



The Strategy of Developing Kambang Iwak in Palembang Tourism Object as Tourist Destination in Palembang City

Novita Sari¹, Nurlista Iryanti², Nyimas Maynisa Aulia³

Institut Teknologi dan Bisnis Bina Sriwijaya Palembang

nsari7935@gmail.com

ABSTRACT

Kambang Iwak is one of the city parks with great potential to be developed as a tourist destination in Palembang City. As one of the most visited public spaces in Palembang, Kambang Iwak has the potential to become an attractive tourist destination for local and international visitors. This study aims to analyze the strategy for developing Kambang Iwak as a tourist destination in Palembang by utilizing its existing potential. The research was conducted from July to August 2025. Using a qualitative method with a Supriyono approach. The Supriyono approach was used because it provides a systematic framework for analyzing tourism development strategies, identifying local potentials, and understanding the relationship between management, community participation, and tourism sustainability. Data were collected through three main activities: (1) direct field observations, (2) interviews with relevant parties such as vendors, tourists, and managers, and (3) documentation of activities around Kambang Iwak. The collected data were analyzed using qualitative methods to understand the effective strategies that can be applied in developing Kambang Iwak as an attractive destination for both local and international tourists. Based on the research results, development strategies focus on improving facilities, promoting tourism, and sustainable environmental management. By enhancing infrastructure, improving service quality, and promoting local attractions, Kambang Iwak is expected to become a more competitive and tourist-friendly destination.

Key: Strategy, Kambang Iwak, Tourism Object, Tourist Destination, Palembang City

INTRODUCTION

Tourism is a sector that makes Indonesia attractive which is quite large, so many tourists are interested in visiting. In fact, not only local tourists are interested, there are various tourist attractions. This type is also able to attract many foreign tourists to come. Moreover, Indonesia is one of the largest island countries. consists of thousands of islands making tourist attractions available in every place diverse, so it is not surprising that Indonesia is no longer just a transit place, but also as a tourist destination. Tourism business development requires strategies related to the potential, motives, interests, demands, or behavior of tourism actors. This continues to change according to the times and needs to be followed up quickly and precisely. With limited quality tourism products and increased product and service competition in the tourism sector, a strategy for tourism development is necessary. A good strategy is expected to increase the competitiveness of tourism products and services. Kyana, Sandari and Hermarani (2024).

Palembang is the second largest city in Sumatra after Medan. In addition to continuing to work on major infrastructure projects for the 2018 Asian Games, local governments are also building supporting infrastructure for comfort and attract guests or tourists when stopping especially for art and cultural actors in the city of Palembang who want to take advantage of pedestrian paths to explore the potential of the region in accordance with local wisdom owned by each region. In this study the researchers examine the potential of local wisdom of South Sumatra through the open green space in Palembang.

Palembang City is the capital of South Sumatra Province, which is a city that has many tourist destinations, one of these tourist destinations is KI Park (KambangIwak Park) or commonly known as Kambang Iwak Park, which is one of the areas that is very busy with the people of Palembang, especially on holidays. The location of Kambang Iwak Park is very strategic on the side of the road in front of the official residence of the mayor of Palembang, Jalan Tasik, Talang Semut Village, Bukit Kecil District. around a pond that resembles a beautiful small lake, making it a favorite among the surrounding areas. Kambang Iwak Park is one of the favorite public facilities in urban communities, included in the green open space or (RTH) category. Every day, especially weekends in the morning and afternoon, Kambang Iwak Park is visited by not only Palembang residents, but also foreign residents and even local and foreign tourists. According to Auliana, Hanadya, and Purwanto (2022). Found that, the park needed to improve public facilities, increase awareness among villagers about the importance of environmental tourism, and develop tourist attractions.

The place is beautiful, there are lots of shady trees, and there are also a number of public facilities available at Kambang Iwak Park. These include a jogging track measuring 835 cm wide, a running track, gazebo, park benches, children's play area so that this area is very suitable to be nicknamed the Lungs of Palembang City. Apart from that, Kambang Iwak also often hosts local, national and international events. No less important, the KI Park area, also known as Kambang Iwak Park, was a tourist park which earned the city of Palembang the "Asean Environment Sustainable City 2008" award, as the cleanest city in ASEAN. This area is increasingly encompassing more and more public activities by local tourists who want to do various activities such as exercise, walking, hunting for food.

However, there are several problems that need to be paid attention to in order to make tourists feel comfortable at this tourist attraction, such as trees that are old and fragile so there is a very big possibility of falling and that really affects the safety of tourists, apart from the old trees at this tourist attraction It also has other problems such as muddy pond due to the lack of cleanliness measures taken by the local government. Even though the pond is a characteristic feature of this tourist attraction, the authorities still pay little attention to this. Apart from the problems above, there are still many other problems that cause the development of the Kambang Iwak Park tourist attraction to be hampered, one of which is the problem of public awareness not to litter at this destination, which causes the environment to become dirty and uncomfortable. Current tourism development causes competition becoming increasingly comparative between places or tourist objects. This development strategy is urgently needed to address environmental problems, improve tourism facilities, and maintain the competitiveness of Kambang Iwak as one of the main tourist destination in Palembang.

Tourism objects are environmental elements consisting of Natural Resources, Human Resources, and Artificial Resources, such as natural beauty mountains, beaches, fauna, flora, zoos, ancient historic buildings, monuments, and temples that can be developed and utilized as a tourist attraction. Indonesia has many historical and tourist attractions that have appeal to the wider community and much of the information is available on certain sites. However, each site represents different information, for example there are sites that only provide information on the position of tourist attractions and other sites provide images and their environment. This can make it difficult for someone to obtain information about tourist

attractions in an integrated manner. According Rahjasa and Nour (2024) A wellness tourist is someone who understands how to be a healthy individual, effectively utilizing their money and leisure time, and lever aging tourism as a supportive element for their health. In developing tourism, it is obligatory to consider the integrity and sustainability of ecology, biodiversity, culture and local community life systems so that they can be sustainable For this reason, the development of rural tourism should support community-based sustainable tourism. Darmayanti (2024).

This is characterized by the large number of tourist attractions in each region with various attractions for example, a country or city must have attractions and tourist attractions so that in this case tourists or visitors will feel interested or curious about visiting these tourist attractions. So in this case business people in this field must be able to innovate and be creative so that the business they run continues to get attention from the public and visitors. Therefore, the Palembang City government continues to try to pay attention to the tourism sector, especially the KI Park tourist destination. To increase the development of this tourist destination, several development strategies specifically for this region are needed so that it can have its own attraction for tourists. This strategy certainly does not escape the tourist attraction components starting from amenities which include facilities and infrastructure, accessibility of a tourist destination, accommodation around the tourist attraction and the attractions or charms of the tourist attraction. A tourist destination can have its own attraction if it can have several development strategies to attract tourists.

RESEARCH METHOD

The following research used a qualitative descriptive method. According to Creswell (2014) qualitative methods demonstrate a different approach to scholarly inquiry than methods of quantitative research. Although the processes were similar, qualitative methods rely on text and image data, have unique steps in data analysis, and draw on diverse designs. Writing a method section for a proposal or study for qualitative research partly requires educating readers as to the intent of qualitative research, mentioning specific designs, carefully reflecting on the role the researcher plays in the study, drawing from an ever-expanding list of types of data sources, using specific protocols for recording data, analyzing the information through multiple steps of analysis, and mentioning approaches for documenting the methodological integrity or accuracy or validity of the data collected.

Research using *qualitative descriptive* methods has the aim of providing a more detailed picture, explanation and answer to the problem which used as the object of research. In qualitative research methods, humans were the research instrument and the results of the research report are in the form of written words or statements that correspond to what was happening in the field. The research was conducted at Kambang Iwak Park Palembang, which is located on Jalan Tasik, Talang Semut, Bukit Kecil District, Palembang City. The research implementation time was in July until August 2025.

In this research the subject of this study was some visitors who visit Kambang Iwak Palembang. The Object of Research, according to Denzin (2022), mention research Objects were scientific targets for collecting data with certain objectives and benefits regarding things that are rational, authentic and trustworthy regarding a matter (certain variables). Data from the research carried out, the research objects studied were the park, the economic, social and cultural life within it and problems with the city infrastructure system that arise in the park area.

Technique for collecting the data, data analysis techniques were the most decisive step from a study, because data analysis functions to conclude the results study. Data analysis was carried out through the following stages. In this research the writer used observation,

interview and documentation and for analyzing the data, the writer used data reduction, data display and conclusion drawing.

FINDING AND RESULT

Kambang Iwak is a well-known recreational park in Palembang, South Sumatra, Indonesia, centered around a large artificial pond. Its geographical conditions and features are as follows:

1. Location: Kambang Iwak is situated in the heart of Palembang, specifically in the upscale residential area of TalangSemut. This makes it a central spot for locals and tourists.
2. Topography: The park is relatively flat, ideal for walking, jogging, and other recreational activities. The area around the pond is surrounded by pathways, gardens, and trees, which give it a calm and scenic environment.
3. Waterbody: The central feature of Kambang Iwak is its pond, which is man-made and serves as a natural cooling element. It helps maintain the humidity levels and adds aesthetic beauty to the area.
4. Climate: Palembang experiences a tropical rainforest climate, so Kambang Iwak benefits from warm temperatures and high humidity year-round. There's also significant rainfall, particularly from November to March, which helps maintain the greenery of the park.
5. Vegetation: The park is surrounded by trees and green plants, which thrive due to the tropical climate. This greenery provides shade and helps in reducing urban heat, making it a pleasant place for leisure activities.

Implementation of Palembang Mayor Regulation Number 37 of 2017 Concerning Arrangement and Empowerment of Street Vendors Research respondent data that are the focus of the interview, as follows:

Kambang Iwak, located in Palembang, is one of the popular recreational spots in the city. Some interesting spots in the KambangIwak area include:

1. Kambang Iwak Lake: This lake is the center of the area, surrounded by walking paths often used for jogging or leisurely walks. The scenery is beautiful, especially in the morning and evening.
2. Children's Playground: Around the lake, there is a playground area suitable for families with children.
3. Green Parks: There are several green areas with shady trees, perfect for relaxing, picnicking, or simply enjoying the atmosphere.
4. Cafés and Restaurants Nearby: Along the Kambang Iwak area, there are several cafés and restaurants offering local and international dishes. These spots are popular hangouts for locals.
5. Monuments and Statues: There are a few small monuments and statues around the lake area, which make for interesting photo spots.
6. Fish Pond: There is a small fish pond in the park that often attracts visitors, especially children.

Kambang Iwak is ideal for light exercise, recreation, and gathering with friends and family. Kambang Iwak has a lake in the middle that functions as a garden decoration, also to collect rainwater, so that it can prevent flooding. This 5-hectare park is being updated day by day with various facilities, namely a children's playground, a water tap that can be drunk directly, and a place to relax while enjoying the beauty of the park. It is not known what its previous name was when it was still in Dutch hands, but now the park has been enjoyed by Indonesian citizens. Kambang Iwak has a lake in the middle that functions as a garden decoration, also to collect rainwater, so that it can prevent flooding. This 5-hectare park is being updated day by day with various facilities, namely a children's playground, a water tap that can be drunk directly, and a place to relax while enjoying the beauty of the park.

Based on interview, some visitors told that the strategy of developing KambangIwak as object tourist destination in Palembang City are:

- a. Palembang City government should organize the area around KambangIwak to make it tidier so that people feel more comfortable.

- b. The food and clothing vendors at Kambang Iwak should well organized, so there is no traffic jam there.

And the perception of visitor about Kambang Iwak are :

- a. Kambang Iwak is a beautiful place in Palembang.
- b. Sometimes there is long traffic jams around Kambang Iwak.
- c. Kambang Iwak is quite cool place, surrounded by lots of trees.

CONCLUSION AND SUGGESTION

From this study entitled the strategy of Developing Kambang Iwak Tourism Object as Tourist Destination in Palembang City shows the following results:

1. There are some Strategy of Developing Kambang Iwak Tourism Object as Tourist destination in Palembang city are : Palembang city government should organize the area around Kambang Iwak to make it tidier so that people feel more comfortable..The food and clothing vendors at Kambang Iwak should well organized, so there is no traffic jam there.
2. The perception of visitors about Kambang Iwak are : Kambang Iwak is a beautiful place in Palembang, sometimes there is long traffic jams around KambangIwak, KambangIwak is quite cool place, surrounded by lots of trees.

Based on the results of the study about The Strategy of Developing KambangIwak Tourist Object Destination in Palembang. There are several suggestions that can be given :

1. The local government should continue to develop and maintain KambangIwak City Park so that it continues to attract visitors. Routine maintenance and repair of facilities are important to maintain a positive impact on the trader's economy.
2. Traders around the park should continue to collaborate and take advantage of existing opportunities. They can expand their product range to attract more visitors.
3. The government and related stakeholders should consider developing similar City Parks in other areas to improve the economic welfare of the community.
4. Further research can be conducted to understand the long-term impact of City Parks on the Community Economy and whether other factors also play a role in increasing the income of traders.

REFERENCES

- A.B Sardjono 2023 *Taman Kota Sebagai Salah Satu Sistem Prasarana Kota Studi Kasus : Taman Kambang Iwak Palembang, Jurnal Arsitektur Vol.7 No. 2*
- Aina, N. 2020. *Non English Student Perception on EDSA English Club for Youth Program in Improving Speaking Skills (Doctoral dissertation, UIN AR-RA*
- Anggina, D. 2020 *Pengembangan ensiklopedia berbasis sains islam sebagai bahan ajar untuk sekolah dasar*. Respository UIN Raden Intan Lampung.
- Auliana, N. U., Hanadya, D., &Purwanto, M. B. (2022). *PengembanganObjekWisataKambangIwak Park SebagaiParu-Paru Kota Palembang*. NAWASENA: JurnalIlmiahPariwisata, 1(3), 20-31.
- Creswell, J. W., & Plano Clark, V. L. (2018). *Designing and conducting mixed methods research* (3rd ed.). Thousand Oaks, CA: Sage.
- Denzin, N. K., & Lincoln, Y. S. (2023). *The Sage handbook of qualitative research* (4th ed.). Sage.
- Franklel , et.al (2012). *How to Design and Evaluate Research in Education* . New York:Atheneum.
- Handayani, T. S., Iqbal, M., Marisya, F., Marsinah, M., &Despita, D. (2023). *Culinary Tourism Development in Palembang City: A Case Study BebekGendut Restaurant as*

- An Economic Driver in The Traditional Halal Food. Ekonomika Sharia: Jurnal Pemikiran Dan Pengembangan Ekonomi Syariah*, 8(2), 191-204.
- Ni Luh Gede Sari Marta Kyana^{1*} (2024) *The Role Of Customer Satisfaction Mediates The Influence Of Tourist Experience And Destination Image On The Revisit Intention (Study At Kertalangu Tourism Village)*. *Jurnal Kepariwisata* 23(1), 10-11
- Putu Surya Laksana Rahjasa, (2024) *Phenomena Of Wellness Tourism: A Case Study Of The Actuality Of Wellness Tourism Participants In Sayan Village*. *Jurnal Kepariwisata* 23(1), 1-2
- Putu Widya Darmayanti (2024) *The Implementation Digital Marketing In Promoting Jatiluwih Tourist Village*. *Jurnal Kepariwisata* 23(1), 15-18
- Rickheit, Gert and Strohner, Rifai 2020. *The Urgency of implementing smart tourism for the progress of Indonesia*: *Jurnal Pendidikan*, 23 -26
- Ryan, M. 2020. *Taxation of Instagram Influencers*. *Studia Iuridica Lublinensia*, Vol, 30(2)
- Sesmiyanti, S., Antika, R., & Suharni, S. 2022. *The Development of Reading Textbook Oriented to Character Education using Multimodality in College*. *AL-ISHLAH: Jurnal Pendidikan*, 13(1), 283–300.
- Somantri, A. (2020). *Aplikasi Statistik dalam Penelitian*. Pustaka Setia.
- S.S David. 2020. *Ruang Terbuka Hijau (RTH) Wilayah Perkotaan*. Bogor. Vol.2
- Surjhono, K. N. M.. 2023. *City Park As One of the City Infrastructure System Case Study: Kambang Iwak Palembang at University of Muhammadiyah Palembang*. *Sistem Informasi*. Fakultas Teknologi Informasi
- Sugiono 2020 *Peran Quadruple Helix Untuk Meningkatkan*. *Seminar Nasional Manajemen Dan Bisnis Ke-3*, 244–251.
- Sutharti Y. 2022. *Beyond the use of Code Mixing by Social Media Influencers in Instagram*. *Advances in Language and Literary Studies*, Vol, 10(6), 143
- Undang-Undang No.10 Tahun 2009 *Tentang Pariwisata*
- Suharsaputra, U. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan Tindakan*. PT Refika Aditama.
- Yudiana, I. K., & Wahyudiono, A. 2020. *Pengembangan Desa Wisata Berbasis Multikultural Di Desa Patoman*. *Jurnal Ilmu Sosial Dan Humaniora*, 9(2), 308.