

**Tourism Communication Review in Local Cultural Perspective
(A Case Study in Pekan Raya Jakarta 2012)**

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ABSTRACT

Jakarta, as the capital city of Indonesia, is one of the international gate for tourism. The Government held a yearly event, to ensure tourist both local and abroad come to visit Jakarta. Pekan Raya Jakarta (Jakarta Festival) which being conducted yearly, as one of the example on how people could find and appreciate of Betawi culture, as Jakarta indigenous community. From the food, the decoration, dances, etc. Jakarta Festival is being held for 31 days, as a commemorate Jakarta's yearly celebration on June 22. This year's theme is "Majulah Jakartaku". This research is to review the tourism communication in order to promote local cultural, Betawi. It is expected to attract local tourist as well as abroad. This country needs to promote its tourism, as it would provide added value in terms of economic of its community. If the economic of the country is improved, then poverty could be decreased accordingly. Aside of the economic, the culture itself would be known among the people. As people interested to see and study further for the Betawi culture. Recently not many people, especially Betawi people still respect their own culture. Due to modernity occurred in daily life. In this research, the data will be obtained through interviewing and distributing questionnaire to Jakarta Festival visitors. It is using a case study method. Based on the result from the questionnaire, that visitors of Jakarta Fair were not aware that Jakarta Fair is one of the media to promote Betawi culture. Most of them understand that Jakarta Fair is a business and trade event. Betawi culture in the event of art and handicraft are rarely been found. However Betawi culinary, such as Kerak Telor is commonly found all over the arena. And become an important icon of Jakarta Fair. The Betawi traditional clothes were often worn by Betawi food sellers in compare to Organizers team members. Several visitors who we interviewed mentioned that they were not interested to understand Betawi culture. Ads they interested to visit Jakarta Fair due to special discounts are given. Instead, Betawi culture only became an accessories behind those big companies, who became the main actor.

Keywords : Tourism Communication, Local Culture, Betawi