

Salam Betawi Punya Aye: Brand Awareness Development Strategy For Visitors of KPB Betawi Setu Babakan

Lu'luwatin Rosdiana Aprilia^{1)*}, Bagus Alifiano Putra²⁾, Marthika Nour Chofifah³⁾

^{1,2,3)} Tourism Department, Politeknik Negeri Media Kreatif, Indonesia.

*Corresponding Author

Email : luluwatin@polimedia.ac.id

How to cite: Aprilia, L.R., Putra, B. A., Chofifah, M. N. (2024). Salam Betawi Punya Aye: Brand Awareness Development Strategy For Visitors of KPB Betawi Setu Babakan. *Gondang: Jurnal Seni dan Budaya*, Vol 8(2): Page. 446-457

Article History : Received: Jun 23, 2024. Revised: Sept 25, 2024. Accepted: Dec 19, 2024

ABSTRACT

This study explores strategies for developing visitor brand awareness through the use of "Salam Betawi Punya Aye" in the Betawi Cultural Village area of Setu Babakan. The SWOT (Strengths, Weaknesses, Opportunities, Threats), IFAS (Internal Factors Analysis Summary), and EFAS (External Factors Analysis Summary) analysis methods were employed to formulate appropriate strategies. Findings indicate the significant potential of "Salam Betawi Punya Aye" in enhancing brand awareness, yet it faces challenges such as lengthy duration and lack of financial support. Proposed strategies include capitalizing on opportunities such as promoting Betawi culture in the education and tourism sectors and leveraging technology. In conclusion, the primary focus should be on addressing weaknesses, such as shortening the duration of the greeting and increasing flexibility. This, it is hoped that these strategies will effectively strengthen the promotion and preservation of Betawi culture in Setu Babakan.

KEYWORDS

Salam Betawi
Development Strategy
Brand Awareness
Visitor
Setu Babakan

This is an open
access article under
the [CC-BY-NC-SA](https://creativecommons.org/licenses/by-nc-sa/4.0/)
license



INTRODUCTION

Greetings play a fundamental role in human interaction, serving as an essential medium for establishing communication, politeness, and cultural identity (Khamidzhanovna, 2022). Beyond their interpersonal function, greetings hold significant branding potential, encapsulating the values and aspirations of the entity represented. From a cross-cultural pragmatics perspective, greetings are not only polite discourse but also reflections of social and religious values (Eeasa, 2019). For instance, physical gestures like handshakes symbolize greetings in certain cultures, embedding them further within social norms (Shield & Lysiak, 2020). Fauziah and Fachira (2021) emphasize that in branding, greetings act as symbolic expressions of professionalism and emotional connection, shaping perceptions and strengthening relationships effectively. In the context of cultural destinations, greetings are powerful signifiers that bridge interpersonal communication and collective identity. This notion is particularly relevant for Setu Babakan Betawi Cultural Village (KPB), a unique cultural and tourist destination in South Jakarta.

KPB is dedicated to preserving and promoting Betawi culture, offering visitors a glimpse into the rich heritage of the Betawi people. Managed by the DKI Jakarta government, the village is renowned for its culinary diversity, featuring traditional dishes like kerak telor, Betawi laksa, and bir pletok. Architectural elements also reflect traditional Betawi styles, enhancing the area's authenticity as a cultural destination (Babakan, n.d.). Despite its offerings, KPB faces significant branding challenges. The absence of a distinctive greeting or slogan that encapsulates the essence of Betawi culture undermines its potential as a premier cultural and tourist destination. Reports indicate that visitor activity peaks only on

Sundays, primarily due to its culinary attractions. This lack of a cohesive brand identity limits the village's ability to establish a lasting presence in visitors' minds, particularly among Jakarta residents who should naturally connect with Betawi heritage.

To address these challenges, the introduction of a special greeting, "Salam Betawi Punya Aye," is proposed as a branding strategy. This greeting aims to encapsulate the essence of Betawi culture while fostering emotional connections and brand recall among visitors. However, an effective development strategy must consider internal and external factors to ensure the greeting resonates with its target audience and strengthens KPB's brand identity. Such a strategy aligns with principles of cultural branding, which emphasize authenticity, emotional resonance, and community engagement (Holt, 2016).

"Salam Betawi Punya Aye" serves as a cultural artifact that not only encapsulates the Betawi ethos but also appeals to modern sensibilities. As Samovar et al. (2022) highlight, greetings carry layers of meaning reflecting societal norms and values, making them ideal tools for cultural branding. Nevertheless, the absence of a cohesive brand identity at KPB remains a primary challenge. Branding cultural destinations necessitates more than visual elements; it requires a compelling narrative that connects with audiences personally and emotionally (Aaker, 2020). For KPB, the inconsistent visitor engagement underscores missed opportunities to leverage cultural and historical assets for sustainable tourism development. "Salam Betawi Punya Aye" offers a means to bridge this gap by serving as a focal point for branding efforts aligned with Betawi cultural values.

Developing "Salam Betawi Punya Aye" necessitates a strategic approach that integrates cultural authenticity with modern marketing techniques. Internally, this involves engaging local stakeholders, including Betawi cultural practitioners, to ensure the greeting accurately represents community values and traditions. Externally, promotional campaigns leveraging digital and traditional media can increase awareness and adoption of the greeting among visitors. For instance, incorporating the greeting into guided tours, merchandise, and marketing materials can reinforce its presence and familiarity. Kotler and Keller (2021) suggest that consistent messaging across multiple touchpoints is critical for brand recall and customer engagement. Moreover, partnerships with schools and community organizations can position the greeting as a symbol of local pride and cultural heritage.

Enhancing the overall visitor experience is another critical component of this branding strategy. Research on the experience economy by Pine and Gilmore (1999) underscores the importance of creating memorable and immersive customer experiences. In this context, "Salam Betawi Punya Aye" can serve as an entry point to a richer cultural narrative, engaging visitors through storytelling, interactive exhibits, and personalized interactions. For example, cultural performances and workshops could integrate the greeting, offering visitors deeper connections with Betawi culture. Such initiatives would not only increase visitor satisfaction but also support KPB's broader mission to preserve and promote Betawi heritage.

The strategic potential of "Salam Betawi Punya Aye" can be analyzed through frameworks like SWOT, IFAS, and EFAS. Internally, the greeting demonstrates strengths such as simplicity, memorability, and cultural authenticity. Its incorporation of the Betawi term "Aye" roots it deeply in local identity, while its easy-to-perform gestures enhance engagement potential. However, notable weaknesses include its relatively long duration and inability to be summarized, which could reduce appeal in fast-paced interactions. Additionally, the gender-specific nature of the greeting and its use of religious elements may limit its inclusivity and broader appeal among diverse demographics.

Externally, "Salam Betawi Punya Aye" benefits from opportunities such as increasing brand awareness of KPB, introducing Betawi culture into educational sectors, and leveraging technological advancements for promotion. However, external threats like environmental changes, health crises, financial constraints, and limited community involvement pose challenges. Addressing these issues through targeted strategies will be essential to leverage the greeting's strengths and opportunities while mitigating weaknesses and threats.

To maximize the impact of "Salam Betawi Punya Aye," a multi-faceted strategy is recommended. Utilizing internal strengths to exploit external opportunities (Strength-Opportunity or SO strategy) could involve comprehensive marketing campaigns emphasizing the greeting's unique and memorable nature. These campaigns could include digital and print advertisements, promotional events, and collaborations with influencers. Additionally, incorporating the greeting's simple and entertaining gestures into tourism programs can create unforgettable experiences for visitors.

To address external threats while leveraging internal strengths (Strength-Threat or ST strategy), "Salam Betawi Punya Aye" can act as a cultural anchor to counter the erosion of Betawi identity due to urbanization and modernization. Educational initiatives and interactive visitor experiences can embed the greeting into the cultural narrative of KPB. Furthermore, its distinctiveness as a symbol of Betawi culture can attract alternative funding sources, such as private partnerships, reducing reliance on government support.

Strategies that convert weaknesses into opportunities (Weakness-Opportunity or WO strategy) could include adapting the greeting to be shorter and more inclusive without compromising its cultural significance. Developing tour programs and events featuring "Salam Betawi Punya Aye" as a unique cultural experience would also capitalize on its branding potential.

Finally, mitigating weaknesses and anticipating threats (Weakness-Threat or WT strategy) involves fostering inclusivity through dialogue with community stakeholders and adapting the greeting's structure to diverse audiences. Simplifying the greeting ensures its relevance amidst cultural shifts, while participatory activities build collective ownership and acceptance.

"Salam Betawi Punya Aye" holds strong potential as a branding tool for KPB Setu Babakan. By combining cultural authenticity with strategic marketing and inclusivity, this greeting can enhance visitor engagement, promote Betawi heritage, and solidify KPB's identity as a premier cultural destination. Leveraging its strengths while addressing weaknesses and threats will ensure the greeting's sustainability and long-term impact on preserving and celebrating Betawi culture.

METHOD

This research employs qualitative descriptive methods, with interview results serving as the primary data source (Adlini et al., 2022). This approach facilitates the collection and natural description of data to evaluate the effectiveness of strategies and analyze the mechanisms for developing brand awareness through the "Salam Betawi Punya Aye" greeting, a signature aspect of the Setu Babakan Betawi Cultural Village Area. Primary data for this study is derived from sources with expertise and competence in providing detailed insights into the research problem. These sources include internal stakeholders, such as the Unit Head and Public Relations team of KPBB Setu Babakan, and external participants, such as tourists and visitors to the cultural village. This primary data is complemented by secondary data, which encompasses reports, articles, journals, books, and other institutional

publications relevant to the research topic. The inclusion of both primary and secondary data ensures a well-rounded and comprehensive analysis.

The data collection process involves direct observations and in-depth interviews between researchers and respondents. These methods enable the exploration of perspectives and experiences related to the strategy for developing brand awareness through "Salam Betawi Punya Aye." Observations provide contextual understanding, while interviews offer detailed insights into both internal and external viewpoints. By combining these approaches, the research captures a holistic understanding of the branding strategy's impact and feasibility.

Data processing is conducted through three stages: data reduction, data presentation, and drawing conclusions. Data reduction involves filtering and organizing raw data to focus on relevant information that aligns with the research objectives. This step ensures clarity and coherence in the subsequent analysis. Data presentation involves structuring the processed data into a format that facilitates interpretation, such as tables, charts, or thematic summaries. Finally, conclusions are drawn based on the presented data, enabling the identification of actionable strategies and recommendations.

The strategic framework for analyzing the "Salam Betawi Punya Aye" branding initiative incorporates SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), IFAS (Internal Strategic Factors Analysis Summary), and EFAS (External Strategic Factors Analysis Summary). These tools provide a structured approach to evaluate internal and external factors influencing the success of the branding strategy. For instance, SWOT analysis identifies the greeting's strengths, such as its cultural authenticity and simplicity, alongside weaknesses, such as its duration and inclusivity challenges. Similarly, IFAS and EFAS frameworks assess how internal and external factors align to create opportunities or exacerbate threats.

By integrating qualitative data with robust analytical frameworks, this research offers a detailed exploration of the potential and challenges associated with "Salam Betawi Punya Aye." The findings aim to guide the development of strategies that enhance brand awareness, foster cultural preservation, and solidify Setu Babakan's position as a leading cultural destination.

RESULT AND DISCUSSION

A. Making 'Salam Betawi Punya Aye'

The activity began with an interview conducted with Ncang Yahya, a Betawi cultural observer in the Setu Babakan Betawi Cultural Village Area. This interview served as a crucial step in identifying the absence of a distinctive greeting that could enhance the cultural village's brand awareness. Through this dialogue, it was revealed that Setu Babakan lacked a symbolic or memorable greeting to represent its identity and engage visitors effectively. Recognizing this gap, the development of a special greeting, "Salam Betawi Punya Aye," was initiated as a branding tool to strengthen the connection between visitors and the cultural heritage of the Betawi people.

Following this discovery, a process of synchronization and consultation was carried out with Betawi cultural observers as internal key informants. These consultations were aimed at ensuring that the proposed greeting accurately reflected the values and traditions of the Betawi culture. Approval was eventually granted for the use of "Salam Betawi Punya Aye," with a specific condition: the greeting needed to be differentiated for men and women. This decision underscored the cultural norms and sensitivities associated with gender-specific practices within Betawi traditions.

Once the special greeting received approval, the next phase involved the production of media content to introduce "Salam Betawi Punya Aye" to a broader audience. This included creating videos that showcased the greeting, its movements, and its cultural significance. These materials were designed to serve as both promotional tools and educational resources for visitors to Setu Babakan. The process of filming and documenting the greeting also provided an opportunity to refine its presentation, ensuring that it was visually appealing and easy to replicate by tourists and locals alike.

The introduction of "Salam Betawi Punya Aye" marked a significant milestone in the branding efforts of Setu Babakan. By incorporating elements of the Betawi language and cultural gestures, the greeting was crafted to embody the unique identity of the community. The process of its creation highlights the importance of collaboration between cultural practitioners and branding experts, ensuring that the initiative remains authentic and rooted in local traditions while appealing to contemporary sensibilities.

This initiative not only aims to increase brand awareness but also seeks to create a memorable experience for visitors, fostering a deeper appreciation of Betawi culture. The integration of "Salam Betawi Punya Aye" into the daily activities and promotions of Setu Babakan reflects a strategic effort to position the cultural village as a leading destination for heritage tourism in Jakarta.



Figure 1. Process of Photographing and Taking Videos 'Salam Betawi Punya Aye'

After internal interviews, the next step is interviews with external parties, namely tourists or visitors to KPBB Setu Babakan. The results of the interviews showed that almost all of them agreed that "Salam Betawi Punya Aye" could represent KPBB Setu Babakan.

B. SWOT Analysis

This analysis evaluates the potential and challenges in developing brand awareness for tourists or visitors at KPBB Setu Babakan. By examining both internal and external factors, it provides a comprehensive understanding of the elements influencing the success of the initiative. Internal factors include strengths, such as the simplicity and cultural authenticity of the special greeting "Salam Betawi Punya Aye," as well as weaknesses, like its relatively

long duration and gender-specific nature. Meanwhile, external factors encompass opportunities, such as leveraging technological advancements and educational collaborations, and threats, including financial constraints and environmental changes. These factors are systematically organized into a matrix to identify strategic approaches for enhancing brand awareness. The matrix serves as a tool to align strengths with opportunities, address weaknesses, and mitigate threats, ensuring that "Salam Betawi Punya Aye" effectively represents and promotes the cultural essence of KPB Setu Babakan to a diverse audience.

Internal Factor Analysis

1. Strength

- Salam Betawi Punya Aye is easy to remember
- Salam Betawi Punya Aye describes Setu Babakan as a Betawi Cultural Village
- Salam Betawi Punya Aye have easy movements
- The word "Aye" in the greeting uses Betawi language elements

2. Weakness

- Salam Betawi Punya Aye has a long duration
- Salam Betawi Punya Aye cannot be summarized
- Greetings are divided between two genders so they are not flexible
- Greetings use religious elements

External Factor Analysis

1. Opportunity

- Increasing Brand Awareness about the Betawi Cultural Village to the wider community
- Introducing Betawi Culture into the Education sector, especially schools
- Unique greetings can attract Visitors' attention
- Technological developments make special greetings easily recognized

2. Threat

- Environmental changes have resulted in the elimination of Betawi cultural identity
- Natural disasters or health crises that cause special greeting education to be postponed
- Lack of finances in the promotion of Salam Betawi Punya Aye
- Lack of community involvement in promoting Salam Betawi Punya Aye

The analysis of internal and external factors provides valuable insights into the potential and challenges of developing brand awareness through the greeting "Salam Betawi Punya Aye" for visitors of KPB Setu Babakan. Internally, the greeting demonstrates several strengths that position it as an effective branding tool. Its simplicity and memorability make it appealing and easy for visitors to recall. The inclusion of Betawi language, particularly the word "Aye," effectively roots the greeting in the cultural identity of the Betawi people. This connection to local heritage is further enhanced by the easy-to-perform gestures associated with the greeting, increasing its engagement potential. These strengths underscore the greeting's ability to authentically represent the cultural essence of KPB Setu Babakan while fostering connections with a broader audience.

However, there are notable internal weaknesses that could hinder the greeting's overall effectiveness. The relatively long duration of the greeting, combined with its inability to be easily summarized, may diminish its appeal, particularly in fast-paced interactions or marketing campaigns that require brevity. Additionally, the gender-specific nature of the greeting could limit its flexibility and inclusivity, potentially alienating certain demographics. Furthermore, while the incorporation of religious elements reflects cultural significance, it may not resonate universally, thereby restricting its appeal among more diverse visitor groups.

Externally, "Salam Betawi Punya Aye" offers promising opportunities to enhance brand awareness for KPB Setu Babakan. The greeting's unique cultural identity positions it as a strong tool for promoting Betawi heritage to a wider audience. The educational sector, especially schools, provides an effective platform for introducing this greeting to younger generations, fostering an early appreciation for Betawi culture. Moreover, the rise of technological advancements, including the proliferation of social media and digital marketing tools, offers an avenue to increase the greeting's reach. Through targeted campaigns on platforms like Instagram or TikTok, "Salam Betawi Punya Aye" could become a viral cultural symbol, attracting both local and international attention.

Despite these opportunities, external threats present significant challenges. Environmental changes and urbanization could gradually erode the cultural identity that "Salam Betawi Punya Aye" seeks to preserve. Health crises, such as the COVID-19 pandemic, have also shown the potential to disrupt educational programs and promotional activities, limiting the reach of initiatives designed to popularize the greeting. Financial constraints in promotional efforts pose another hurdle, as limited funding can restrict the scope and consistency of campaigns. Finally, a lack of active community involvement in promoting the greeting could hinder its broader adoption and recognition. This lack of participation may result in the greeting failing to achieve the grassroots support necessary for sustained success.

To mitigate these challenges, targeted strategies are essential. First, simplifying the greeting to make it shorter and more universally appealing could address concerns about duration and inclusivity. For example, crafting a gender-neutral version of the greeting would ensure broader acceptance. Second, leveraging partnerships with private entities, local businesses, and cultural ambassadors could provide alternative funding sources to supplement government support. Community-driven initiatives, such as workshops and participatory events, could foster a sense of ownership and collective responsibility among stakeholders. These events would encourage the active involvement of local residents, ensuring the greeting's sustainability and widespread recognition.

Additionally, integrating the greeting into digital marketing campaigns would maximize its visibility. A well-executed social media strategy could include user-generated content challenges, where participants share videos of themselves performing the greeting. This approach not only enhances engagement but also leverages the power of viral marketing to reach a global audience. Educational collaborations with schools could further embed the greeting into the cultural consciousness of younger generations, ensuring its relevance and longevity.

In conclusion, "Salam Betawi Punya Aye" holds significant potential as a branding tool for KPB Setu Babakan. By leveraging its strengths—simplicity, memorability, and cultural authenticity—while addressing internal weaknesses and external threats, this greeting can play a vital role in promoting Betawi heritage. Targeted strategies that emphasize inclusivity, technological innovation, and community engagement will ensure its success as a powerful

symbol of cultural identity. Through these efforts, "Salam Betawi Punya Aye" can elevate KPB Setu Babakan as a premier cultural destination and preserve the richness of Betawi traditions for future generations.

C. IFAS-EFAS Analysis

Based on the interviews and observations carried out, the results obtained were expressed in the IFAS and EFAS analysis as follows (Yusuf et al, 2022):

Table 1. IFAS (Internal Strategic Factor Analysis Summary)

No	Internal Factors	Weight	Rating	Score
STRENGTH				
1.	Salam Betawi Punya Aye is easy to remember	0,17	4	0,67
2.	Salam Betawi Punya Aye describes Setu Babakan as a Betawi Cultural Village	0,17	4	0,67
3.	Salam Betawi Punya Aye have easy movements	0,13	3	0,38
4.	The word "Aye" in the greeting uses Betawi language elements	0,17	4	0,67
Sub Total				2,38
WEAKNESS				
1.	Salam Betawi Punya Aye has a long duration	0,08	2	0,17
2.	Salam Betawi Punya Aye cannot be summarized	0,13	3	0,38
3.	Greetings are divided between two genders so they are not flexible	0,08	2	0,17
4.	Greetings use religious elements	0,08	2	0,17
Sub Total				0,88
TOTAL IFAS				3,25

The results of the internal environmental analysis include an evaluation of four strength and weakness factors which are ordered based on weighting. The details are listed in table 1 above. Meanwhile, the results of the external environmental analysis identified four opportunity and threat factors contained in the next table.

Table 2. EFAS (External Strategic Factor Analysis Summary)

No	External Factors	Weight	Rating	Score
OPPORTUNITY				
1.	Increasing Brand Awareness about the Betawi Cultural Village to the wider community	0,17	4	0,70
2.	Introducing Betawi Culture into the Education sector, especially schools	0,17	4	0,70
3.	Unique greetings can attract Visitors' attention	0,13	3	0,39
4.	Technological developments make special greetings easily recognized	0,13	3	0,39
Sub Total				2,17
THREAT				
1.	Environmental changes have resulted in the elimination of Betawi cultural identity	0,13	3	0,39
2.	Natural disasters or health crises that cause special greeting education to be postponed	0,09	2	0,17
3.	Lack of finances in the promotion of Salam Betawi Punya Aye	0,09	2	0,17
4.	Lack of community involvement in promoting Salam Betawi Punya Aye	0,09	2	0,17

Sub Total	0,91
TOTAL IFAS	3,09

Based on the evaluation of the results of the internal and external environmental analysis, it was found that the total score of internal environmental factors was 3.25, indicating strong internal strength because it exceeded the average of 2.50. Likewise, the total value of external environmental factors is 3.09, which is also above the average value of 2.50, indicating significant external forces. This indicates that both internal and external factors support a strong position. The image below shows the brand awareness matrix of Setu Babakan Betawi Cultural Village through the special greeting "Salam Betawi Punya Aye".

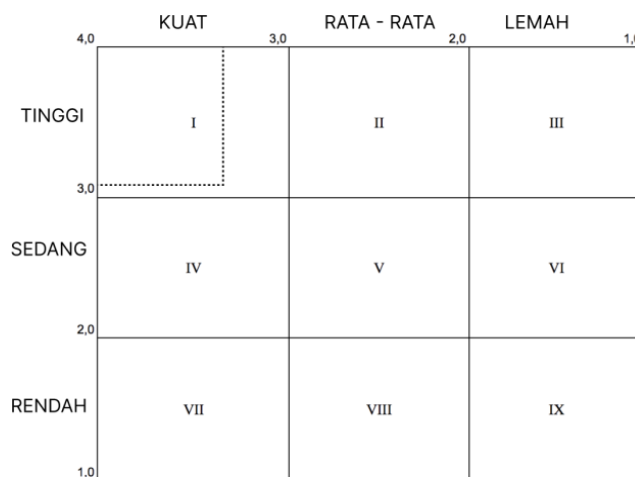


Figure 2. Matriks Internal-Eksternal

The internal-external matrix in the picture above shows the brand awareness position of Setu Babakan Betawi Cultural Village through the special greeting "Salam Betawi Punya Aye" in cell I. Therefore, based on (Rumambi A.C, 2020) the right choice of strategy includes an intensive approach, such as market penetration, market expansion, and product development, or integration approaches, such as backward integration, forward integration, and horizontal integration.

D. Discussion

The sequence of activities began with an internal interview with Betawi cultural observer, Ncang Yahya, who revealed that Setu Babakan did not yet have a special greeting. This interview aims to collect sufficient data through direct interaction with the resource person, with the hope of building an in-depth and comprehensive picture of the case being researched (Assyakurrohim D, 2023), in this case to understand the Betawi cultural elements needed in making special greetings. Followed by a second interview to synchronize and agree on special greetings, which were finally agreed upon with certain conditions. After receiving approval, the process of photographing and taking the video "Salam Betawi Punya Aye" was carried out. The results of interviews and observations were then used in the IFAS analysis with a result of 3.25 and EFAS with a result of 3.09. This shows a strong internal and external position, so it is recommended to implement an intensive or integration strategy to increase brand awareness in this region, based on the SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis that has been carried out.

Strategies that capitalize on internal strengths to seize external opportunities, known as "Strength-Opportunities (SO)" strategies (Puyt R et al., 2020), are integral to maximizing

the potential of "Salam Betawi Punya Aye" as a branding tool. These approaches leverage the organization's internal positive attributes to respond effectively to external opportunities.

One such strategy involves utilizing the easy-to-remember nature of "Salam Betawi Punya Aye" to elevate brand awareness about the Betawi Cultural Village to a broader audience. The greeting's unique and memorable characteristics make it an ideal centerpiece for a comprehensive marketing campaign. This could include targeted efforts across print, digital, and social media platforms, as well as promotional activities at local and national events, ensuring widespread recognition and engagement.

Another strategy focuses on the greeting's simple and entertaining gestures, which can be integrated into various aspects of tourism programs. By incorporating these movements into visitor experiences, "Salam Betawi Punya Aye" can create lasting impressions and enhance the cultural appeal of Setu Babakan, ultimately attracting more tourists and fostering deeper connections with Betawi heritage.

A strategy that leverages internal strengths to address external threats, referred to as "Strength-Threat (ST)" strategy (Puyt R et al., 2020), focuses on utilizing an organization's inherent potential to mitigate risks posed by external challenges. For "Salam Betawi Punya Aye," one key approach involves capitalizing on its simplicity and memorability to counteract the threat of environmental changes that may erode Betawi cultural identity in Setu Babakan. By embedding the greeting into various cultural activities and educational initiatives, it can serve as a cultural anchor, ensuring the preservation and relevance of Betawi traditions amidst rapid urbanization and modernization.

Additionally, "Salam Betawi Punya Aye" can be utilized as a symbolic representation of Betawi culture to address financial challenges in its promotion. By emphasizing its unique identity and cultural significance, the greeting can attract alternative funding sources, such as private partnerships and sponsorships, reducing dependence on government support while ensuring sustained promotional efforts.

The Strength-Threat (ST) strategy emphasizes leveraging internal strengths to mitigate external threats, providing a robust framework for addressing the challenges faced by Salam Betawi Punya Aye in enhancing brand awareness for KPB Setu Babakan. The ease of remembering the greeting serves as a critical asset in countering the potential erosion of Betawi cultural identity due to environmental changes. As urbanization and modernization intensify in Jakarta, traditional cultural expressions are at risk of being overshadowed. By emphasizing the simplicity and cultural authenticity of the greeting, Salam Betawi Punya Aye can act as a cultural anchor, ensuring the preservation and continued relevance of Betawi heritage within an evolving societal context. This strategy can be implemented through educational campaigns and interactive visitor experiences that embed the greeting into the cultural narrative of Setu Babakan.

Furthermore, utilizing Salam Betawi Punya Aye as a distinct symbol of Betawi identity can address the issue of limited financial resources for promotion. The greeting's uniqueness and strong cultural ties make it an ideal candidate for community-driven marketing efforts. Engaging local stakeholders, such as cultural ambassadors, youth organizations, and schools, can amplify the reach of the greeting without relying heavily on governmental financial support. Additionally, partnerships with private entities and leveraging social media platforms can foster cost-effective promotional strategies. For example, viral challenges or user-generated content campaigns featuring the greeting can enhance its visibility and attract a wider audience.

Integrating the Salam Betawi Punya Aye into events and festivals held at Setu Babakan can further solidify its role as a cultural emblem. By making the greeting an integral part of

visitor experiences, its adoption becomes organic and widespread. This dual focus on leveraging internal strengths and addressing external threats ensures the greeting's sustainability as a powerful tool for promoting the Betawi Cultural Village and safeguarding its cultural identity in the face of contemporary challenges.

Strategies that use internal weaknesses to exploit external opportunities are known as "Weakness-Opportunities (WO)" (Puyt R et al. 2020). This approach seeks to turn an organization's internal weaknesses into opportunities to take advantage of favorable external environmental conditions. The following strategies can be used: Utilizing the unique Betawi *Punya Aye* Greeting to Attract Tourists' Attention. Develop tour programs and tourism events featuring *Salam Betawi Punya Aye* as part of a unique cultural experience for visitors.

A strategy designed to minimize the impact of internal weaknesses while anticipating external threats, referred to as the "Weakness-Threat (WT)" strategy (Puyt R et al., 2020), emphasizes defensive measures to reduce vulnerabilities and mitigate risks. For "*Salam Betawi Punya Aye*," one critical approach involves addressing its long duration, which may hinder its adaptability in changing cultural contexts. By adapting the greeting to be shorter and easier to remember, its cultural meaning can be preserved while ensuring relevance and accessibility in dynamic environments.

Another vital step is addressing the inclusion of religious elements, which could limit broader community involvement in its promotion. Facilitating dialogue and participatory activities with local communities offers a pathway to making the greeting more inclusive and representative of diverse perspectives. Such engagement fosters collective ownership and encourages wider support, ensuring the sustainability and acceptance of "*Salam Betawi Punya Aye*" as a unifying cultural symbol.

The Weakness-Threat (WT) strategy focuses on mitigating internal vulnerabilities while proactively addressing external risks. To ensure the longevity of *Salam Betawi Punya Aye*, adapting its structure to a more concise form can make it easier for diverse audiences to remember and embrace, safeguarding it against cultural shifts. Additionally, fostering inclusivity through community dialogues can address concerns about religious elements in the greeting. By engaging stakeholders in participatory activities, the greeting can evolve into a unifying symbol, enhancing acceptance and promoting collective ownership.

CONCLUSIONS

Salam Betawi Punya Aye has strong cultural values and can be an important means of promoting Betawi cultural identity and strengthening the image of the Betawi Cultural Village in Setu Babakan (Putranto, 2021). However, *Salam Betawi Punya Aye* also has several weaknesses, such as its long duration, cannot be summarized, limitations in gender flexibility, and the use of religious elements which can limit its acceptance (Mintan Y, 2019). The threat of environmental change, natural disasters, lack of financial support, and lack of community involvement are also challenges in promoting *Salam Betawi Punya Aye* and Betawi culture at large.

Therefore, appropriate strategies are needed to take advantage of existing opportunities, such as increasing brand awareness, introducing Betawi culture into the education sector, attracting the attention of tourists, and taking advantage of technological developments (Puyt R et al. 2020). In this way, efforts to promote and preserve Betawi culture in Setu Babakan can be more effective and sustainable, and can increase public appreciation of this rich and valuable cultural heritage, especially for tourists who are interested in cultural tourism attractions.

REFERENCES

- Aaker, D. A. (2020). *Creating signature stories: Strategic messaging that energizes, persuades, and inspires*. Morgan James Publishing.
- Adlini, M. N., Dinda, A. H., Yulinda, S., Chotimah, O., & Merliyana, S. J. (2022). Metode penelitian kualitatif studi pustaka. *Edumaspul: Jurnal Pendidikan*, 6(1), 974–980.
- Anonymous. (2022). *Wisata Budaya Betawi*. <https://www.setubabakanbetawi.com/wisata-budaya-betawi/>. Diakses tanggal 27 Februari 2024.
- Assyakurrohman, D., Ikhrum, D., Sirodj, R. A., & Afgani, M. W. (2023). Metode studi kasus dalam penelitian kualitatif. *Jurnal Pendidikan Sains Dan Komputer*, 3(01), 1–9.
- Eesa, A. P. (2019). Islamic Greeting (of Salaam): A Religious, Historical, and Sociolinguistic Perspective. *Journal of Al-Qadisiya University Vol*, 22(2), 37.
- Fauziah, F. N., & Fachira, I. (2021). The evaluation of digital brand storytelling implementation in local brand. *European Journal of Business and Management Research*, 6(4), 344–349.
- Holt, D. B. (2016). Branding in the age of social media. *Harvard Business Review*, 94(3), 40-50.
- Khamidzhanovna, K. V. (2022). A study of using gaming technologies in teaching Russian in technical universities. *ACADEMICIA: An International Multidisciplinary Research Journal*, 12(1), 119–121.
- Kotler, P., & Keller, K. L. (2021). *Marketing management* (15th ed.). Pearson.
- Maisaroh, S. (2023). SWOT Analysis In Determining Marketing Strategy (Case Study At Afina Jaya Malang Souvenir Shop). *International Journal of Economics, Business and Innovation Research*, 2(02), 139–150.
- Mintan, Y. (2019, June 26). *PANDANGAN GEREJA KATOLIK TERHADAP PENISTAAN AGAMA DI INDONESIA*. <https://doi.org/10.31219/osf.io/hw9ma>
- Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theatre & every business a stage*. Harvard Business Review Press.
- Putranto, A. T. (2021). The Influence Of Promotion And Quality Services On Purchasing Decision For Electronic Transaction Service At Alfamidi Kutabumi. *International Journal of Economy, Education and Entrepreneurship*, 1(2), 112–120.
- Puyt, R., Lie, F. B., De Graaf, F. J., & Wilderom, C. P. (2020). Origins of SWOT analysis. In *Academy of management proceedings*, (1):17416. Briarcliff Manor, NY 10510: Academy of Management.
- Samovar, L. A., Porter, R. E., & McDaniel, E. R. (2022). *Intercultural communication: A reader* (15th ed.). Cengage Learning.
- Shields-Lysiak, L., Boyd, M. P., Iorio Jr, J., & Vasquez, C. R. (2020). Classroom greetings: More than a simple hello. *Iranian Journal of Language Teaching Research*, 8(3 (Special Issue)), 41–56.
- Yusuf, M., Saiyed, R., & Sahala, J. (2022). SWOT Analysis in Making Relationship Marketing Program. In *Proceeding of The International Conference on Economics and Business*, 1(2), 573–588