawan asing di restoran daerah Mantriheron Yogyakarta. Yogyakarta: UNY
- Sugiyono. (2018). Metode Penelitian Kombinasi (Mix Methods). Bandung: Alfabeta
- Surat Keputusan Menteri Perhubungan R.I. No. PM 10/PW – 301/Phb. 77, tanggal 12 Desember 1977. (1977). Jakarta: Departemen Perhubungan.

Zed, Mestika (2003). *Metode Penelitian Kepustakaan*. Jakarta : Yayasan Obor Indonesia.

Journals:

- Akhwan, M.A.F., & Nugrahaini, F.T. (2012). Efektifitas penerapan konsep Green Building pada hotel terhadap daya tarik pengunjung. *SIAR II: Seminar Ilmiah Arsitektur*. E-ISSN: 2721-8686
- Belia, P.S. & Polisda, Y. (2022). Pelayanan prima pramusaji dalam melayani tamu di restoran hotel. *Jurnal Pariwisata Bunda*. Vol.3 no.1, (30-38). E-ISSN: 2723-4770
- Bradshaw C, Atkinson S, Doody O. Employing a Qualitative Description Approach in Health Care Research. *Global Qualitative Nursing Research*. 2017;4. doi:10.1177/2333393617742282
- Ferdinand, A. (2017). Kualitas Strategi Pemasaran: Sebuah studi pendahuluan. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*. vol.1 no.1 (107-119), Apr. 2017. <https://doi.org/10.14710/jspi.v1i1.107-119>
- Kim H, Sefcik J.S., Bradway C. (2017) Characteristics of qualitative descriptive studies: A systematic review. *Research in Nursing & Health*. 40: 23-42. <https://doi.org/10.1002/nur.21768>
- Kurniansah, R., & Hali, M.S. (2018). Ketersediaan akomodasi pariwisata dalam mendukung pariwisata perkotaan (urban tourism) sebagai daya tarik wisata Kota Mataram Provinsi Nusa Tenggara Barat. *Jurnal Bina Wakya* Vo.1 no.1 Februari 2018. E-ISSN: 2615-5087
- Muktaf Z.M., & Zulfiana, E.R., (2018). Persepsi wisatawan asing terhadap wisata Indonesia. *Jurnal Cakrawala*. ISSN 1693 6248
- Susanti, Ari Y., & Oktafia Renny (2020). Implementasi pelayanan prima dalam upaya peningkatan kepuasan customer pada hotel walan syariah sidoarjo. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi dan Perbankan Syariah*, Vol.5 no.2 (106-118)
- Utami, B.S.S., & Kafabih, A. (2021). Sektor pariwisata Indonesia di tengah Pandemi Covid-19. *Jurnal Dinamika Ekonomi Pembangunan* 4(1) 2021, pp.8-14
- Wibawati, D., & Prahawati, A. (2021). Upaya Indonesia untuk mempromosikan wisata kuliner sebagai warisan budaya dunia. *Journal of Tourism and Creativity*, Vol.5 no.1. <https://doi.org/10.19184/jtc.v5i1.21108>

Online Newspaper Articles:

- Indonesia.go.id. (2022, September 28). Peringkat Pariwisata Indonesia Naik Pesat. Jakarta. Indonesia.go.id. Retrieve from <https://indonesia.go.id/kategori/editorial/5975/peringkat-pariwisata-indonesia-naik-pesat?lang=1> .
- Jauzaranti, D.A., Dwi Cahya, A. (2022). Pengaruh budaya tradisional terhadap ketertarikan wisatawan di Indonesia. *Kompasiana*. Retrieved from <https://www.kompasiana.com/diva41013/635803f618333e56db149442/pengaruh-budaya-tradisional-terhadap-ketertarikan-wisatawan-di-indonesia>
- Linda (2023). 17 Best Reasons to visit Indonesia. *Aswesawit.com*. Retrieved from <https://www.aswesawit.com/best-reasons-to-visit-indonesia/>
- Octaviany, Tuti. (2019). Sektor utama ekonomi nasional, pariwisata akan menjadi devisa terbesar. *Inews.id*. Retrieved from <https://www.inews.id/travel/destinasi/sektor-utama-ekonomi-nasional-pariwisata-akan-menjadi-penghasil-devisa-terbesar>
- Technical and Research Reports:
- The Ministry of Tourism and Creative Economy (2023, March 9). Statistik Kunjungan Wisatawan Mancanegara Bulan Januari 2023. Retrieved from <https://kemenparekraf.go.id/statistik-wisatawan-m mancanegara/statistik-kunjungan-wisatawan-m mancanegara-bulan-januari-2023>
- Undang-undang Republik Indonesia No.10 tahun 2009 tentang Kepariwisataan (2009, January 16). Retrieved from https://www.dpr.go.id/dokjdih/document/uu/ UU_2009_10.pdf
- World Economic Forum. (2022). *Travel & Tourism Development Index 2021: Rebuilding for a Sustainable and Resilient Future*.(2022, May 24). Retrieved from https://www.weforum.org/reports/travel-and-tourism-development-index-2021/?DAG=3&gclid=CjwKCAjw-bkBhB-EiwA4fvKrE4c85ZxaY0eBdoC-umMUTwgW-b7c75T5qzUaxmZ_PGDpuOesaP5axoCrAAQAvD_BwE