



## Development of The Semarang Bridge Fountain as The Newest Tourism Destination in Semarang

Damiasih\*, Asalia Maharani Ohta Brilian

Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta, Indonesia

\*amidamiasih@stipram.ac.id

### Abstract

The development of increasingly competitive tourism to boost regional income and grow the economy from the tourism sector certainly opens up space to explore regional potential through tourism development, one of which is the development of the Semarang bridge fountain as the newest tourist destination in Semarang, Central Java, which is interesting to study. The purpose of this research is to develop bridge fountain tourism and to know the Semarang government's strategy for developing bridge fountains and how the role of the community in tourism development. This research uses a qualitative research model. The results of this study found that in the development of a bridge fountain, there are two factors, namely internal and external, internal factors consist of: 1) manager or organization, 2) human resources, 3) relations between human resources, 4) accessibility, 5) facilities, 6) potential and 7) funding. While external factors consist of 1) regulation, 2) competitors, 3) tourists, 4) market share, 5) technology, and 6) promotion. From the results of the study it can be concluded Semarang Bridge Fountain is the newest tourist destination in Semarang City which is managed by the government, namely the Semarang City Public Works Department by presenting its main potential, namely dancing fountains. The Semarang City Public Works Service has created a team of Semarang Bridge Fountain (SBF) Field Officers who are always on guard at the location and have good communication relationships and the Semarang Bridge Fountain is in a strategic location. But it is very unfortunate because there is no cooperation with the surrounding community, the facilities that are owned are still lacking and requires the development of dancing fountains so that they are not boring.

**Keywords: Tourism Destination; Bridge Fountain; Tourism Development**

### Abstrak

*Perkembangan pariwisata yang semakin kompetitif untuk mendokrak pendapatan daerah serta menumbuhkan perekonomian dari sektor pariwisata tentunya membuka ruang untuk menggali potensi daerah melalui pengembangan pariwisata, Salah satunya pengembangan Semarang bridge fountain sebagai destinasi wisata terabru di Semarang Jawa Tengah menarik untuk diteliti. Tujuan penelitian ini untuk pengembangan pariwisata bridge fountain serta dapat menegtahui strategi pemerintah Semarang dalam pengembangan bridge fountain serta bagaimana peran masyarakat terhadap pengembangan pariwisata, Penelitian ini dengan menggunakan model penetitian kualitatif. Hasil penelitian ini menemukan dalam pengembangan bridge fountain terdapat dua faktor yaitu internal dan eksternal, faktor internal terdiri dari: 1) pengelola atau organisasi, 2) sumber daya manusia, 3) hubungan antar sumber dasaya manusia, 4) akseibilitas, 5) fasilitas 6) potensi dan 7) pendanaan. Sedangkan faktor eksternal terdiri dari 1) regulasi, 2) pesaing, 3) wisatawan, 4) pangsa pasar, 5)*

teknologi, dan 6) promosi. Dari hasil penelitian dapat disimpulkan Semarang Bridge Fountain merupakan destinasi wisata terbaru di Kota Semarang yang dikelola oleh pemerintah yakni Dinas Pekerjaan Umum Kota Semarang dengan menyuguhkan potensi utamanya yakni air mancur menari. Dinas Pekerjaan Umum Kota Semarang telah membuat tim Petugas Lapangan Semarang Bridge Fountain (SBF) yang selalu berjaga dilokasi dan memiliki hubungan komunikasi yang baik dan Semarang Bridge Fountain berada di lokasi yang strategis. Tetapi sangat disayangkan karena belum adanya kerjasama dengan masyarakat sekitar, fasilitas yang dimiliki masih sangat kurang dan memerlukan pengembangan terhadap air mancur menari supaya tidak membosankan.

**Kata Kunci: Destinasi Wisata; Bridge Fountai; Pengembangan Pariwisata**

## **Introduction**

Indonesia is a country with an archipelagic shape that has a very beautiful diversity that creates various tourist destinations. Starting from natural tourism, artificial tourism, and cultural tourism, all are found in Indonesia. All regions have tourism potential that can make Indonesia rich in culture, diversity, and attractive tourism (Endi & Prasetyo, 2020).

Although tourism development activities are not easy, because tourism is a very complex industry that can involve various business units now tourism in Indonesia. are vulnerable to natural environmental factors, security, and other global aspects (Vitrianto, 2012). The development of increasingly competitive tourism activities and the proliferation of various promotions carried out by various countries to attract tourists to visit tourist objects requires tourism managers to always strive for what the needs and desires of visitors are. Without the attention and effort of developers and managers, of course, these tourist objects will increasingly be abandoned by tourists.

Semarang is a city located on the island of Java, Central Java Province, and is the capital city of Central Java. The city of Semarang is a city that has a unique topographical condition in the form of a narrow lowland area and a hilly area that extends from the west to the east side of the city of Semarang. The lowland area in Semarang City is very narrow.

The low-lying area in the western area of Semarang City is only 4 kilometers wide from the coastline, while in the eastern area of Semarang City, the low-lying area is wider to 11 kilometers from the coastline. This low-lying area is a floodplain from major rivers flowing in the city of Semarang, such as the Garang River (West Canal Flood), Pengkol River, and Bringin River. This low-lying area stretches on the north side of Semarang City and almost covers 40% of the total area of Semarang City. This low-lying area is known as the lower city (*Semarang Ngisor*), as well as the center of the city's economic activity. With these conditions, the lower city area is often hit by annual floods and peaks during the rainy season. Several areas, especially North Semarang, This flood is sometimes also caused by an overflow of Tidal Water (Tidal Flood). This hilly area in Semarang City stretches on the south side. These hills are part of a series of mountainous formations north of Java that stretches from Banten to East Java. The hilly area in Semarang City is known as the Upper City (*Semarang Dhuwur*). This hilly area is also the upstream area of the major rivers that flow in the city of Semarang. The upper city area is also part of the foot span of the Ungaran volcano, which is located on the south side of Semarang City. The hilly area in Semarang City is

known as the Upper City (*Semarang Dhuwur*). This hilly area is also the upstream area of the major rivers that flow in the city of Semarang. The upper city area is also part of the foot span of the Ungaran volcano, which is located on the south side of Semarang City. The hilly area in Semarang City is known as the Upper City (*Semarang Dhuwur*). This hilly area is also the upstream area of the major rivers that flow in the city of Semarang. The upper city area is also part of the foot span of the Ungaran Volcano, which is located on the south side of Semarang City.

Semarang has a wide area so in Semarang there is culture, history, and uniqueness that creates interesting tourism. Natural, cultural, and artificial tourism are all found in the city of Semarang. Like an artificial tour that was inaugurated by the Mayor of Semarang, on December 31, 2018, precisely on New Year's Eve 2019 namely the Semarang Bridge Fountain which is a bridge decorated with dancing fountains and beautiful lights located on the West Flood Canal River Bridge. It is hoped that the Semarang Bridge Fountain can become the newest icon of the city of Semarang which can increase tourist visits to the city of Semarang. Tourism is a variety of facilities and services provided by the community, businessmen, government, and local governments (Indonesia, 2019). Tourism comes from two syllables, namely ray, and tourism. Many times or round and round. Tourism means traveling (Sulistyo, 2017). So tourism is a trip that is done many times or in circles from one place to another. Tourism is a travel activity carried out by humans both individually and in groups to visit certain destinations for recreational purposes, learn about the uniqueness of tourist areas, self-development, and so on in a short or temporary period time. Tourists are people who do tours. (Law No. 10 of 2009, 1 *paragraph* 2). Tourism potential is all objects (natural, cultural, artificial) that require handling to provide attractive value for tourists (Syamsu, 2018). Tourist objects and attractions consist of 1) objects and tourist attractions created by God Almighty, which are in the form of natural wealth and flora and fauna. This human object is just used and manage properly, 2) objects and tourist attractions created by humans are deliberately held because they have an attraction because objects created by humans are called artificial objects. Artificial objects can be a single object or objects that support objects created by God Almighty.

The development of tourism objects requires natural conservation efforts by the government and local managers in the maintenance and development of these tourism objects. The level of public awareness is an important point in managing tourism objects to create welfare (Syamsu, 2018). Therefore, researchers are interested in researching because the Semarang Bridge Fountain is the newest tourist destination that requires development to attract more tourists, with the title development of the Semarang Bridge Fountain as the newest tourism destination in Semarang, Central Java. The choice of this location as the object of research is because researchers feel that there are already a lot of water tours. Although there are many tours with water as the main object, such as waterfalls, streams, swamp, dam, and other water tourism, currently it is still rare to find fountain tourism destinations, let alone this fountain built on the bridge.

## **Methods**

The research method used in this research is descriptive qualitative. Narrative qualitative research is to describe research variables without looking for relationships with other variables as an effort to reveal the true facts (Fitrah, 2018). This research was conducted from November to December 2022, taking place at the West Flood Canal River Bridge, Jendral Sudirman Street, Bulustalan, Semarang City, Central Java 50141.

Data collection techniques were by interviewing and filling in questionnaires with visitors, interviewing tour managers, observing in research location, as well as documentation. Observations are made to observe physically which includes observations about environmental conditions, state of the tourist attraction, amenities, and accessibility. While observations on community empowerment, and visit management, as well as observations of common obstacles encountered (Susetyarini, 2017).

The data obtained was then analyzed using the SWOT concept (strengths, weaknesses, opportunities, and threats). This analysis is carried out based on the internal factors that exist in managing these tourist destinations to reveal the strengths and weaknesses possessed, then external factors are revealed to find out opportunities and challenges in managing these tourist destinations.

## **Result and Discussion**

The city of Semarang which is the capital of Central Java Province is the only city in Central Java Province that can be classified as a metropolitan city. As the provincial capital, Semarang City is a parameter for the progress of other cities in Central Java Province. The city of Semarang has a height from 2 meters below sea level to 340 meters above sea level with a slope of 0% - 45%.

Semarang City with an area of 373.70 Km<sup>2</sup>. Administratively, Semarang City is divided into 16 sub-districts and 177 sub-districts. Of the 16 existing sub-districts, 2 sub-districts have the widest area, namely Mijen District, with an area of 57.55 Km<sup>2</sup>, and Gunungpati District, with an area of 54.11 Km<sup>2</sup>. The two sub-districts are located in the southern part which is a hilly area, most of which still has agricultural and plantation potential. While the sub-district which has the smallest area is South Semarang District, with an area of 5.93 Km<sup>2</sup> followed by Central Semarang District, with an area of 6.14 Km<sup>2</sup>. The administrative boundaries of Semarang City are Kendal Regency in the west, Demak Regency in the east, and Kendal Regency in the east. to the south by Semarang Regency, and to the north by the Java Sea with a coastline of 13.6 kilometers. Location and geographical conditions, the city of Semarang has an astronomical position between the lines 6050' – 7010' south latitude and 109035' – 110050' east longitude.

### **1. Description of Semarang Bridge Fountain Tourism Object**

The Semarang Bridge Fountain was established on December 31, 2018. The ratification was carried out on New Year's Eve 2019 and was ratified by the Mayor of Semarang, Mr. Hendrar Prihadi. Attractions along the West Flood Canal River bridge are the first dancing fountain attractions in Indonesia. Initially, the Semarang City government, namely the Semarang City Public Works Service (DPU) wanted to make new innovations in river maintenance in Semarang City. Finally, in early 2017 the government found a way, namely by opening tourist destinations by utilizing bridges, rivers, and river water. The West Flood Canal River Bridge (BKB) is considered suitable because it has a river and the shape of a road that is quite wide, busy, and is located in the middle of the city so that it is easily accessible by the public and tourists.

After getting the right location, the DPU held another meeting to think about what tourist attractions are suitable to be applied to the Sungai Flood Kanal Barat bridge. After holding several meetings with the tourism office, environment service, transportation service, and Semarang Pump House to get suggestions, ideas, and

innovations emerged to create tourist attractions with the concept of dancing fountains accompanied by beautiful lights and taking river water which are used as fountain that can be enjoyed at night and a garden or jogging track on the riverside. DPU made the Semarang Bridge Fountain (SBF) with the concept an open space for the public, which can be enjoyed by all members of the public and tourists for free.

After 6 months of construction and spending Rp 17.000.000.000, finally, the Semarang Bridge Fountain (SBF) has been successfully built with the concept of a fountain in the shape of a Garuda Bird which is a symbol of Indonesia's glory, which SBF hopes to become a new tourist destination that triumphs in the city of Semarang. The form starts from the Madukoro Park as the head, the West Flood Canal River bridge road as the body, and the side of the bridge where the dancing fountain acts as the wings and the Adipura Monument as the tail. After officially opening on New Year's Eve on December 31, 2018, SBF has a broadcast schedule twice a week, namely on Friday and Saturday, has two sessions a day, 19.30-20.00 WIB and 21.00-21.30 WIB and one session features 6 up to 9 songs. The cause is only twice a week so that visitors do not get bored and are afraid of disturbing the activities of road users. However, SBF's broadcast schedule may increase at certain times such as Eid, school holidays, year-end holidays, the government needs, and when there are celebrations or events at SBF.

At SBF, visitors can enjoy the beauty of the dancing fountain accompanied by beautiful lights on either side of the bridge that can be enjoyed from the riverside garden or commonly called the SBF Park. In SBF Park there are benches and garden lights, some trees, and flowering plants. Visitors can also enjoy culinary delights because vendors are selling a variety of food and drinks at affordable prices. In the morning and evening SBF is usually used for relaxing, sports activities such as cycling, jogging, skate board, and roller skating. Even on certain days, there are artistic performances such as *jatilan*, monkey masks, and performances of traditional musical instruments that are very entertaining for visitors.

SBF has a concept of open space for the public which is almost the same as *simpang lima* and Kota Lama Semarang because it is free and can be easily reached. However, SBF is different from the two tours, which are thick with history, because SBF has a unique tourist attraction by utilizing the big river in Semarang City which is indirectly a way to maintain an attractive river which is expected to reduce river water overflowing during the rainy season so that it does not overflow. flood disaster occurred.

## 2. Respondent Description

Description respondents from this study were taken through interviews with several sources such as the department of Public Works, SBF Field Officers, and Visitors. Researchers conducted interviews and observations during the study which were calculated from the total number of respondents, namely 102 people. The selection of 100 respondents consisted of 1 staff from the Public Works Department, 1 SBF Field officer, and 100 visitors. The respondent's description data only consists of origin, age, gender, and occupation, namely:

### a. Respondent Data Based on Origin

Based on the results of the study, the results of the origin of visitors were obtained, namely in the city and outside the city. More details can be seen in the diagram in Figure 1 below:

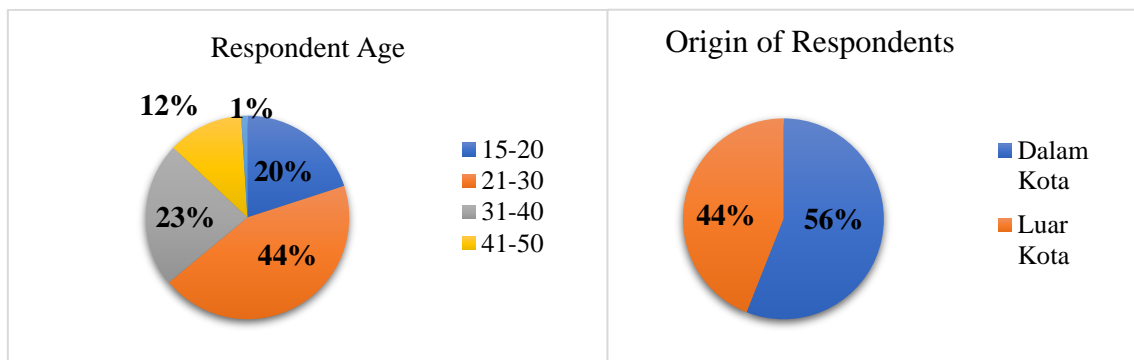


Figure 1. Origin of Respondents

Source: Research Result Data

Based on diagram 1, out of 100 respondents, it is known that 56% are from within the city and 44% are from outside the city. Characteristics of respondents based on origin are divided into 2 groups, namely in the city there are 56 people, and outside the city 44 people. The total respondents were 100 people and most of the visitors came from within the city, namely from Semarang and Semarang Regency.

b. Respondent Data by Gender

Based on the research, the data obtained from respondents who became respondents from 100 respondents, 36% were male, amounted to 36 people and 64% were female, totaling 64 people.

c. Description of Respondents by Age

Based on research by looking at the age of the respondents, namely: the age of respondents 15-20 years was 20%, 21-30 years 44%, 31-40 years 23%, 41-50 years 12%, and more than 51 years 1%.

d. Description of Respondents by Occupation

Based on the results of the study, 100 respondents got results based on work background, 11% civil servants, 5% private, 40% students and students, 14% housewives, 12% entrepreneurs, 6% entrepreneurs, and 12% others (taxi drivers) online, Labor and SPG). For more details, it can be seen in the diagram in Figure 4 below the job characteristics of the respondents are 11 civil servants, 5 private employees, 40 students and housewives, 14 housewives, 12 entrepreneurs, 6 entrepreneurs, and 12 others. With a total of 100 people and most respondents have jobs as students and 40 students.

### 3. Data Analysis

a. Internal Environmental Factor Analysis

1) Manager or Organization

Based on the results of research at the Semarang Bridge Fountain (SBF), it can be concluded that this tourist attraction has a main manager, namely the Semarang City Public Works Service (DPU), and is held by the Technical Engineering Division. However, all fields in the public works office help each other to manage the SBF and also the DPU in collaboration with several other agencies so that the SBF can be managed properly.

2) Human Resources

Because the SBF is managed by the Public Works Department, the available human resources are civil servants (PNS) and some temporary employees who serve as field officers on duty at the Semarang Bridge Fountain. From security to the

technicians turning on the dancing fountains at SBF. But there is no empowerment of the surrounding community. There are only parking attendants and traders are the surrounding community who work and sell voluntarily and the results are entirely for the parking attendants.

### 3) Relationships Between Human Resources

Based on the results of observations, interviews, and documentation, it can be concluded that the relationship between HR has been well established. Because every staff to other agencies can work together to build and promote SBF so that it is more advanced and known by the public. Field Officers are also always ready in the field and always inform the SBF situation at any time. If there are problems or obstacles, the Field Officers swiftly report and fix the existing problems.

### 4) Accessibility

From the results of the researcher's observations, the access conditions in the Semarang Bridge Fountain are very good. SBF is located on a large and busy highway located in Central Semarang which is the middle part of Semarang city so the strategic location is easily accessible and not far from other famous tourist destinations in the city of Semarang. At the end of the West Flood Canal River bridge, there is also a large inscription Semarang Bridge Fountain so that it can be seen by all who pass by. However, some visitors complained about the writing because the position was considered less strategic, it should have been placed in the middle of the bridge so that it is easier to see from all street angles. Some visitors also complained that the Semarang Bridge Fountain was not yet on the signposts, so it was a little difficult to get there from other parts of Semarang without the help of Google Maps.

### 5) Facility

According to the results of observations and interviews with tourists that have been carried out by researchers, the facilities available at SBF are still lacking. At SBF there is no special parking area, so currently, parking is on the side of the road it interferes with road users. Some traders sell various kinds of food and drinks selling on the side of the highway, which also disturbs road users and can endanger tourists, traders and tourists hope that special land is provided for selling.

Under the bridge, on the side of the river, a park has been built where tourists can see the beauty of the dancing fountain show. There are park lights and park benches in the park. The number is quite a lot but if it's crowded the seats are still not enough. There are also plants but it is better if you add more to make it shady and not arid in the morning and afternoon. Visitors also complained about the absence of children's games (swing, seesaw, etc.) here, because SBF is a park so it is better to add children's games, on average visitors here also invite their children so that they feel more comfortable when visiting SBF. The absence of a toilet is also complained about by tourists. Public toilets and small prayer rooms are still considered necessary because there are tourists who need them. Facilities not only the availability of infrastructure at the location of tourist attractions, supporting infrastructure around the location also needs to be prepared properly, such as parking lots so as not to cause congestion around tourist sites (Widianingrum & Sardjono, 2021).

### 6) Potency

The main potential contained in the Semarang Bridge Fountain is a dancing fountain equipped with beautiful songs and lights and airs 2 (two) times a week, namely Friday and Saturday at 19.30 – 20.00 WIB and 21.00 – 21.30 WIB. The

show is good enough but it would be better if the showtimes were added and the sessions perview were longer. The song that is playing should be replaced with a song that is currently popular because the song that is playing is still the same aas when it was first opened until now. Tourists also hope that the fountain can be upgraded to be more magnificent to attract more tourists.

#### 7) Funding

Following the results of observations, interviews, and documentation, the Semarang Bridge Fountain tourism object is fully funded by the Semarang City government through the Semarang City Public Works Department budget in the form of an annual budget. From the description above, internal factors can be analyzed in table 1 below.

Table 1. Analysis of Internal Factors

No	Factor	Strength	Weakness
1	There is already a manager and it is well managed	√	
2	Field Officers are already present at the Semarang Bridge Fountain and are always on guard. But there is no use of the community as human resources		√
3	Field Officers and Public Works Department staff always communicate well.	√	
4	Access is good because it is on a bridge that has a big highway		√
5	Facilities are still inadequate		√
6	The existing potential is good enough but needs to be improved so that it is not monotonous and increases showtimes		√
7	Funding for promotion, maintenance, and facilities is fully borne by the annual budget of the Semarang City Public Works Service (DPU)	√	

(Source: Research Result Data)

#### b. External Environmental Factor Analysis

##### 1) Regulation

Based on the research results, the Semarang Bridge Fountain belongs to the Semarang City Public Works Department so it already has good regulations and of course an operating permit.

##### 2) Competitor

Based on observations and interviews conducted by researchers, currently, Semarang Bridge Fountain does not have competitors. This tourist attraction is still quite new and different from other tours in Semarang, Central Java. Usually, tourism objects in the Semarang area are nature tourism or cultural and historical-based tourism.

##### 3) Traveler

Many tourists have visited here. The manager also said that tourists still visit even on weekdays (the day the fountain show doesn't air) and it always increases every time the fountain show airs. Especially on holidays, Eid holidays, school holidays, and year-end holidays.

##### 4) Market share

From the results of research conducted by researchers, the market share targeted by the Semarang Bridge Fountain is all circles. However, it is dominated by



teenagers and families. This is reinforced by the opinion of the manager who says that the market share of Semarang Bridge Fountain is all people and mostly teenagers and families. Because Semarang Bridge Fountain has an open garden concept and is free of charge. Marketing effectiveness needs to utilize three integrated marketing communication elements, namely interactive marketing, personal selling, and selling promotion (Aminah, 2020).

#### 5) Technology

Based on the results of observations, interviews, and documentation, it can be concluded that the Semarang Bridge Fountain still has not maximized the use of technology, both traditional technology and modern technology. There are no facilities or the use of traditional techniques such as making trash cans from used drums, chairs, or gazebos made of wood and bamboo, etc. Only the dancing fountain attraction at the Semarang Bridge Fountain has used modern technology, namely electric lights, songs, and pumps to take river water which is used as a fountain.

#### 6) Promotion

To increase tourist visits to Semarang Bridge Fountain, it is very necessary to have a good, attractive, and sustainable promotion. So the Semarang City Public Works Service has carried out promotions, namely on social media Facebook, and Instagram the Semarang City Public Works Service by sharing broadcast hours, photos, videos, and information on the Semarang Bridge Fountain. DPU Semarang City also shared performance videos and promotional videos on youtube. DPU Semarang City also cooperates with tour and travel in Semarang City and the Semarang City Tourism Office to promote the Semarang Bridge Fountain. So need special training to carry out tourism promotion (Gorda et al., 2020).

In addition, it also holds performances and events at the Semarang Bridge Fountain to make it more crowded visitors, such as the Semarang Music Tour (*Semarjamu*), Semarang Introducing Market, independence day of the republic of Indonesia, and other performances. During the event, the Government also invited the media to cover the event. According to the manager, namely the Semarang City Public Works Department, the addition of broadcast hours during the holiday season also includes promotions because at that time there are more and more visitors. From the description above, external factors can be analyzed in table 2 below.

Table 2. Analysis of External Factors

No	Factor	Opportunities	Threat
1	Semarang Bridge Fountain is managed by the Semarang City Public Works Service	√	
2	For now, there are no competitors both in Semarang City and in other areas of Indonesia	√	
3	Semarang Bridge Fountain is always crowded with visitors, especially during the holiday season	√	
4	The target market is everyone. Because this tour is free and the space is open to the public. But dominated by teenagers and families.	√	
5	The technology contained in the Semarang Bridge Fountain is still lacking. Both traditional technology and modern technology.		√
6	The manager has promoted social media, collaborated with tour and travel, the Semarang City	√	

No	Factor	Opportunities	Threat
	Tourism Office, and held an event at the Semarang Bridge Fountain.		

(Source: Research Result Data)

#### 4. The Government's Development of the Semarang Bridge Fountain.

According to the results of research conducted at the Semarang Bridge Fountain, researchers found that the government, namely the Semarang City Public Works Service as the manager of the Semarang Bridge Fountain, has so far not done much development, even though there has been budget for the Semarang Bridge Fountain in the city public works office's annual budget. Semarang. This is reinforced by the results of interviews that researchers have conducted with the Semarang City Public Works Department. For now, development is carried out in terms of promotion only and continues to be cleaned in the west flood canal river, there has been no further development because the Semarang Bridge Fountain is the newest tourist destination in Semarang City, which at that time had only been established for 11 months.

So that the government is still monitoring the results of the Semarang Bridge Fountain and feels that it does not need more development and the budget has so far been used to finance operations and maintenance of the dancing fountain facilities and maintenance. But there has been talked of making parking lots and selling in 2020. Because so far parking and selling are on the side of the highway which is not safe and disturbs road users. The government must pay attention to infrastructure development (Amelia & Prasetyo, 2020), the goal is to increase attractiveness and selling points for the sake of sustainability and tourism prospects (Sripambudi et al., 2020).

##### a. The Role of the Community in the Semarang Bridge Fountain

Based on the results of interviews conducted by researchers, the role of the community in the Semarang Bridge Fountain is still very minimal. People only act as traders and parking attendants. It is also a form of spontaneity or volunteerism from the community. For Field Officers at the Semarang Bridge Fountain, there are also no members who are members of the surrounding community. The Semarang City Public Works Service considers that there is still no need for the role of the community as officers, the Public Works Department hopes that the community can play a role in maintaining what is already in the Semarang Bridge Fountain and always support the Semarang Bridge Fountain to be *better and move forward*. Local communities will be the main beneficiaries of the direct economic impact by maintaining strong control over the ownership of tourism services (Prasetyo & Amelia, 2022), and this is likely to be a key element in ensuring their prosperity (Sutiarso & Susanto, 2018).

##### b. Bridge Fountain Development Strategy to Attract Tourism

The results of observations and interviews of researchers with managers, namely the Semarang City Public Works Service, that currently, the development strategy to attract tourists carried out by the manager is promotion. The Semarang City Public Works Service is currently trying to always promote the Semarang Bridge Fountain in various ways, including by uploading photos and videos about the Semarang Bridge Fountain on youtube and instagram, collaborating with tour & travel in Semarang City and the Semarang City Tourism Office to promote Semarang Bridge Fountain. There have also been free performances at the Semarang Bridge Fountain, such as the Semarang Music Tour (*Semarjamu*), the Semarang Introducing Market, the independence day of the republic of Indonesia, and other performances. The existence

of tourist attractions, accessibility, amenities, and supporting services will be the main factors in increasing tourist attractiveness (Suprpto et al., 2021).

Like from local TV and local newspapers. There are additional broadcast schedules during the holiday season as well as promotions because that's when the opportunity to get more visits. The Semarang City Public Works Service also invites investors and government guests to come to the Semarang Bridge Fountain and a dancing fountain show will be held outside the broadcast schedule so that governments from other regions can do word to mouth, which is a promotion that is carried out voluntarily by telling their experiences so that can be a motivation for someone to visit the Semarang Bridge Fountain. Tourism destination has to innovated and raise the promotion to be a qualified promotion to bring more tourism (Brilian, 2020). This tourist attraction can be developed through three tourism categories with several areas representing them, namely nature tourism, socio-cultural tourism, and special interest tourism (Widiantara et al., 2020).

### Conclusions

Based on the results of research conducted at the Semarang Bridge Fountain, researchers can conclude that the Semarang Bridge Fountain is the newest tourist destination in Semarang City. However, it is very unfortunate because there is no cooperation with the surrounding community, the facilities that are owned are still lacking and require the development of dancing fountains so that they are not boring. In connection with the discussion above, it is necessary to improve facilities and add facilities, make innovations and create dancing fountain shows as the main potential of the Semarang Bridge Fountain to make it more attractive and memorable, build cooperation with the surrounding community not only as a supporter but also as a resource. human resources for the welfare of the surrounding community, promoting the Semarang Bridge Fountain more intensively such as holding more events at the Semarang Bridge Fountain.

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