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**ROOFTOP THEMED CULINARY TOURISM DEVELOPMENT STRATEGY IN  
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Special Capital Region of Jakarta, 12520, Indonesia****E-mail : <sup>1</sup>[vivaldyismail7@gmail.com](mailto:vivaldyismail7@gmail.com), <sup>2</sup>[mxavierss36@gmail.com](mailto:mxavierss36@gmail.com)****Abstract**

Indonesia is a tourism place that is very famous for culinary tourism. Culinary businesses such as restaurants and bars that are very popular today are not only spoiling the tongue, but also spoiling the eyes. Therefore, the Rooftop part of the building is not allowed to be used by the public, but this is a very good opportunity if it can be used properly it will become a new tourist destination that will be popular especially for Millennial Tourists. This phenomenon does not only occur in Indonesia, but also becomes a trend of urban tourism in the world. The analytical method used in this paper is a qualitative descriptive method of observing tourist attractions with the theme of the rooftop restaurant and bar. This study found that rooftop-based culinary tourism objects have a SWOT analysis theory as follows: 1. Strengths, 2. Weaknesses, 3. Opportunities, 4). Threats (threats).

**Keywords: Millennial Tourists, Culinary Tourism, Rooftop Restaurant and Bar, SWOT Analysis.**

**PRELIMINARY**

Culinary tourism in the country has tremendous potential. Indonesia has the diversity and uniqueness of the archipelago's culinary origins that are sourced from diverse ethnicities and cultures, which is a wealth whose growth must be developed. Currently, the government is trying to provide protection so that culinary tourism can develop and be able to compete in the Globalization Era. If not, the uniqueness and diversity of Indonesian cuisine is slowly eroded by time, and changes in people's lifestyle patterns. In that context, the Government continues to strengthen the culinary tourism sector, such as starting to establish regions in Indonesia as leading culinary tourism destinations. The selection is based on six feasibility, namely product and main attraction, product and event packaging, service feasibility, environmental feasibility, business feasibility,

Tourism in the last 2 years has received more and more special attention from developed countries as well as developing countries.

Tourism has developed into an industry that is able to make a high contribution to the country's foreign exchange earnings. In the tourism vision 2020, the United Nations World Tourism Organization (UNWTO) explains that international tourist arrivals are estimated to reach 1.6 billion people in 2020. Of these 1.2 billion tourists come from inter-regional (Intraregional), while 378 million people are tourists who travel long distances (long-haul). The estimated number of tourist visits, of course, is a high motivation for each country. Countries compete with each other and try to improve the quality of their tourism industry in an effort to attract the attention of tourists as regulated in the Law of the Republic of Indonesia Number 10 of 2009. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and Local government. The tourism industry is a collection of interrelated tourism businesses in order to produce goods and/or services to fulfill the needs of tourists in the

implementation of tourism. The importance of developing the tourism sector is because it is considered an effective tool for improving the community's economy. Tourism development is expected to open up employment opportunities and develop areas that have the potential as tourist attractions. Tourism is a type of interrelated business such as transportation, travel business, lodging, crafts and culinary. Due to the very high interrelationship factor, the development of this business affects each other. Tourism is an assembly of various components that complement each other to form a unified product. A tourist object is an embodiment of human creation, way of life, art, culture and history of the nation and places or natural conditions that have an attraction for tourists to visit. Tourism is an assembly of various components that complement each other to form a unified product. A tourist object is an embodiment of human creation, way of life, art, culture and history of the nation and places or natural conditions that have an attraction for tourists to visit. Tourism is an assembly of various components that complement each other to form a unified product. A tourist object is an embodiment of human creation, way of life, art, culture and history of the nation and places or natural conditions that have an attraction for tourists to visit.

The word culinary tourism comes from a foreign language, namely *Voyages Culinaires* (France) or *Culinary Travel* (English) is a tourist trip related to cooking. According to the International Culinary Tourism Association (ICTA), culinary tourism is a unique eating and drinking activity carried out by every traveling traveler. In contrast to other tourism products such as marine tourism, cultural tourism, and nature are known as the main tourism products, but culinary tourism is known as supporting tourism products (Eri Besra 2012). Culinary tourism is an important part of the tourism industry known as gastronomic tourism, tasting tourism, and food tourism. Culinary tourism refers to adventurous eating which means

seeking new experiences or curiosity, exploring other cultures through food, intentionally participating in foreign food trails and the development of food as a tourist destination and tourist attraction. The main motivation in culinary tourism is to travel to experience certain food experiences (Lucy M. Long in Jeffrey M. Pilcher 2012).

Culinary diversity that can attract local and foreign tourists to taste the various products of its natural wealth. The development and competition of tourism today makes tourism business players develop their innovations and creations by utilizing rooftops as new tourist attractions. The rooftop is used as a restaurant, bar, lounge and so on. Tourists will get the sensation of an interesting and spectacular experience and atmosphere, such as eating dinner which will be accompanied by a night view of the city and accompanied by music that fits the atmosphere. The tourism development strategy is a continuous process to carry out continuous matching and adjustment between the available tourism supply and demand sides to achieve the specified mission. The development of tourism potential implies efforts to further increase the resources owned by a tourism object by developing physical and non-physical elements of the tourism system so as to increase productivity. The development of tourism areas is an alternative that is expected to be able to encourage both economic potential and conservation efforts. Development of tourism areas is carried out by rearranging various potentials and natural resources of Indonesia in an integrated manner (Hany Waluyo 1994).

Based on the Law of the Republic of Indonesia Number 10 of 2009 in article 2 explains that tourism development is carried out based on the principles of benefit, family, fair and equitable, balance, independence, sustainability, participatory, sustainable, democratic, and unity which is realized through the implementation of tourism development plans with paying attention to the diversity, uniqueness, and uniqueness of culture and

nature, as well as human needs for tourism. Strategies in tourism management are needed so that managed tourism can have a positive impact both for the region and for the community. For this reason, a mature strategy is needed that has great potential and brings about better changes in various fields. Regulations and awareness from the government are very important in implementing development in the tourism sector. The tourism sector requires a strategy with a planned and structured pattern of tourism development so that its potential can develop optimally.

This can be seen in big cities, economic growth accompanied by an increase in the income per capita of people in big cities makes people's standards increase, causing changes in consumer behavior, for example: Consumers will want something ready-to-eat by considering the price of food and beverages that are cheap. more expensive. Culinary businesses such as restaurants are a necessity that will not be broken in human life, because humans need food and drink in carrying out their daily activities. Trend of Rooftop Restaurant And Bar As Culinary Attraction in Indonesia. Tourists who have an agenda for visiting the city generally have a variety of activities including shopping, sightseeing with family and relatives, conducting business activities, and visiting relatives. Urban tourists use urban facilities as a tourist attraction. Limited natural resources in urban areas make urban tourism more developed and focused on artificial tourism. Apart from tourist-made tours, you are also presented with views of skyscrapers that are able to provide their own charm. These buildings can also be used by tourists to see the city view from a height. One part of the building that can be used to see the city view is the highest floor of the building, namely the rooftop. After the author made observations and interviews, the author concluded that there is a rooftop-themed culinary tour that is and has been operating in the city of Jakarta.

The three rooftop restaurants and bars are shown in Table 1 below:

No.	Name	Rooftop	Height
1	The Cloud Lounge & Dining Jakarta		49 Floor
2	SKYE Bar & Restaurant		56 floor
3	Henshin		Floor 67-69

Source: Research Findings 2018

Based on the explanation of the background above, the author can formulate research problems, namely:

1. What are the attractions for rooftop-themed culinary tours?
2. What is the strategy for developing rooftop-themed culinary tourism?
3. How to apply SWOT analysis on rooftop-themed culinary tourism?

## RESEARCH METHODS

This study used descriptive qualitative method. Qualitative descriptive research is to describe, describe and analyze existing problem solving based on data that has been collected and which cannot be measured by numbers. Data collection is obtained from secondary data related to ideas, perceptions, opinions or beliefs of people and sources of information media.

And this research uses SWOT analysis to formulate a rooftop-themed culinary tourism development strategy. that the SWOT analysis is an analysis that includes internal and external factors. Internal factors consist of strengths and weaknesses while external factors consist of opportunities and threats that affect the development of rooftop-themed culinary tourism in Indonesia. The results obtained are that the potential for rooftop-themed culinary diversity owned by Indonesia is very good to be developed.

## RESULTS AND DISCUSSION

### 1. Tourism Products Offered by Rooftop Themed Culinary Tour

#### 1.1 The Cloud Lounge & Dining Jakarta

The Cloud Lounge & Dining Jakarta is a panorama and view of the city of Jakarta from a height of the 49th floor that can be seen well and



relaxed and continued by eating culinary or Western and Indonesian food, plus capturing every incident and moment together by taking pictures that are complemented by the beautiful view at sunset. For operational hours, the Lounge section is open every day from 16.00 to 02.00 WIB. For operational hours, the restaurant is open every day from 18.00 to 22.30 WIB. Some of the regulations provided by The Cloud Lounge & Dining Jakarta include:

- Visitors are required to wear polite clothes with a smart casual theme.
- Visitors who are 18 years old and above are allowed to enter The Cloud Lounge & Dining Jakarta.
- Visitors are expected to show or show identification before entering The Cloud Lounge & Dining Jakarta.



### 1.2 SKYE Bar & Restaurant

SKYE Bar & Restaurant is an ideal place to just enjoy an afternoon with friends or a romantic dinner session located on the 56th floor. After being launched in 2012, SKYE immediately shot to become a new icon of Jakarta, a destination for nocturnal and socialites, as well as a favorite place for millennial tourists. SKYE Bar & Restaurant operating hours start at 16.00 until 01.00 WIB. Furthermore, for weekends and national holidays the operational time starts from 16.00 to 02.00 WIB, and for restaurants on weekends the operating time starts from 12.00 WIB. Located on the 56th floor of Menara BCA, one of the tallest buildings in Indonesia, SKYE

Bar & Restaurant offers a panoramic view of Jakarta with a magnificent 270° angle.

Some of the regulations provided by SKYE Bar & Restaurant include:

- Visitors are allowed to dress casually.
- Visitors are prohibited from wearing sandals.
- Visitors are advised not to make noise or commotion.



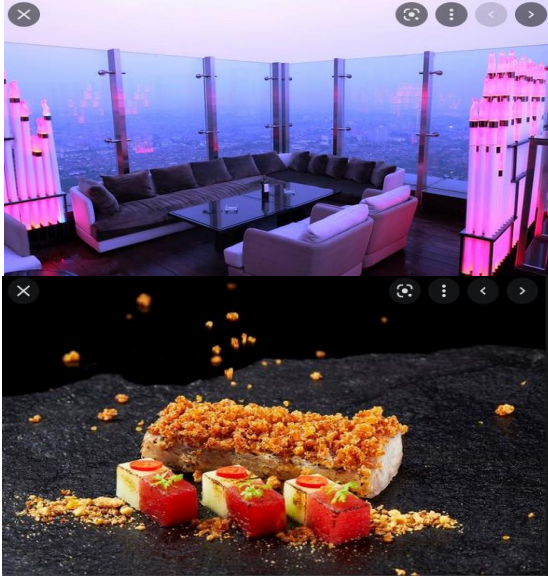
### 1.3 Henshin

Henshin is the highest rooftop restaurant and bar in Jakarta, it can even be said to be the highest in Indonesia. Henshin is located on floors 67 to 69 of Gamma Tower, Hotel The Westin Jakarta, where Gamma Tower has a building height of 288.6 meters. Henshin is able to provide and present a comprehensive view of the city of Jakarta, so that it can be used as a portrait of the city of Jakarta. Henshin operating hours are from 17.00 to 00.00 WIB on weekdays and from 17.00 to 02.00 WIB on weekends.

Henshin is a multilevel food and beverage destination that can be accessed directly through the hotel lobby by offering guests a bar & lounge on the 67th floor, and a fine dining restaurant on the 68th and 69th floors. On the 67th floor, guests will be greeted with a vibrant atmosphere, decorated with colorful tiled floors with traditional motifs, and natural stone that adorns

the bar area. On this floor, guests can choose to relax indoors or in the outdoor bar and lounge area which can accommodate up to 90 guests.

To get a more private dining experience, Henshin also provides 2 private rooms on the 69th floor, where one room can accommodate 20 guests and the other room can accommodate 12 guests. Each floor has a multi-function room and a banquet area that can be used for meetings, gatherings, and corporate events.



## 2. Rooftop Themed Culinary Tourism Development Strategy

### 2.1 Tourism Development Strategy Culinary The Cloud Lounge & Dining Jakarta.

After being on hiatus for some time, The Cloud Lounge & Dining Jakarta culinary tour was re-opened on December 24, 2019. The Cloud Lounge & Dining Jakarta presents a new concept, namely culinary tourism with a unique view of the city of Jakarta that can be enjoyed in the presence of a glass house and dining experience. located on the 49th floor of The Plaza Office Tower. The Cloud Lounge & Dining Jakarta also offers 360 degrees city views which makes it difficult to move on and spend your daily routine. , Layback and Mingle' with the concept of Cloud Lounge Jakarta reflecting a lifestyle like Los Angeles at night. As well as The Cloud Lounge &

The advantages of The Cloud Lounge & Dining Jakarta that can be used as a development

strategy for millennial tourists with the aim of making it difficult for tourists to move on and unforgettable experiences, include:

- There are 3 spots that you can choose Have several spots according to your wishes such as dining, lounges, and bars. If you want to be more private, you can choose a dining spot. If you want to hang out with friends more casually, then the lounge spot is more suitable for you. If you want to have more fun while enjoying music, it's better to choose a spot bar.
- View 360 degrees . View Being on the rooftop makes you who come to this culinary tour can see the beautiful city light that surrounds the building. Whichever side you are on, you can still see the beautiful night sky of Jakarta because of the beautiful 360 view.
- There is Live Music and Free WiFi is one of the things that are favored by millennial tourists. While updating social media and enjoying cocktails, you can see the surrounding scenery with music playing.

### 2.2 Development Strategy for Culinary Tourism SKYE Bar & Restaurant

Culinary Tour SKYE Bar & Restaurant is one of Jakarta's new icons. Why is it called a Jakarta icon? because Culinary Tourism SKYE Bar & Restaurant is able to provide positive results on the level of consumer visits. As well as in the process of developing its Culinary Tourism strategy, SKYE Bar & Restaurant can carry the concept of "Lifestyle Resort in The Sky," this restaurant and lounge designed by architect Willis Kusuma features a semi-open design that looks at the city landscape and skyline. The kitchen serves a variety of international dishes, including popular Southeast Asian, Japanese, Italian and Mexican dishes.

As well as culinary tours SKYE Bar & Restaurant collects attractive concept drinks made by experienced bartenders, has two examples of its flagship creations, namely SKYE Sour and Ginger Mojito. Completing the innovative cocktail list, there are premium wines

from various countries. SKYE Bar & Restaurant's culinary tour has won the title of Restaurant of the Year 2017 version of Zomato, and is listed in the Where Chefs Eat book, which contains chefs' favorite places from more than 70 countries. However, one other thing that keeps this place popular with millennials is the variety of programs, ranging from live music entertainment every Wednesday and Thursday, to famous DJ performances every Friday and Saturday night. Some of the other programs are very unique to restaurant standards,

### 2.3 Development Strategy in Culinary Tourism Henshin

Henshin culinary tour is the highest rooftop themed culinary tour in Indonesia. Visitors can capture every moment and situation with their family, partner, and relatives, while eating and enjoying a fusion-themed dinner between Japanese food and Peruvian food. Henshin's culinary tourism development strategy focuses on offering 3 perfect and extraordinary experiences namely Dining, Lounge and Music.

With House DJ Henshin's signature music in the background, guests can enjoy special dishes of Ceviches or Tiraditos as well as fresh sushi and sashimi combined with cocktails specially crafted by Henshin's mixologist. On floors 68 and 69, this fine dining restaurant space offers an open kitchen concept that allows the chef to interact with each guest, offering an intimate dining experience. Guests can choose a hot or cold appetizer before enjoying a wide selection of mouth-watering main courses such as the Ceviche Clasico, lemon-spiced fish with Peruvian chili and the signature Henshin Roll which combines foie gras, fried prawns, spicy crab, unagi and avocado served with chili sauce. typical, nikkei fusion. Serving typical Nikkei dishes, Henshin will be led by Chef Hajime Kasuga, a chef of Japanese descent and a third-generation Nikkei based in Peru. He promotes Nikkei cuisine and is excited to bring this dish to Indonesia with his team from Latin America. Henshin at The Westin Jakarta combines a unique and different dining experience with

stunning views of Jakarta City. For those of you who want to be at the highest point in Indonesia, Henshin is the best rooftop culinary tour. Henshin at The Westin Jakarta combines a unique and different dining experience with stunning views of Jakarta City. For those of you who want to be at the highest point in Indonesia, Henshin is the best rooftop culinary tour. Henshin at The Westin Jakarta combines a unique and different dining experience with stunning views of Jakarta City. For those of you who want to be at the highest point in Indonesia, Henshin is the best rooftop culinary tour.

### 3. Application System Of Swot Analysis On Rooftop Themed Culinary Tourism

This type of research is aimed at disclosing the strategy of developing rooftop-themed culinary tourism in Indonesia at the present time and as it is this research will describe a SWOT analysis of rooftop-themed culinary tourism in Indonesia. SWOT is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats in a project or business speculation. SWOT is the identity of various factors systematically to formulate a service strategy (Freddy Rangkuti 1997).

The four components in the SWOT method are grouped into 2 categories, namely:

1. The company's internal conditions include strengths and weaknesses.
2. External conditions include opportunities and threats.

The interrelated components of SWOT can make it easier for writers and researchers in an effort to achieve the vision and mission that has been set.

The following is a SWOT analysis on rooftop-themed culinary tours, which the authors conclude as follows:

Strength	Weaknesses
1. How to manage local, traditional and international/Western menus so as to ensure quality. 2. The price offered is very affordable	1. Limited human resources in financial condition. 2. Lack of information about tourism development in Indonesia, especially



3. Support from the community for the development of rooftop-themed culinary tourism	rooftop-themed culinary tourism.
4. Existing human resources control cultural diversity.	3. Inadequate marketing strategies and marketing promotions.
5. Hospitality, luxury, creativity, innovation and dedication of the manager.	
Opportunity	Threats (Threats)
1. The only area that has a Rooftop-themed culinary tour.	1. The ability of consumers to do plagiarism
2. Get support from the government and the community.	2. The emergence of superior competitors.
3. Increased visits during High Season	3. The occurrence of damage caused by tourists.

**CONCLUSION**

Based on the results of the study, the authors hereby explain Indonesia as a leading culinary tourism destination, which means that Indonesia has enormous tourism potential to be developed into a Rooftop-themed culinary tour. Rooftop-themed culinary tourism is starting to progress very rapidly, because it can provide unique and positive added value for the development of Rooftop-themed culinary tourism, and can be used as a source of state income to increase the prosperity and welfare of the Indonesian people.

Development in the field of Rooftop-themed culinary tourism is the right way for Indonesia to have tourism products, this strategy is the right thing to take advantage of opportunities for foreign tourists or foreign tourists to be able to take advantage of tourist visits by offering rooftop-themed culinary as a selling point or attraction. tour. In preparing the development of a Rooftop-based culinary tourism strategy, a SWOT analysis is needed. This analysis is used to maximize existing strengths and opportunities and reduce existing weaknesses and threats.

**SUGGESTION**

Based on the results of the study, the author has several suggestions as follows:

1. The government is advised to create an official rooftop-themed culinary tour which is of course adjusted to the applicable government regulations in order to be able to become a new Indonesian culinary tourism innovation.
2. It is recommended to increase promotions and information about rooftop-themed culinary tours.
3. Managers should be able to research developments and current business competition regarding the social, economic and environmental impacts resulting from rooftop-themed operations.
4. Can maximize and explore marketing strategies through print, electronic media, and the use of online media such as social media.
5. Can improve facilities and infrastructure in tourism development, especially rooftop-themed culinary tourism in order to increase the level of tourist satisfaction.

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