
Factors Influencing Foreign Tourists' Interest in the Ramayana Ballet at Purawisata, Yogyakarta

¹Yudhi Puratmaji

¹Sekolah Tinggi Pariwisata AMPTA Yogyakarta

majipuratmaji@gmail.com

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ABSTRACT

This study aims to analyse the factors influencing foreign tourists' interest in the Ramayana Ballet at Purawisata Yogyakarta, one of the cultural attractions representing traditional Indonesian art. A qualitative approach with the Miles and Huberman interactive data analysis model was used to collect data through interviews, observations, and documentation. The study population included all foreign tourists who watched the Ramayana Ballet in the last six months. The sample was selected using a purposive sampling technique involving five foreign tourists, two performance managers, and one digital marketing practitioner. The results showed that the quality of the performance, which includes the authenticity of the story, the professionalism of the dancers, and the visual appeal, is the main factor that attracts tourists' interest. Supporting facilities such as comfortable seating, lighting, and acoustics also affect the tourist experience, although transportation accessibility and parking areas need to be improved. In addition, digital promotion through social media has proven effective in increasing tourist awareness of this attraction. The strategic location of the Ramayana Ballet provides added value for foreign tourists, although traffic congestion is still an obstacle. This study confirms that a comprehensive strategy, including improving facilities, improving performance quality, and strengthening digital promotion, is needed to maintain the attractiveness and competitiveness of the Ramayana Ballet at the international level. With proper management, Ramayana Ballet can continue to support the preservation of local culture while contributing to sustainable tourism development in Yogyakarta.

INTRODUCTION

Yogyakarta is a cultural tourism destination offering various traditional art attractions, one of which is the Ramayana Ballet performance at Purawisata. This performance combines dance, music, and drama that tells the Ramayana epic, attracting foreign tourists who want to experience the uniqueness of Javanese culture (Pratiwi, 2016). As an attraction that represents the richness of local culture, the Ramayana Ballet has its appeal for tourists looking for an authentic experience. Research by Irsha (2018) shows that foreign tourists are mainly motivated to understand local culture and enjoy unique experiences, such as traditional art performances. Therefore, understanding the factors that influence tourist interest in the Ramayana Ballet is very important to support the development of cultural tourism in Yogyakarta—various factors such as the Ramayana Ballet influence foreign tourists' interest in cultural performances. One of the main factors is the quality of the performance, which includes the professionalism of the performance, the authenticity of the story, and the visual appeal presented (Ritonga, 2019). Research by Krisnayani et al. (2021) also revealed that supporting facilities such as comfortable seating, lighting, and good acoustics play an important role in creating a satisfying tourist experience. In this context, the management of Ramayana Ballet must continue to ensure that the quality of the performances and facilities meets tourist expectations to increase its appeal.

Promotion is also an important factor influencing the decision of foreign tourists to attend cultural performances such as Ramayana Ballet. In today's digital world, promotion through social media can increase the visibility of tourist destinations more effectively (Putri & Syamsul, 2021). In addition, Pradana and Rohani (2022) highlighted that interactive and creative promotions can create a positive image for a destination, thereby attracting more tourists. Planned promotions not only help introduce Ramayana Ballet to new audiences but also strengthen the position of this attraction in the international tourism market. Thus, the right promotional strategy can be one of the keys to increasing tourist interest in this show.

In addition to internal factors such as performance quality and promotion, location accessibility also plays an important role. Sari (2022) shows that easy accessibility, such as strategic location and adequate transportation, can influence tourists' decisions in choosing a destination. In the case of Ramayana Ballet, easy access to the performance location is an added value that can increase the interest of foreign tourists. Good accessibility provides comfort and creates a positive travel experience for tourists. Understanding foreign tourists' interest in Ramayana Ballet is essential for developing management and marketing strategies. Previous research by Mulia (2019) showed that cultural attractions with good management can create memorable tourism experiences and increase tourist loyalty. This confirms that the management of cultural attractions such as Ramayana Ballet needs to be designed strategically to maintain its relevance in the global market. With the right approach, Ramayana Ballet can continue to be an icon of Yogyakarta's cultural tourism and significantly contribute to the development of the tourism sector in Indonesia.

Employee Discipline Concept

Employee discipline is crucial in achieving organisational goals, especially in the hospitality industry, which demands high service standards. According to Rivai and Sagala (2013), employee work discipline is influenced by several factors, including:

1. **Goals and Abilities:** The suitability between the goals set and the employee's abilities will encourage them to work earnestly and with discipline.
2. **Leadership Example:** Leaders who are role models will influence employee discipline through examples of good behaviour.
3. **Rewards:** Adequate salaries and welfare will increase employee satisfaction and love for their work, increasing work discipline.
4. **Justice:** Fair treatment in providing rewards or punishments will stimulate the creation of good work discipline.
5. **Inherent Supervision (Waskat):** Effective supervision will stimulate employee discipline and work morale.
6. **Punishment Sanctions:** Firm and consistent punishments will encourage employees to comply with applicable regulations.
7. **Firmness:** Leaders who enforce regulations will create good work discipline.
8. **Human Relations:** Harmonious relationships between fellow employees will create good discipline in the company.

Supervision as a Strategy to Improve Discipline

Adequate supervision is one of the management functions that aims to ensure that organisational activities run according to plan. Suwardi (in Pertiwi & Atmaja, 2021) stated that adequate supervision requires a high level of leadership, including moral formation, the development of cooperation, the ability to instil discipline, and an understanding of human nature. This is because leaders have a significant influence in enforcing subordinate discipline.

Effectiveness

According to Handoko (2006), Effectiveness is the ability to choose the most appropriate goals or the right equipment to achieve predetermined goals. In line with the opinion of Maulana & Rachman (2011) that "Effectiveness is defined as the ability of a unit to achieve the desired goals" (Robbins, 1996) ", effectiveness is the level of short-term and long-term organisational achievement". Schein (2010) said, "Organizational effectiveness is the ability to survive, adapt and grow independently of the specific functions it has". Based on the opinion above, it can be emphasised that effectiveness is a condition in which there is a match between previously set goals and objectives with the results achieved. Thus, effectiveness emphasises achieving the desired results according to the predetermined plan. In other words, the general understanding of effectiveness shows to what extent a predetermined goal has been achieved (Rahadhitya & Darsono, 2015).

METHOD

This research is descriptive and explorative in exploring the phenomenon related to daily supervision and its influence on employee discipline. The qualitative approach allows researchers to obtain in-depth information based on the experiences and perceptions of respondents. Data were collected through several methods, including in-depth interviews conducted with managers, supervisors, and employees to obtain information about the implementation of daily supervision; then, direct observation was conducted to monitor the daily supervision process in the workplace to see its patterns and effectiveness. Next is documentation, which analyses internal documents such as attendance reports, supervision reports, and work discipline policies at Hotel Tentrem. The subjects in this study were department managers, supervisors, and employees at Hotel Tentrem Yogyakarta. The respondents were selected by purposive sampling to ensure that respondents had experience and direct involvement with daily supervision. Triangulation was used to ensure the validity and reliability of the data. Triangulation was carried out through data sources by comparing data from interviews, observations, and documentation. The method uses several data collection techniques to obtain a more accurate picture, and the last is the theory, which compares the study results with relevant theories, including the concept of work supervision and discipline. Data analysis uses the interactive model of Miles and Huberman (1994), which consists of three main stages: data reduction, data presentation and conclusion.

RESULTS AND DISCUSSION

Research Results

1. Daily Supervision Process

The results of observations and interviews show that managers and supervisors systematically supervise daily supervision at Hotel Tentrem Yogyakarta. Supervision methods include:

- a. Direct monitoring: Supervisors routinely check work activities during operating hours.
- b. Attendance recording: Digital-based attendance ensures that employees are present on time.
- c. Daily feedback: Supervisors provide direct direction after evaluating employees' daily activities.

Most respondents stated that direct supervision positively affects employees, especially in ensuring they remain focused on their tasks. However, there is a challenge in the form of a lack of time for supervisors to monitor all employee activities in detail.

2. Employee Discipline Level

The results of the data analysis show a significant increase in the level of discipline since the implementation of daily supervision. The discipline indicators measured include:

- a. Employee attendance: 90% of employees were present on time in the past month, compared to 75% before intensive supervision was implemented.
- b. Compliance with SOPs: 85% of employees reported better compliance with operational rules.
- c. Performance improvement: Based on interviews, supervisors reported increased employee productivity, especially completing tasks on time.

3. Effectiveness of Daily Supervision

Most respondents stated that daily supervision has a positive impact on employee discipline. Factors that support the effectiveness of supervision include:

- a. Good communication between supervisors and employees creates a better understanding of tasks and responsibilities.
- b. Management's openness to provide constructive feedback and rewards for disciplined employees.

However, the main challenge faced is supervisors' limited time and energy, significantly when operational loads increase.

Discussion

1. Supervision as a Discipline Strategy

This study's results align with the findings of Sigar et al. (2018), which stated that supervision contributes significantly to improving employee work discipline. Consistent supervision ensures that employees comply with the rules and perform their duties optimally. At Hotel Tentrem, the daily supervision method has improved discipline, especially regarding attendance and compliance with SOPs.

2. Supporting Factors for Effectiveness

Effective communication between supervisors and employees is one of the main factors for successful supervision, as Rahmati and Basri (2020) stated. In addition, providing daily feedback and rewards to disciplined employees provides additional motivation for them to improve their performance.

3. Challenges in Implementation

Although compelling, this study also revealed the central challenge: limited time for supervisors to carry out detailed supervision. This can affect the quality of supervision if the supervisor's workload is too high, as also found by Sumarsono (2017). The solution to overcome this challenge is to increase the number of supervisors or utilise technology to support the supervision system.

4. Research Contribution

This study provides an important contribution to understanding the effectiveness of daily supervision in the hotel industry. With the proper supervision strategy, Hotel Tentrem can improve the discipline of its employees, which in turn has a positive impact on service quality.

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