

1. Background

As the capital city of Indonesia, Jakarta is a benchmark of Indonesian citizens for its modernity. This is the place where all the central government activities are taken place. Furthermore, it is also a central of business and trading. In terms of modernity, Jakarta has it all, high rise buildings, luxury hotels, conference centers, world class movie theaters and exostic night life. A very typical metropolitant city. The population of Jakarta is 9,500.444 (2010). In the afternoon, it may increase to 12 million, as people surrounding Jakarta, such as, Bekasi, Depok, Tangerang and Bogor also mobile and work in this city.

As a metropolitant city, Jakarta is included as one out of 13 destinations in Indonesia for MICE. MICE is a convention tourism. MICE is an abbreviation of Meeting, Incentive, Convention and Exhibition. Therefore, Jakarta Fair could be one of the package for MICE tourism.

Aside of its modernity, will Jakarta maintain its traditional culture? Will it keep its indigenous community, the Betawi race? Are the conservation areas for Betawi culture, its food and culinary preservations, its dances, its traditional habits, really taken care of? Whether Jakarta Fair could be considered as a MICE package, so Jakarta modernity still could be covered by its traditional Betawi culture.

2. All about Pekan Raya Jakarta (Jakarta Fair)

Jakarta Fair is one of the national events, which conducted yearly to commemorate Jakarta's anniversary. It was originally started on 5 June through 20 July 1968 at Pasar Gambir, near Gambir Railway Station and Monas, the National Monument, as a night market. It was called Djakarta Fair (DF), due to old spelling of Indonesian words. Then, it was expanded into an all-day market. Finally, the place could not accomodate the crowds any further, as the participants getting bigger and bigger. Since 1992 the Government moved the event to Kawasan Niaga Kemayoran, where the international airport was once taken place. And it is called Pekan Raya Jakarta, with an English translation of Jakarta Fair.

Based on Merdeka.com, Sunday (24/6), Jakarta Fair was first launched upon Bang Ali'e era. It is the nick name of Jakarta Governor, Ali Sadikin in 1968. The idea was originally mentioned by Syamsudin Mangan, who well-known as Haji Mangan. He was the head of KADIN (Kamar Dagang dan Industri) or Chamber of Commerce in Jakarta. He proposed the concept of exhibition out of regularities in Jakarta to Bang Ali in the economic after G-30-S PKI in 1965. He brought in the international event with the same concept. Abroad companies to give their contributions.

Bang Ali agreed the concept, as he tho varieties of night market which usually taken plac Gambir Night Market (Pasar Malam Gambir). Witt concentrated at Jakarta Fair for the whole one month

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At the first year, Jakarta Fair succeeded to attract 1,4 million people. And the following year even longer than the first exhibition. It is the longest in the history of Jakarta Fair record, i.e. 71 days. And what made it more interested, because President Nixon of USA had attended the said exhibition.

As the effect was positive towards Jakarta's economic, therefore Bang Ali made a formal regulation under Peraturan Daerah (Perda) no. 8 in 1968. It was stated that Jakarta Fair has been formalized and became a yearly event to celebrate Jakarta's Anniversary on June 22 every year. The government has appointed a certain foundation to administer Jakarta Fair, in order to manage it in a professional way. The foundation is called Yayasan Penyelenggara Pameran dan Pekan Raya Jakarta.

On every event, the Committee wishes Jakarta Fair could inspire entrepreneurs to promote domestic product. In order to create more jobs vacancies and increase the local communities income. Last year, Jakarta Fair's participants were reaching 2.600 with 1.300 booths. Visitors was reaching 4 millions people within 32 days. It is equivalent to 125.000 visitors daily. The profit was reaching Trillion Rupiahs. This year, the number of the companies is increasing to 2,650 with the same amount of booths. However, the visitors increasing to 230.000 per day. Total visitors this year is 4.5 millions.

Jakarta Fair did not only exhibit products, but also music concert, fireworks, and other events. Such as Miss Jakarta Fair Beauty Pageant. As this year is 45th anniversary of Jakarta Fair, and also the 485th years anniversary of Jakarta itself, the theme of Jakarta Fair is 'Majulah Jakartaku'. The event was started on 14 June 2012 through 15 July 2012.

2. Theoretical Framework

2.1 Tourism Definition

The term of tourism was originally meant as travelling from one place to another. Upon the era of Alexander the Great, travelling used to be done by troops, knights and other adventurers. They used to travel countries.

After the mean of transportation has been invented such as trains, especially in Europe, a connection between trading, economic and international relation were discovered. Tourism then became an event of friendship, economic recovery, foreign exchange revenues, solidarity, and appreciation of mother nation culture.

Under the regulation of Undang-undang RI no. 10/ 2009 in regards of Tourism, the definition of tourism is various activities of tour and travel which supported by the facilities and services provided by communities, entrepreneurs and government. According to Ismayanti (2010: 223), tourism is various activities of travelling outside ones domicile for more then 24 hours, for the purpose of leisure and using travelling facilities such as transportation and accomodation.

Based on Nyoman S. Pendit (1987: 4), tourism's product and its utilities were divided into two categories, i.e companies which involve directly in tourism, and companies which involve secondarily such as private sector, government, joint venture companies.

These companies main business are tourism industries utilities. Which involve transportation, finance, trading, cultural, etc Obviously, tourism can increase local communities income. It's supply chain is quite vigorous. From hotels, restaurants, foreign exchange, souvenir shops, inland transportation, the cultural event organizers could contribute to revenues of local communities. Tourists from abroad would contribute even larger communities. Travel agents, airport facilities, taxis, promotions and marketing both domestically and abroad are potential revenues.

In Kompas, September 1, 2012, stated that tourism industry in Indonesia in 2011 contributes US\$8.5 billion in foreign exchanges. It fills the fifth position of the biggest contributor for Indonesia's foreign exchange. It shows growth in economic, social and cultural of Indonesia. The most important things that tourism can create quite a number of vacancies in this country.

2.2. Tourist Definition

In the regulation of Undang-undang RI number 10 year 2009 about tourism, the definition of tourist or traveler is a person who travels more than 24 hours to tourist destination for the purpose of leisure.

Recommendation of International Union of Office Travel Organization (IUOTO) and World Tourism Organization (WTO), the tourist is a person or a group of persons who travel to a certain place or several places outside his/her domicile for less than 12 months. And the purpose of the visit is as Tourist Activities.

The availabilities of tourism activities could grow the nationality's feeling towards local custom. And furthermore tourism could be useful be as follows:

1. To grow the feeling of nationality.
2. To eliminate the feeling of territorial and race,
3. To enhance the national language usage
4. To assist the growth of Indonesia's culture.
5. To develop local traditional, such as carving, dances and painting.
6. To develop economic and assist to make equitable regional development.
7. To assist to form "nation building" (Samsuridjal & Kaelany, 1997: 37).

In the event of Jakarta Fair, it is expected that people has interest to visit not just for shopping. But also have interest in Betawi culture. In order to create awareness of Betawi culture in the mind of visitors as well. By doing this, the young generation would also appreciate the culture that left behind. And could inherit further to continue the valuable heritage.

Mass media both printed and electronic have played important role for promoting tourism. From the media, than people aware about certain places, its location, and as a tourism destination. By getting the appropriate information, travellers could enjoy the journey in regards of the said destination. The vast growth of media communication such as internet could increase tourism promotion and also create interest from the society to preserve cultural as tourism object.

Even tourists much more interested in visiting recreation park, beaches, mountains, pilgrimage etc, an exhibition event could also give a positive respond for people to come and visit. Jakarta Fair is one of the example. It is routinely held yearly, and it is expected for people to understand more about Betawi culture. Therefore Betawi culture is not only owned by Jakarta society, but also could create sympathy from people outside Jakarta.

It is important to encourage the Committe especially DKI Jakarta Government to involve directly to establish a program which promoting local culture. So people would interested to visit and see. Especially with the vast growth of information technology, the local culture if it not well taken care of, it may be vanished or even disappear.

2.3 Element of Tourism Industries

According to Nyoman S. Pendit elements of tourism industries are as follows :

1. *Government Politic*
Politic in a country has a relationship toward tourism industry by showing the government attitude toward foreign tourists who visited the country. It is a direct factor related to government politic. Indirect factor is the stability situation and condition of the said country. Which consist of political development, economy and domestic security.
2. *Curiosity*
Tousrist from abroad attracted to Indonesia's natural beauty. It became one of the strength to draw the attention of foreign tourists to visit Indonesia.
3. *Courtesy*
Courtesy is also one of Indonesia characteristic. It became an important role model to promote Indonesia's hospitality abroad. Friendliness in serving the tourist would make the visitors feel ease and comfortable. Therefore, it is highly emphasize to educate human resources in hotels, reastaurants, sellers, and even police to be friendly to visitors.
4. *Time and distance*
Accuracy, punctuality and clear traffic would make the journey became enjoyable. So it will attracts visitiors to travel by using buses.
5. *Attraction*
Attraction or object tourism is a creativity of Indonesia human nature that should be shown. As such product has a lot of meaningful philosphy that can be conveyed to its audience. Thorough such event, audiences or tourists can enjoy the cultural show. Jakarta Fair is meant to be one of the cultural event.
6. *Accommodation*
Accomodation in tourism industries means hotel, motel, bungalow, sanatorium, and other places that tourist can take a rest upon travelling.

7. *Transportation*

There are various types of transportation for tourism. It is fully depending on the distance and the needs of the communication between head office to tourist destination. Transportation is a vital tools for tourism, therefore room for improvement in this field is urgently required.

8. *Competitive Price*

Price for transportation, room hotel, souvenirs etc shouldn't be more expensive than other countries..

9. *Publicities and Promotion*

Publicities and promotion should be based on continuouty and reguler tourism program. These activities can stimulate people to visit tourism destination, such as Jakarta Fair.

10. *Shopping Opportunities*

In tourism industry, souvenirs or handicrafts should be originally made in Indonesia. It has the authenticities and valuable art in order to draw tourist to buy. Therefore, could increase local communities income.

2.4. Type of Tourism

Government policy in deciding tourism management could support the advancement of tourism. Therefore, it is a need to understand types of tourism enable to provide a wise policy. The types of tourism are as follows:

1. *Cultural Tourism*

Means travelling for the purpose of widen and open mind by visiting several places in order to study its habitual action, it's cultural, lifestyle, culture, art in a local communities. Most of the time cultural tourism being combined with arts & culture events. Therefore, people could be expected to understand more about local customs, lifestyle, arts, and culture. Jakarta Fair is supposed to be one of Jakarta Arts & Cultural Event, or Dugderan, Semarang's custom of awaiting fasting breaking upon Ramadhan month. Cultural tourism is meant to raise local cultural which is close to extinct or forgotten by the society, even tourist abroad would also aware about the culture.

2. *Health Tourism*

The purpose of health tourism is to have a different atmosphere than one's daily life, and for the sake of health as well. For example, hot springs, or other tourism destinations which have a healthier weather.

3. *Sports Tourism*

Is a tourism for the purpose of sports event. Such as Asean Games, SEA Games, Olympic, etc.

4. *Commercial Tourism*

Travelling for the purpose of visiting commercial exhibition. Jakarta Fair originally was an event to introduce Betawi culture. But along the way, it became a combination of commercial exhibition. It is due to create business opportunities for local communities to participate in order to increase their income and as well as

increasing tax for local Government. The event becomes an added value for economic reasons as well.

5. *Industry Tourism*

Travelling to industrial places could also be an interesting journey. People could get to know more about certain products how they are produced. This type of tourism could also be combined with commercial tourism. Because at the end, the visitors tend to buy the product, even on a small scale.

6. *Convention Tourism*

The availability of facilities such as buildings, places which could be used for convention or conference such as Jakarta Convention Centre, could also be used for arts performance.

7. *Social Tourism*

Is travelling for students, youth or employees. It is quite often that certain companies give a special opportunity for its employee to pay a visit to certain places. Or for students to have a social visit or trip for free.

8. *Agricultural Tourism*

Is travelling to agricultural tourism places. And also learning several aspects which relate with agriculture knowledge. Such as nursery.

9. *Maritime Tourism*

Is travelling which relates to water, for example using travelling with TNI Navy facilities. The tour can involve students to travel among Indonesian territorial by using TNI Navy's ship for one week.

10. *Sanctuary Tourism*

Is travelling to sanctuary places. It could be wildlife, conservatory forest etc. For example, Kebun Raya Bogor, where visitors can see a lot of rare and distinctive plants which are protected by the Government.

Based on the above assumptions, Jakarta Fair activity can be included under the categories of Cultural Tourism and Commercial Tourism. It is considered as a combination of the two types. Even though the original idea of this event is to preserve Betawi culture, but in order to improve local communities' income and to increase foreign exchange of DKI Jakarta's government, therefore they were given an opportunity to participate and as well other big companies. However, commercial tourism grows to be dominant in Jakarta Fair. With such a situation, the Committee should not let cultural tourism be slipped away. By providing cultural event, traditional attractions and other ornaments of Betawi culture.

2.5. Tourism Communication

Taken from a journal, it is stated that tourism communication is a human activity in conveying information about travelling to a certain place or a tourist destination which will be visited. The information given should attract the persons who read it, and decided to make a journey to the intended place.

Therefore, it is a challenge to communicate to the public to attend Jakarta Fair's Hall of Culture. It is either using a promotion board, brochures, information to attract visitors to see the cultural event in the said Hall. To promote the culinary specialties of

Betawi food, is also one of a suggestion. Jakarta Fair is identical to Kerak Telor. It is a type of food, made from rice cook with egg. As an appetizer, fried coconut were poured on top of the rice which has blended with the egg.

3. Methodology

3.1. Research Methode

To review the Tourism Communication in Local Cultural Perspective, integrative research method with descriptive quantitative and qualitative. This research is a case study at Jakarta Fair 2012. Descriptive research describes situation or event. This research will explain nor find out the relationship between variables nor to test a hypothesis in order to make a prediction. According to Isaac & Michel, the purpose of descriptive method is to describe facts or certain population characteristic or field in sistematically order with factually and thouroughly. (Isaac & Michael : 1981;18)

Based on Jalaluddin Rakhmat (1990;25) descriptive research has the following purposes :

1. To collect actual information in detail and describe the phenomena.
2. To identify the problem or examine the condition and the normal practices.
3. To make a comparison or evaluation
4. To decide what others should do upon facing a same problem, and learn from them to decide the placn and decision in the future.

Descriptive method focus heavily on observation and natural atmosphere. The researchers will act as observers and to catergorize the informan behaviour, observe the symptom and record it. Approach in using quantitative method was meant to map Jakarta Fair's visitors ideas towards such event.

3.2. Research Location

The observation of this research was done at Jakarta Fair, Kemayoran, Jakarta on July 10th to 14th, 2012.

3.3. Data Collection Procedure and Technique

There are 3 stages in collecting data in a research, i.e.: observation, spreading a questionnaire and interview:

1. Observation, is needed to get a complete picture of the demographic. Based on this data, the respondents will be determined, in accordance to the definition of the communication development concept. The description of the events based on what they see, feel and hear, which well-noted subjectively. According to Burhan Bungin, observation is human habitual activities observing things with their eyes as the main sense, aside with the other 4 senses. By observing, researches would know what aspects to be observed, which is relevant to the problems and research purposes. Therefore the researches should prepare material for observation and instrument to be be used. (Burhan Bungin; 2010; 133-134)
The function of observation is to explain in detail on what has happened. Based on Becker (in Deddy Mulyana, 2002: 162) that observation in depth is an observation

that more or less the researcher participates in the actual life of the situation that being observed.

2. Questionnaires are being distributed after getting the visitors data at Jakarta Fair. Enable to find out their opinion towards Jakarta Fair's event. Especially to explain the quantitative points of visitors evaluation. The evaluation is on their understading of Jakarta Fair as an event to promote Betawi culture.
3. Interview to the informan in order to obtain qualitative data. This technique is being used to get information about Jakarta Fair's role in developing Betawi as a local cultute in Jakarta Fair's event. According to Nasution, interview is a proses to obtain information for the sake of research purpose, by asking questions face-to-face to the respondent. (Nasution, 2008: 113)
4. Documentation, as a result of a research, data are being kept in a form of letters, report, meeting minutes, etc.
5. Literature study is being used to support and obtain a secondary data, by collecting literature related to the topic of research.

3.4. Data Validity and Reliability

In this research, we used data triangulation and metodhology, by using several dat source. Based on Denzin (in Christine Daymon & Immy Holloway; 2008;153) triangulation can be shown in several different forms. Such as using data collected from certain groups, of different locations or time. In tringualation methodoly, we used 2 types of method at the same time, i.e. interview, documentation and questionnaire.

3.5. Data Analysis Method

This research is using qualitative analysis and the data is being provided by descriptive. It means from naration about facts from the interview, observation and literture studies. Which then being linked in a logic systematically. The obtained data from key informan and other informan were developed in order to get data which is needed in this research.

This technique is being done in order to obtain a general understanding towards participants prespectives. A conclusion could be obtained after analysis towards discussion is being reviewed which is the main focused of this research.

4. Research Result Analysis

4.1. Betawi Culture Description

Since 5th century, Jakarta especially Sunda Kelapa harbour had become international port. At that time between ethnic or race has already a vast interaction. Therefore, it is common that Betawi race has been influenced by other races. For examples:

1. Ondel-ondel

For a glance, Ondel-ondel is similar to Ogoh—ogoh from Bali. Ondel-ondel has been influenced by Hindu culture. Based on history, Jakarta or Betawi was onced goverened by Tarumanegara Kingdom. Upon harvest time, Ondel-ondel was paraded to honor Dewi Sri, the God of Rice.

2. Gambang Kromong

This musical band is influenced by Chinese music ethnic. By using *kongahuan*, *tehyang* and *skong* then mix with original local instrument such as *gambang*, *kromong*, *kemor*, *kecrek*, *gendang kumpul* and *gong*. Originally the leader who formed *gambar kromong* was also from China ethnic, namely *Nie Hu-Kong*. Usually this music is being collaborated with *cokek dance*.

3. *Tanjidor*

Tanjidor was expected from Portuguese in 14th century until 16th century. The word *tanjidor* itself, originated from Portuguese word of "*Tanger*" which means "playing the music".

4.2. Interpretation of Data

From this research, visitors were determined through age distribution. Some visitors who are under 17 and above 51 years old, are in very small percentage. It is understandable because of the huge compound of Jakarta Fair, therefore it is so tiresome for seniors to walk around. So the visitors are dominated by age 36-40 years (24,6 %) and age 41-45 years (26 %).

Furthermore, Jakarta Fair visitors are also from diverse races such as Java, Betawi, Batak, even partially non natives. Though some of them were not originally Betawi race, but they are so enthusiastically visited Jakarta Fair 2012. Some visitors even stated that they always looking forward to visiting Jakarta Fair for the past three years. Such a huge compound is not a problem for them. As they are keen enough to visit Jakarta Fair. Because they visit Jakarta Fair as one of the way to release their tension lived in the capital city. They felt that difficult to find places to do for the recreational activities.

Tabel 1
Jakarta Fair as a Betawi Cultural Promotion Event

Statement	Frequency	Percentage (%)
Totally Disagree	33	22
Disagree	41	27,3
Hardly Disagree	76	50,7
Agree	0	0
Agree Very Much	0	0
Total	150	100

Based on table above shows that as much as 76 people (50,7 %) visitors disagree if Jakarta Fair was a promotion for local Betawi culture. Even overall of respondents thought that Jakarta Fair is not an event to preserve Betawi culture. According to visitors Jakarta Fair not more than an Exhibition Trade. Due most of the stands were dominated of consumers good. And not Betawi cultural preservations. The above reason are supported by the next table.

Table 2
Special booth for Betawi Culture Information

Statement	Frequency	Percentage (%)
Totally Disagree	14	9,4
Disagree	92	61,3
Hardly Disagree	21	14
Agree	23	15,3
Agree Very Much	0	0
Total	150	100

The above table showed 61,3 respondents (92 %) was not aware of the special booth pertaining Betawi art and culture. While as many as 23 respondents (15,3 %) know that Jakarta Fair has a special booth to exhibit the artwork of Betawi culture. However, they felt, the place is inadequate for visitors. Even there were no officers who can explain various aspects related to Betawi culture. The officers can only explain about Betawi products which being produced, that is worth economy, such as: beverages, garments and food.

One of typical Betawi culinary (Kerak Telor) are easily found at the entrance and exit gate of Jakarta Fair. However visitors did not aware that the food is from Betawi culture. All they know that such food can only be found in Jakarta. As there are not any single information about Kerak Telor. Even Ondel-ondel which being displayed in several places were not presented and understanding of Betawi's art and work of a society. They assume that those are only exhibition ornaments, just like any other exhibitions. Nevertheless they know that ondel-ondel, identical with Jakarta. But due to no explanation in detail about ondel-ondel, people hardly understand the philosophy of Ondel-ondel. Visitors have difficulties to access information about Betawi customs.

Table 3
Understanding Betawi Culture from Jakarta Fair

Statement	Frequency	Percentage (%)
Totally Disagree	0	0
Disagree	103	68,7
Hardly Disagree	12	8
Agree	31	20,7
Agree Very Much	4	2,6
Total	150	100

According to visitors, they aware about Betawi customs but not through Jakarta Fair. They understand it through other media. It is because in Jakarta Fair there are no explanations nor information in regards of various Betawi culture. Visitors were interested to look more at exhibition products and music of art, if any. But still not describe Betawi culture. As they even displayed more modern music.

Based on the answers given, it turns out that DKI Jakarta is not too active in informing Betawi culture. A total of 94 visitors (64,7 %) disagrees if Government have provided information o visitors about Betawi culture. Although at Jakarta Fair, DKI Jakarta Government occupy quite spaciou booth but no information about Betawi culture.

On researchers observations, there were onlu information about progress of Jakarta projects which has been achieved up till 2012. And a long-term plan to be performed in development and repairing public transportation in order to reduce traffic jam in capital city Jakarta. In some governments stands there are hardly information nor clarity but only outdoor media (leaflet, leaflets, journals newsletter) which were placed clumsily. The available officer cannot provide information about origin, history, even the development of native societies in Jakarta which namely Betawi. Unfortunately this officer is a contract employee, tht hardly has an obligation to provide information about Jakarta.

Nevertheless, this need not happen if governments formerly given to the officers that they can serve as customer services. Thus can provide explanation to visitors in detail questions asked by visitors.

Tabel 4
Betawi Culture Must be Preserved

Statement	Frequency	Percentage (%)
Totally Disagree	0	0
Disagree	0	0
Hardly Disagree	0	0
Agree	36	24
Agree Very Much	114	76
Total	150	100

Due to the loss of local culture, people tends to participate actively to preserve it. It is raised by 150 visitors (100 %), that Betawi culture should be preserved. They argue, that if not the citizen actively preserving the culture then within a few years, Betawi culture will vanish. For that required various ways in order to maintan Betawi culture to the next generation.

Besides the citizen itself, it is necessary for DKI Jakarta government to work hand in-hand as a regional government. Due regional government can facilitate various purposes in the process of preservation culture. Not only Jakarta Fair, but also other national event. For example, there are activities performed by DKI Jakarta Government , always exposing Betawi masterpiece. So it can remind people about Betawi culture. Through such event, next generation can learn further about Betawi culture.

According to the visitors, additional informations in media are needed to preserve Betawi culture. Especially by using new media as internet. To create public awareness for preserve local culture. Although television able to present information in visual, does not mean audio such as radio, film or even a movie theater traditional media are lack of such effort.

Some societies of original Betawi accessing information from local government officials, as officers in kelurahan, or related parties who has interest of Betawi culture development such as Forum Betawi Rempug.

Jakarta Fair is not a single event that can be used to do more, making similar event that not only held once a year. Because when once a year still less effective build public awareness to love betawi culture, and make betawi culture as culture to be preserved.

5. Conclusion and Recommendation

5.1. Conclusion

From our observations, the public tends to do some shopping instead of their interests to learn more about Betawi culture in Jakarta Fair. The booth for Tourism Development and Information Services Centre is usually only a small stand, if compares with booths for other products. Such as motorcycles or other consumer goods. Based on the questionnaires that we received, the fair goers are more interested in buying food, home appliances and even vehicles. According to them, in such special event, a lot more bonuses and special prices are being offered. They are mainly interested in getting good prices for expensive products. Such as vehicles, bed, clock, lamps, cellular phones, etc. It is mind boggling how they would spend their money. Some visitors even brought along their own shopping carts. They are not interested in cultural events, at all.

The musical events are also experiencing the same fate. Most of the performances are singers who currently popular. Traditional dances or songs are seldom performed. Pop and rock songs are occupying the stage. Even singers like Ayu Ting Ting, Afgan, Achmad Albar, Iwan Fals and others.

Jakarta Fair has already been modernized, unfortunately the traditional dances and songs were left behind. The good things are, food culinair and others tit-bits are still abundance. The famous *kerak telur* were being sold in many places. As this food is the icon of Betawi food. Also the *kembang mayang* drink, are also available in many food stalls. *Bir pletok*, also one of the traditional drinks, are available in several places. However, these food and beverages are not as popular as "modern" drinks such as tea in the bottle or soft drinks, hence the demand for these traditional beverages is low.

Fortunately, there is still the Hall of Cultural that displays traditional products from other provinces aside DKI Jakarta itself. Jakarta is divided into its municipalities, and in much more specific product and tourism places. Such as North Jakarta is quite famous of Rumah Si Pitung, and South Jakarta is famous of Setu Babakan. This is a place where the conservation of Betawi culture was kept.

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.

The weakness of Jakarta Fair in regards of promoting Betawi culture is unavailability of information in a special booth for local culture. At DKI Jakarta's government booth, the information of city structure and result of development were provided. Furthermore, Betawi ornaments were rarely founded. Betawi culture only presented upon opening ceremony which was opened by President Susilo Bambang Yudhoyono. Betawi culture was obviously seen in a handicraft booth. A lot of Betawi community handicraft were exhibit, but no information in regards of local culture. Host at Betawi handicraft booth siad that Betawi culture is being exhibited upon wedding ceremony only. Information is not well being distibuted due to limited fund availability. However Betawi handicraft can be found in Jakarta Fair and also in Micro, Small and Medium Enterprise Center.

Several visitiors who we interviewed mentioned that they were not interested to understand Betawi culture. As 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.

5.2. Recommendation

In order to preserve Betawi culture, it is the needs to work together between parties involved. A huge breakthrough is needed by using new technique or communication media. By doing this, it is expected local culture could be preserved and being conveyed from one generation to the next. Unfortunately the approach from DKI Jakarta Government to promote Betawi culture in Jakarta Fair is not fully succeed.

As a Government who is responsible to promote and maintain the existence of local culture, DKI Jakarta Government holds a very important role. And as a leader, they should manage local tourism to become a potential local income. Therefor to promote through MICE should be highly emphasized, in order to preserve local cultutre. There should be a joint venture with private sector to be profesionally to manage such event. ***

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