

Attraction Analysis of Mini Zoo Tourism Jogja Exotarium Education Center as One of the Educational Tourism Destinations in Sleman Yogyakarta

Darin Tri Widiastuti¹, Nuharani E. Kurniyati²

Sekolah Tinggi Pariwisata AMPTA

Yogyakarta

nuh4r4n1@yahoo.co.id

Abstract: Mini Zoo Jogja Exotarium is a tourist destination located in Sleman Regency, with an educational concept that aims as a means of animal knowledge as its main tourist attraction. The purpose of this study was to analyze tourist attractions based on 3 aspects, namely: attractions (contents), amenities and accessibility of Mini Zoo Jogja Exotarium as an educational tour. The method used in this research is descriptive qualitative, to describe the data obtained on the research so that it can produce conclusions and answers to the focus of the problem. This research was conducted on Mini Zoo Jogja Exotarium respondents. The data analysis technique used is data reduction, data presentation and making conclusions. The data obtained are based on the results of interviews and observations. The interview was addressed to the managers and visitors of the Mini Zoo Jogja Exotarium. The tourist destination should have several things to attract people to come, ie unique attractive contents, good facilities and ease of access. The results of the study can be concluded that this educational tourism attractions are based on 3 A's, namely: (a) these Attractions are in the form of animal education tours, game rides, and parijoto puspwarni flower garden tours. Attractions that attract many visitors are horse riding rides; (b) the Mini Zoo Jogja Exotarium Amenity for tourists has fulfilled the part of the seven charms of tourism, namely safe, clean, friendly, and beautiful; (c) Accessibility to Mini Zoo Jogja Exotarium through village roads that are easily accessible, paved and wide road conditions make it easier for visitors to travel to their destinations.

Keywords: educational tourism; mini zoo jogja exotarium; tourist attraction

RESEARCH BACKGROUND

Zoo is a place in the form of a park or green open space that is used to collect, maintain welfare and exhibit wildlife for the public in an artificial environment. The zoo also functions as a

place for education, research, and conservation for endangered animals as well as a place for recreation.

Besides being an ex-situ conservation institution, the Zoo is also a tourist attraction, so it needs to meet one of the criteria to have good visitor service facilities. The fulfillment of these criteria is one of the factors that can make visitors feel comfortable when visiting the Zoo.

One of the zoos in Yogyakarta that is a favorite place for local tourists, especially for families and students from kindergarten, elementary, junior high, high school who want to see various collections of animals is the Mini Zoo Jogja Exotarium. Mini Zoo Jogja Exotarium has a beautiful green view and is comfortable to just sit and enjoy the surrounding atmosphere. Mini Zoo Jogja Exotarium is not only for viewing animal collections, but can also be used as a place to increase understanding, knowledge, and new insights that are fun for every tourist.

Mini Zoo Jogja Exotarium, which is located on Jalan Magelang, is a tourist destination with a mini zoo educational tourism concept that blends with nature and provides playgrounds that are packaged in such a way as to attract tourist visits, such as outbound places, field trips, river tubing, horse riding, swimming pool, catch fish, paddle duck, jeep adventure, ATV, archery and oxcart. The tourist attractions offered by the Mini Zoo Jogja Exotarium are considered quite good according to the existing mission, namely to provide a comfortable and cool tourist atmosphere by maintaining the preservation of the natural surroundings, becoming a center for education and training activities that prioritize quality and professionalism in service.

Research objectives

The purpose of this study is to find out how the tourist attraction of Mini Zoo Jogja Exotarium as one of the educational tours in Sleman Yogyakarta.

REVIEW OF RELATED LITERATURE

The Meaning of Tourism

According to the Tourism Law of the Republic of Indonesia Number 10 of 2009, tourism is a temporary movement carried out by humans with the aim of getting out of routine jobs, out of their place of residence, to meet their needs.

Tourist attraction

Tourist attraction is everything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits (Tourism Law of the Republic of Indonesia Number 10 of 2009).

Tourism Facilities

According to Surwantoro (2004) in Igusti Ayu Widayarini & I Nyoman Sunarta (2018), tourism facilities are all facilities whose existence can revive tourism infrastructure so that tourists feel their needs can be met. According to Spillane's theory in Rosita, Sri Marhanah & Woro Hanoum (2016) facilities are grouped into three parts, namely: a) The main facilities,

are facilities that are needed and very necessary during the visit, b) Supporting facilities are a means of complementing the main facilities so that tourists will feel more comfortable, c) Supporting facilities are facilities that serve as the main complement so that tourists are fulfilled whatever their needs during their visit.

Attractions

Attraction is something that is able to attract tourists to visit a destination that is unique and distinguishes one destination from another (Astuti, 2016:30).

Accessibility

Accessibility is the ease of reaching a tourist destination either geographically or technically, as well as the availability of transportation facilities to the destination. Things that affect the accessibility of a place are road conditions, transportation rates for types of vehicles, transportation networks, distance traveled and travel time. (Yoeti in Sari, 2017:425)

Amenity

Amenity is an element in a destination or associated with a destination that allows tourists staying at the destination to enjoy or participate in the attractions it has to offer. Destination facilities can be in the form of accommodation, restaurants, cafes and bars, transportation and taxis, as well as other services including shops, salons, information services and so on. (Pitana and Diarta in Astuti, 2016:28)

Zoo

The definition of a zoo according to the Indonesian Zoo Association (PKBSI) is a place in the form of a park and/or green open space and/or green line used as a place to collect, maintain welfare and exhibit wild animals for the public and whose management is regulated as an ex-situ conservation agency. As a conservation institution, the Zoo has four main tasks, namely a) To maintain and breed animals b) Research sites c) Education d) Tourism.

The establishment of a Zoo in Indonesia must meet several criteria, based on the Regulation of the Minister of Forestry of the Republic of Indonesia Number: P.31/Menhut-II/2012 Article 9 regarding the criteria for Zoos, namely 1) Having animals that are collected at least 3 (three) good taxa classes protected animals, unprotected animals or foreign animals, 2) Have an area of at least 15 (fifteen) hectares, 3) Have facilities for maintaining and caring for animals, at least there are maintenance cages, caring cages, breeding cages, weaning cages, demonstration cages, animal play areas, feed warehouses and kitchens, shelters for animals, and other supporting infrastructure for animal management, 4) Have health facilities at least consisting of animal quarantine, clinic, laboratory, and drug collection, 5) Have visitor service facilities consisting of at least an information center, toilets, trash cans, directions, maps and animal information, parking, canteens/restaurants, souvenir shops, shelters, counters, and public services, 6) Have a permanent labor according to their field of expertise, at least consisting of veterinarians, curators (regulating animal collections), paramedics, animal keeper/nurse, security personnel, studbook keeper, administrative staff, and conservation education personnel, 7) Have management office facilities, 8) Have waste management facilities.

Wild animals collected in animal parks are wild animals that are protected and not protected

by laws and regulations, and the purity of their species will be maintained by being cared for, bred outside their natural habitat. Based on the Regulation of the Minister of Forestry Number P.53/Menhut-II/2006 concerning conservation institutions, that a zoo is a place that has the main function as a conservation institution that carries out efforts to care for and breed various types of animals based on ethics and animal welfare principles in the context of establishing and develop new habitats, as a means of protecting and preserving species through activities of saving, rehabilitating and reintroducing nature and being used as a means of education, research, development of science and technology as well as healthy recreation facilities. A zoo (often abbreviated as bonbin) or wildlife park is a place where animals are kept in an artificial environment, and shown to the public. Apart from being a place for recreation, the zoo also functions as a place for education, research, and a place for conservation for endangered animals. Animals kept in zoos are mostly animals that live on land, while aquatic animals are kept in aquariums. Zoos are often equipped with children's zoos to display farm animals or wildlife species that are immature and tame to be held or fed, including by children.

Educational Tourism (Edutourism)

Educational tourism is a tourism concept that applies informal education about a knowledge to tourists who visit a tourist attraction. In this place, visitors can do tourism and study activities. Through edutainment, the learning process can be more easily understood and remembered because of its fun method. Educational tourism or edutourism is intended as a program where participants in tourism activities travel to a certain place in a group with the main aim of getting a learning experience directly related to the location visited. (program in which participant travel a location as a group with the primary purpose of engaging in a learning experience directly related to the location). Rodger (1998: 28) in the DIY Tourism Office (2015: 2-1).

Rodger suggests that what is meant by Educational Tourism atau education tourism (edutourism) can be in the form of sub-types of tourism which include ecotourism, cultural heritage (heritage tourism), rural/agricultural tourism (rural/farm tourism), and student exchange between educational institutions. Tourism activities with the aim of education in a broad sense are not something new. Usually destinations that have specific natural resources and unique culture are favored by many countries. For example, tourists learn about a culture, in this case language, farming, gardening in a traditional way or learning arts and crafts such as painting, traditional music, and batik are some forms of educational tourism. Besides that, you can also study the migration of fauna and the growth of endemic flora in a place, as well as student exchanges between countries which are also forms of educational tourism. DIY Tourism Office (2015: 2-2). The definition of edutourism referred to this activity is explained as a travel activity carried out by a person or group of people by visiting certain places for purposes related directly or indirectly to education or for self-development or studying the uniqueness of natural, cultural, and man-made tourist attractions in temporary period. DIY Tourism Office (2015: 1). Educational tourism is a tour that is intended to provide an overview, comparative study or knowledge about the field of work visited. This type of tourism is also used as a study tour or knowledge visits trip (Suwantoro, 1997).

RESEARCH METHOD

Type of Research

This research is qualitative with a descriptive approach. According to Saryono (2010), qualitative research is research that is used to investigate, find, describe, and explain the quality or privilege of social influences that cannot be explained, measured or described through a quantitative approach. This descriptive analysis is used to analyze the potential attractiveness of Mini Zoo Jogja Exotarium as an Educational Tour in Sleman Yogyakarta. This research was conducted at Mini Zoo Jogja Exotarium, Jl. Magelang Km. 8 Sendangadi Village, Mlati District, Sleman Regency, Special Region of Yogyakarta.

The sampling technique used in this research is purposive sampling. The choice of this technique is intended to obtain data from informants who are considered to know all the information needed. Informants in this study are the President Director and tourists.

This study uses primary and secondary data. Primary data is data obtained directly by researchers from the object of research by conducting observations, and interviews during the research process.

Secondary data is data obtained from various sources of documentation, literature studies such as: books, journals, theses, website Mini Zoo Jogja Exotarium (jogjaexotarium.com), Instagram Mini Zoo Jogja Exotarium (@jogjaexotarium) and other reliable references including the results research, diagrams, graphs, documentation and scientific writings that discuss the same research focus.

Data Collection Techniques

Interview is a method of collecting data by means of question and answer with predetermined informants to obtain information needed in research using interview guidelines.

Observations were made to obtain information and data directly from the research location which could provide an overview of the situation at the research location.

Researchers collect data from existing documents, so that authors can obtain notes related to research such as: data on websites, photo and video footage, photos during data collection activities.

Data Analysis Method

The data analysis technique used in this study is qualitative analysis as proposed by Miles and Hubberman in (Sugiyono, 2011: 247), namely data collection, data reduction, data presentation and the last step is drawing conclusions.

1. Data reduction

Data reduction is a simplification carried out through selection, focusing and the validity of raw data into meaningful information, making it easier to draw conclusions.

2. Data presentation

Presentation of data in the form of a collection of information arranged systematically and

easily understood.

The data that has been compiled is compared with one another to draw conclusions as an answer to the existing problems.

RESULT AND DISCUSSION

The establishment of Mini Zoo Jogja Exotarium Sleman was pioneered by CV. Jogja Gimali Exotama, supported by the people of Mulungan, Karanggeneng, and Duwet at the suggestion of the Chairperson of the PKK of Sleman Regency. Founded on December 23, 2017, it was inaugurated by GKR Hemas accompanied by the Regent of Sleman, Sri Purnomo, Deputy Regent of Sleman, Sri Muslidatun and the Director of Mini Zoo Jogja Education Center, drh Akbar Taruna.

Tourist Attractions at Mini Zoo Jogja Exotarium

1. Attractions

Tourist attractions offered by Mini Zoo Jogja Exotarium: 1) The natural atmosphere and naturally flowing rivers are one of the natural tourist attractions offered by Mini Zoo Jogja Exotarium, 2) Various unique and tame animals including rabbits, turtles, goats, horses, snakes, iguanas, ferrets, birds, deer and turkeys, 3) The rides at Mini Zoo Jogja Exotarium vary widely, including horse riding, flying fox, ATV, jeep corner, swimming pool, archery, play ground, and water duck rides.

2. Amenities

- a. Trash cans are available in every corner of animal cages and rides, making it easier for visitors to dispose of food/beverage packaging
- b. There are signposts indicating directions to animal areas, flower gardens, rides, canteens, prayer rooms, etc., making it easier for visitors to explore.
- c. Since the covid pandemic -19 at the beginning of 2020 the hand washing area is an additional facility that can be found in every corner at Mini Zoo Jogja Exotarium, starting from buying tickets, animal areas, flower gardens, canteens, restaurants, and prayer rooms.
- d. There are two parking locations, at the east and west entrances.
- e. The gazebo can accommodate for around five to six tourists, for tourists who want to rest and relax for a while
- f. Mini Zoo Jogja Exotarium provided a prayer room near the west entrance.
- g. Toilets can be found near parking locations, prayer rooms, and near gazebos
- h. To support tourists' needs for food and drinks, Mini Zoo Jogja Exotarium provides a

canteen and restaurant.

3. Accessibility

There are two accesses that tourists can pass to get to the Mini Zoo Jogja Exotarium, Jalan Magelang and Jalan Regency. The condition of the road is paved and wide that can be passed by cars, micro buses, tourism buses, mini trains and motorbikes, making it easier for family and group tourists.

Analysis Results of Mini Zoo Jogja Exotarium Tourist Attractions

Attractions include animal education tours, game rides, and Parijoto puspowarni flower garden tours. Each of these attractions has a different attraction for visitors with different interests. The attraction that attracts many visitors is animal education tours. Animal education tours are the main attraction because visitors can interact directly with the existing animals. Visitors can carry, feed and take pictures with rabbits, turtles, and goats, as said by drh. Akbar Taruna, "...visitors can interact directly, carry, feed, and take photos together that other places don't have...".

As the name implies, Mini Zoo Jogja Exotarium Education Center tourists can travel while learning about animals, which has the potential to increase the attractiveness of tourists to visit Mini Zoo Jogja Exotarium. The most popular ride is horse riding because most tourists who visit Mini Zoo want to try the sensation of riding around the available tracks. There are not many horse riding provided by other zoos, therefore tourists who come to Mini Zoo are interested in horse riding provided by the manager of Mini Zoo Jogja Exotarium, as stated by a visitor named Mrs. Setya Ningrum "*For those who have a hobby of riding like me, they are very happy with this rides because they have just discovered horse riding here. Every week visit here to ride horses and channel your favorite hobbies*". Mini Zoo Jogja Exotarium provides several facilities that are quite adequate. This is proven by the results of an interview with a visitor named Vidiasmara. "*The facilities here are quite complete, especially now that there is a pandemic that makes people afraid to travel, but here the place is clean, comfortable, nice to relax. Before entering, first check the body temperature and then wash my hands, which makes me happy and not anxious. The place is not too hot because there are many trees and gazebos. The place is very spacious, there are already directions and the flow of visitors so they are not confused when walking around*". Access to Mini Zoo Jogja Exotarium is through village roads that are easy to reach, paved and wide road conditions make it easier for visitors to get to their destination. As stated in the researcher's interview with Mr. drh. Akbar Taruna. "*access to the Mini Zoo Jogja Exotarium has been repaired and paved several times. At the beginning of the construction the road was smooth and paved but because it was passed by a large tourist bus, it was damaged and had holes, but now it has been casted and paved again so it is much better and doesn't get damaged quickly. Although this Mini Zoo is located in a village, the road is wide and can accommodate motorized vehicles to large vehicles such as cars, mini trains, micro buses and tourism buses.*" In accordance with the interview, the researcher with a visitor named Mr. Diyanto said that the road is smooth and wide which can clearly be passed by 4-wheeled vehicles. Another statement was also conveyed by Mrs. Setya Ningrum, Another statement was also conveyed by Mrs. Setya Ningrum, The place is not far from the center of Yogyakarta city so that it is easily accessible by tourists from outside the city like me. From the end of the road before entering there are already directions so don't get lost.

Publications used for accessibility at the beginning of the construction of the Mini Zoo Jogja Exotarium to facilitate road access using signs and billboards. But now visitors can get information and the address of Mini Zoo Jogja Exotarium through the official website www.jogjaexotarium.com and Instagram [jogjaexotarium](https://www.instagram.com/jogjaexotarium). Mini Zoo Jogja Exotarium has been registered on Google Maps.

CONCLUSION

The conclusion that can be drawn from this research is that the most attractive tourist attraction for tourists is interacting with animals. Animal education tours are the main attraction because tourists can travel while learning about animals. Horse riding rides are evidence of a tourist attraction that attracts tourists to channel their hobbies. The facilities at the Mini Zoo Jogja Exotarium are adequate. Tourists can use these facilities safely and comfortably. The next supporting factor to make it easier for tourists is accessibility. The condition of the road to Mini Zoo Jogja Exotarium is paved, wide and smooth so that small and large vehicles can access it. There are also billboards at several points on the Magelang road and the Regency road as directions to the Mini Zoo Jogja Exotarium. Currently, visitors can get information and the address of Mini Zoo Jogja Exotarium via the internet, because it is already registered on Google Maps.

Suggestion

Some suggestions are given to be able to provide benefits for the manager of the Mini Zoo Jogja Exotarium and to maximize the potential of tourist attractions.

- a. Information boards are made in each cage and dioramas in the animal rides area so that this educational concept is expected to provide benefits for tourists.
- b. Adding a collection of animals to make it more complete and not boring for tourists.
- c. Increase the length of the horse riding route so that tourists can enjoy riding horses longer.
- d. Renovate the gazebo that is getting old and damaged.
- e. Adding a toilet
- f. Replacing the old billboards.
- g. Carry out maintenance of road conditions to Mini Zoo Jogja Exotarium

REFERENCES

- Ismayanti. 2010. *Pengantar Pariwisata*. Jakarta: Gramedia Widiasarana Indonesia.
- Karyono, A Hari. 1997. *Kepariwisata*. Jakarta: PT Gramedia Widiasarana Indonesia.
- Marpaung, Happy. 2002. *Pengetahuan Kepariwisata*. Alfabeta: Bandung.
- Muljadi dan Warman. 2014. *Kepariwisata dan perjalanan*. Jakarta: PT Raja Grafindo Persada.
- Pariwisata, D. (2014). *Statistik Kepariwisata 2014*. Yogyakarta: Dinas Pariwisata Daerah Istimewa Yogyakarta.

- Sammeng, A.M. 2001. *Cakrawala Pariwisata*. Balai Pustaka. Jakarta
- Sugiyono. *Metode penelitian pendidikan:(pendekatan kuantitatif, kualitatif dan R&D)*. Bandung Alfabeta, 2008
- Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung Alfabeta
- Sugiarto, E. (2017). *Menyusun Proposal Penelitian Kualitatif: Skripsi dan Tesis: Suaka Media*. Diandra Kreatif.
- Suwantoro, Gamal. (2004). *Dasar-dasar Pariwisata*. Yogyakarta: Andi Offset.
- Suwantoro. (1997). *Dasar-Dasar Pariwisata*. Yogyakarta: Penerbit Andi. Systematic Linkange. Gramedia: Jakarta.
- Yoeti, Oka. 1997. *Perencanaan dan Perkembangan Pariwisata*. Jakarta: Penerbit PT Pradyanta Paramita
- Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 Tentang Kepariwisataan
- Peraturan Menteri Kehutanan Nomor: P.53/Menhut-II/2006 Tentang Lembaga Konservasi
- Peraturan Menteri Kehutanan Republik Indonesia Nomor: P.31/Menhut-II/2012 Pasal 9 mengenai Kriteria Kebun Binatang
- Angka Ardhana. 2019. *Kajian Awal Pengembangan Daya Tarik Wisata Edukasi di Dusun Sirap Kabupaten Semarang Jawa Tengah*. Skripsi. Universitas Gajah Mada. Dipublikasikan etd.repository.ugm.ac.id (diakses 21 februari 2021)
- Astuti, M. T., & Noor, A. A. (2016). *Daya tarik Morotai sebagai destinasi wisata sejarah dan bahari*. *Jurnal Kepariwisataan Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisataan Indonesia*, 11(1), 25-46. (diakses 29 agustus 2021)
- Madya, C. D. (2017). *PENGEMBANGAN MEDIA INTERPRETASI NONPERSONAL UNTUK MENDUKUNG WISATA EDUKASI PADA AREA AVES DI KEBUN BINATANG BANDUNG* (Doctoral dissertation, Universitas Pendidikan Indonesia). (diakses pada 20 september 2021)
- Rahayu, K. P., & UTAMI, W. S. (2018). *Pengembangan Potensi Wisata Edukasi di Kawasan Wisata Trawas Kabupaten Mojokerto*. *Swara Bhumi*, 5(7). (diakses pada 21 februari 2021)
- Dini, P. R. (2013). *Strategi pengembangan objek wisata pemandian air panas menjadi kawasan wisata di kecamatan Sipirok Kabupaten Tapanulli Selatan (Doctoral dissertation, UNIMED)*. (diakses 29 agustus 2021)
- Laporan Akhir Dinas Pariwisata DIY. Analisis Daya Saing Produk Wisata Edutourism- Wisata Nostalgia Tahun Anggaran 2015
- Mini Zoo Jogja Exotarium <http://jogjaexotarium.com/>
- Haris, M., Soekmadi, R., & Arifin, H. S. (2017). *Potensi daya tarik ekowisata suaka margasatwa bukit Batu kabupaten bengkalis provinsi riau*. *Jurnal Penelitian Sosial dan Ekonomi Kehutanan*, 14(1), 39-56. (diakses pada 21 februari 2021)
- Putu Ririn Yuliana. 2015. *Taman Kupu-Kupu Bali sebagai Daya Tarik Wisata Edukasi di Kabupaten Tabanan*. Skripsi. Universitas Udayana, Denpasar. (diakses 21 februari 2021)

- Rodger. (1998). *“Leisure, learning and travel”* *Journal of Physical Education, Research and Dance*, 69 (4). (diakses pada 21 februari 2021)
- Rosa Manik. 2019. Analisis Pengembangan *Mini Zoo* Jogja Exotarium Education Center Sebagai Wisata Edukasi di Yogyakarta. Skripsi STP AMPTA Yogyakarta. Tidak diterbitkan
- Sari, D. P., & Sabri, M. (2017). *Analisis Potensi Objek Daya Tarik Wisata Alam Di Desa Deluk Kecamatan Bantan Kabupaten Bengkalis*. *Ideas: Jurnal Pendidikan, Sosial, dan Budaya*, 3(4), 423-423. (diakses 29 agustus 2021)
- Widyarini, I. G. A., & Sunarta, I. N. (2018). *Dampak pengembangan sarana pariwisata terhadap peningkatan jumlah pengunjung di wisata alam air panas angseri, Tabanan*. *Jurnal Destinasi Pariwisata*, 6(2), 217-223. (diakses pada 12 april 2021)
- Rosita, R., Marhanah, S., & Wahadi, W. H. (2016). *Pengaruh Fasilitas Wisata Dan Kualitas Pelayanan Terhadap Kepuasan Pengunjung DiTaman Margasatwa Ragunan Jakarta*. *Jurnal Manajemen Resort dan Leisure*, 13(1). (diakses pada 12 april 2021)