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Improving Space Probes at Skyworld Indonesia TMII to Become the Main Destination of Astronomy Education Using Micro Grounded Theory

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Abstract: *The tourism sector is one of the business industries that has a great contribution to the development of the national and regional economy, job creation and cultural promotion media. Ideally, every tourist attraction must have a sustainable development strategy, so that it can continue to bring in visitors and not lose its attraction even though it is in the midst of increasingly proliferated and diverse tourism business competition. There are not many tourism industries in Indonesia that develop tourism in the field of space education. Skyworld Indonesia is the only vehicle that focuses on space, aeronautics and technology education modules. Skyworld Indonesia is the originator of space education rides located in the tourist area of Taman Mini Indonesia Indah (TMII) East Jakarta, established in 2016, now Skyworld Indonesia is trying to develop its rides so that in the future Skyworld can run in accordance with the Vision and Mission as the only main destination for technology-based space education tourism in Indonesia. The method used in this study is micro-theory research. The research was conducted through a direct interview with one of the speakers, namely the President Director of Skyworld Indonesia. The main factor obtained from the results of this study is that Skyworld must develop technology for simulators (products) that are still conventional, few and simple need to be upgraded to more modern and technology-based products (simulators), then continue with improvements in terms of physical buildings, increase promotion on social media and increase the development of Human Resources (HR).*

INTRODUCTION

Tourism is one of the most important sectors for the world economy. In many countries, the tourism industry is not only a major source of income, but also plays a role in creating jobs,

promoting culture, and improving relations between countries. One of the most vital elements in the tourism industry is the tourist attractions themselves.

Tourist attractions are not just a destination for vacation, but also a space where visitors can enjoy the beauty of nature, get to know local culture, and explore new experiences that cannot be found in their daily lives.

Tourism spots can be very diverse, covering all kinds of destinations that are able to attract the attention of tourists, these places can be amazing natural sites such as Beaches, Mountains and Tropical Forests or man-made sites, such as historical buildings, museums, amusement parks and shopping malls. Not only that, tourist destinations are also often related to high cultural values, such as festivals, traditions and customs which are the main attraction for domestic and foreign tourists.

One of the reasons why tourist attractions are important is because they create an invaluable experience for visitors. Each destination offers something unique, whether it's about its stunning natural beauty, its rich history, or the opportunity to learn about the life of the local people.

Some famous tourist attractions even have an important role in preserving cultural and natural heritage, as well as encouraging awareness of the importance of conservation. In addition, tourism places are also a means to introduce an area or country to the outside world. In this context, tourist attractions play the role of ambassadors who convey a positive image of a destination to international visitors.

The existence of beautiful and interesting tourist attractions can strengthen the identity of a country or region, and even become a magnet for investment and development of other sectors such as infrastructure, culinary and culture.

But behind the great benefits offered by tourist attractions, there are also challenges and issues that must be faced, one of the main issues is the negative impact of mass tourism. The large number of visitors can cause environmental damage, loss of local cultural authenticity, and other social problems that may arise such as congestion and economic inequality. Therefore, sustainable management of tourist attractions is essential to ensure that the tourism industry can continue to provide benefits without damaging the vital aspects that make the place attractive to tourists.

Good management also includes policies that favor the local community, such as tourism-based economic empowerment and protection of local culture. Eco-friendly and sustainable tourism aims to maintain a balance between economic development and nature conservation, as well as ensure that local communities benefit from the sector.

Speaking of tourist attractions, we also cannot ignore the role of technology and social media in changing the way people choose and plan their trips. With a digital platform that offers complete information about tourist attractions, reviews of other tourists, and available facilities, the choice of tourist destinations is now more accessible to many people. Social media has also become an effective tool for promoting tourist attractions, making previously unknown destinations famous around the world in no time.

Overall, tourism is not only about attracting visitors to come, but also about creating a memorable, educational, and beneficial experience for all parties involved, both tourists, local communities, and governments. A well-managed tourism sector will have a wide range of positive impacts, ranging from economic, social aspects to cultural and natural preservation. Therefore, it is important for every tourist destination to continue to innovate and adapt to the times, maintain sustainability, and provide the best experience for its visitors.

The tourism industry in Indonesia, especially in Jakarta, is currently increasingly diverse

and has more choices of interesting themes that are the hallmarks/uniqueness of these tourist attractions. However, as we all know, the beginning of the Covid-19 Pandemic in Indonesia, has shut down most of the economy in the tourism sector.

Now that the Covid-19 Pandemic has passed, many tourist attractions are required to be able to return to their original positions, where the increase in the number of visitors is the focus for most tourist attractions. But more importantly, there is a new challenge for tourist attraction managers to continue to make their rides more attractive to visitors in the midst of competition from new tourist attraction offerings that are increasingly emerging and have their own uniqueness.

Like basic needs, vacation has now become an important component for most families in Indonesia, one of the tourist destinations that is still a family favorite, especially in Jakarta, is Taman Mini Indonesia Indah (TMII).

Although the impact of the Covid-19 Pandemic has given rise to a new culture, namely digitalization culture, where virtual trip activities have emerged for several tourist attractions, in reality the direct tourism experience is still the main and sought after by the Indonesian people.

Taman Mini Indonesia Indah is a miniature park about the richness and diversity of Indonesian culture, TMII has many tourist destinations that can be visited in it, ranging from replicas of traditional houses from 34 provinces in Indonesia, museums, to other interesting rides such as Skyworld Indonesia and many others.

After the Covid-19 Pandemic, TMII transformed into eco green tourism where most of the land is planted with grass and green trees, minimal emissions and began to change the system that was originally still conventional to digitalization.

As one of the latest rides from TMII, Skyworld Indonesia as the only tourist destination that carries the theme of space tourism education in East Jakarta was built on an area of 2.5 hectares and began operating in 2016. Skyworld, which was initially only oriented as a Space Museum, over time continues to develop customer visit experiences such as the addition of 5-Dimensional Theater facilities, a Planetarium with a capacity of 200 seats, and Waterplay.

Based on the information obtained, since the beginning of the emergence of Skyworld Indonesia has begun to be dominated by school group visitors with segmentation ranging from early childhood to elementary school age, but there are also group visitors at junior high and high school age but the percentage is not as large as early childhood age.

Therefore, in future development, Skyworld needs to conceptualize the improvement of its customers' visit experience en masse. Rides that can be enjoyed together in large numbers at once, so that Skyworld is not left behind and is in the process of developing sustainable tourism technology.

Skyworld Indonesia needs to continue to make changes or develop its rides, so that it can continue to be in demand and visited by its customers. Therefore, in this study, researchers want to find out how Skyworld can survive in this industry in the future and what factors are needed to increase visitors, so that Skyworld can become the main destination of astronomy education in Indonesia?

RESEARCH METHOD

The method used in this study is a qualitative method with the Micro Grounded Theory Research approach. The theory based on this theory was first introduced by Glasser and Strauss in The Discovery of Grounded Theory (Budiasih & Nyoman, 2014). The basic theory is the methodological analysis of data research and is used to evaluate interviews, observations,

protocols, participation, direct involvement and so on. It is a system of rules for qualitative data evaluation with the aim of controlling this process methodically and thus making it understandable and diverse (Zakariah et al., 2020)

Qualitative research has evolved into a multidisciplinary enterprise, ranging from social sciences to art form. Yet many research method instructors vary in their faithfulness, preferences, and prescriptions on how to do fieldwork and how to write about it. I myself take a pragmatic attitude towards human inquiry and allow myself to be open to choosing the right tool for the right job. Sometimes a poem says the best; Sometimes data matrices do. Sometimes words say it well; Sometimes numbers do. The more experienced you are in the investigative methods chosen in the field, the better your ability to understand the diverse patterns and complex meanings of social life. (Saldana 2013, p. 2)

Every researcher who wants to be proficient in conducting qualitative analysis must learn to code well and easily. The excellence of research largely rests on coding excellence. (Strauss, 1987 in Saldana 2013, p. 2).

This Micro grounded Theory research was carried out at Skyworld Indonesia TMII, by interviewing the President Director of Skyworld as a resource person who discussed the current condition of Skyworld Indonesia rides and what are the future efforts so that this ride can survive and compete with the many new educational tourism destinations that are increasingly emerging. The purpose of this study is to find out what factors need to be developed by Skyworld Indonesia to become the favorite vehicle for technology-based space education in Indonesia?

RESULT AND DISCUSSION

A tourist destination vehicle must have characteristics that are in accordance with the theme carried so that the image can be understood perfectly and attached to the memory of prospective visitors. These characteristics should provide understanding and position Skyworld Indonesia as the Top of Mind space education tourism vehicle that only exists in Jakarta or even the only one in Indonesia.

The results of the research, the current obstacles that must be immediately fixed or developed so that Skyworld can become a favorite technology-based vehicle in Indonesia, in the form of Coding:

Table 1. Coding

CODING	GROUP			
	Physical Building	Experimental Simulators	Publication	Employee Skills
Unattractive façade appearance	1			
Unattractive physical evidence	1			
Simulators are conventional		1		
Add an interactive simulator		1		
Props are still few and simple		1		
There is no touch of technology on the props		1		

yet				
Service Modernization (kiosk e-ticket)		1		
Less massive publications			1	
Lack of activity on social media			1	
Improving employee skills and proficiency				1
TOTAL	**2**	**5**	**2**	**1**

Table 2. Theme Coding Results

Group	Score	Physical Evidence	Result	Promotion	Person
Physical Buildings	2	2			
Experimental Simulators	5		5		
Publication	2			2	
Employee Skills	1				1
TOTAL	**10**	**2**	**5**	**2**	**1**

From the research conducted on the factors that need to be developed by the Skyworld Indonesia ride, it can be concluded that the product (simulator) with a frequency score of 5 from the coding results shows that the product is the main component that must be immediately improved or developed, followed by improvements in terms of physical buildings as well as social media promotion and human resource development.

CONCLUSION

Based on the results of the research and discussion that have been explained from the table above, it can be concluded that the first stage of Skyworld needs to develop a modernization of simulators that are still conventional today, a little and simple need to be upgraded to a more modern and technology-based simulator.

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