

THE ROLE OF TECHNOLOGY IN THE DEVELOPMENT OF SEX TOURISM IN LOKASARI MANGGA BESAR WEST JAKARTA

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ABSTRACT

Lokasari Mangga Besar itself is a place that is famous for its culinary and entertainment centers. However, the entertainment available at night is different entertainment from most of the entertainment that is popular with ordinary people and teenagers who are famous for sex tourism, such as pubs, discos, and so on. Sex tourism, such as prostitution and harmful entertainment, occurs at night in the Lokasari People's Entertainment Park (THR) area, which increases the atmosphere of life and crowds, especially at night. However, currently, in Indonesia, there is no legal basis or legislation that legalizes or covers sex tourism to this day. However, in reality, sex tourism exists in tourist areas, especially in the Mangga Besar area. Sex tourism in Mangga Besar itself has changed a lot since the pandemic *COVID-19*, which resulted in several shops in Lokasari closing due to the lack of visitors. They were also forced to make several innovations to market their services using existing technological developments from various applications. This research aims to obtain new information related to changes that have occurred with technological developments and their role in *sex tourism* at Lokasari Mangga Besar, West Jakarta. The research method that will be carried out uses a descriptive qualitative approach by collecting data through interviews and observation to obtain data information from sources in the local environment as primary data sources. The research results show that tourism marketing and operations in Mangga Besar itself vary from conventional methods to modern methods that utilize the benefits of technology. Most ways of working that use application technology have advantages in terms of income due to more efficient marketing and communication to reach more people, especially new people. The use of technology from various applications such as chat and Twitter has played quite an important role in marketing and offering services in this area.

Keywords: Sex tourism, Lokasari Mangga Besar, Technology

INTRODUCTION

Tourism is a place for people to visit to have fun and seek entertainment. Meanwhile, special interest tourism or *special interest tourism* is a tourism field that interests certain people with specific interests. *Sex Tourism* is a part of special interest tourism that is involved in the dark side of the world of tourism involving prostitution and slavery, which has existed since ancient times (Brooks & Heaslip, 2019). According to (H. Amalia, 2018), prostitution itself is prostitution or adultery. Prostitution itself can also be interpreted as a sale of self-esteem or honor because the concept of prostitution itself is the sale of someone's services to satisfy another person through adultery. Technology also has a vital role in a person's life by being able to obtain information related to health, hobby interests and recreational tourism (Cholik, 2021). According to Hoque (2020), *sex tourism* has used social media to attract the attention of customers, and they do this to fulfill the information needs of customers.

According to (Christopher & Winata, 2020)), Lokasari Mangga Besar itself is a place that is famous for its culinary and entertainment centers. However, the entertainment available at night differs from the most popular entertainment for ordinary people and teenagers, such as pubs and discos. , etc. Lokasari, or Prinsen Park, is another name for Jakarta's children's entertainment center for young people to adults. However, this place has become a night entertainment center consisting mainly of nightclubs, bars, and massage places (Kosasi & Mustaram, 2022). Prostitution and harmful entertainment that occur at night are now running again in the Lokasari People's Entertainment Park (THR) area, which has increased the atmosphere of life and crowds, especially at night (Garcia & Winata, 2023). However, currently, in Indonesia, there is no legal basis or legislation that legalizes or covers sex tourism to this day. However, in reality, sex tourism exists in tourist areas, especially in the Mangga Besar area.

According to (Andre et al., 2022), prostitution in Mangga Besar itself has changed a lot since the pandemic *covid-19*, which resulted in several shops in Lokasari closing due to the lack of visitors. Due to the small number of visitors arriving and the existence of strict protocols from the government, service providers *and sex workers* were forced not to provide services until, finally, many of the workers went home.

Even today, *tourism* in Mangga Besar has made several changes since the protocol has already been relaxed, and people can return to normal activities. The employees have even made several innovations to market their services using existing technological developments from various available applications. When protocols are still strict, they are forced to do new things to survive (Andre et al., 2022).

Also, change the just change small Which No change fundamentals of tourism in that place, so that only There is change marketing with development technology the one that can get share market new. Of course, with this change, new people will be interested in coming because the information is already widely spread and available to visitors and also traders who still do not have an interest in keeping up with significant technological developments in marketing methods long time it will probably remain used for retain visitors and traders who still have problems keeping up with technological developments.

Therefore, researchers conducted this research so that researchers and readers can get new information about changes that have occurred with technological developments and their role in *sex tourism* at Lokasari Mangga Besar, West Jakarta.

Literature Review

Special Interest Tourism

According to (Wiwin, 2019), *Special interest tourism (SIT)* or Special interest tourism is suitable for a group of people interested in particular tourism. These people tend to enjoy something original or *authentic* in experiencing experiences that will be remembered. Tour specials already become a train journey moment. This is where tour specials are practiced to avoid tour bulk. Tour special is a touring alternative. Tour unique, a phenomenon new in the world tourist is Wrong One needs provider service journey. Insistence travelers are looking for experienced travel, which is new and quality, already increasing the request traveler's interest. SIT is a term for a tourism product whose target market is tourists with unique interests, namely ordinary tourists whose desire to travel is only based on tourist interests and general characteristics (Agarwal et al., 2018).

Sex Tourism

Sex Tourism is a part of special interest tourism that is involved in the dark side of the world of tourism involving prostitution and slavery, which has existed since ancient times (Brooks & Heaslip, 2019). According to (S. N. A. Amalia, 2018), prostitution is prostitution or adultery. Prostitution itself can also be interpreted as a sale of self-esteem or honor because the concept of prostitution itself is the sale of someone's services to satisfy another person through adultery.

Technology

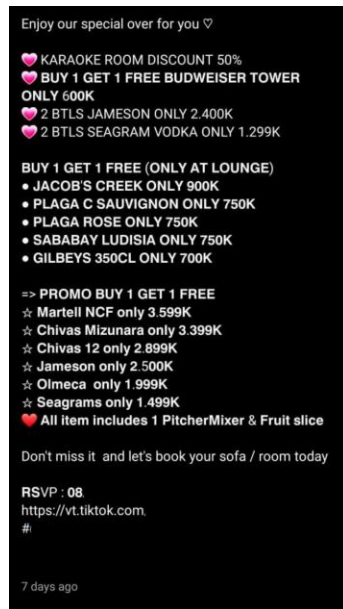
Technology consists of two parts, that is, technology information and technology communication. Technology is used as equipment, resources, and some social value, which individuals use to gather, process, and share information with people (Prabowo & Wiguna, 2021). Technology that will be implemented for the development of *tourism* What will be discussed is the aim of collecting information and exchanging information where information from tourism is disseminated through technology which contains various kinds of information to enable consumers to receive and exchange information.

RESEARCH METHODOLOGY

The research method that will be carried out uses a descriptive qualitative approach, one of the approaches used to research natural objects, and researchers act as instruments that play an essential role (Adhimah, 2020). The data analysis method uses the triangulation analysis method, which is a data collection process that can convince readers to make conclusions from the data that has been collected, such as the results of documentation in the form of photographs, sound recordings in the form of interviews and the results of observations that have been collected at the location. research (Alfansyur & Mariyani, 2020). Primary data sources consist of interviews and observations to obtain information from sources, namely people in the THR Lokasari environment who need to collect information by conducting interviews directly conducted by researchers from where the initial information is collected and then examined to complete the research data results. Secondary data sources obtained indirectly from textbooks, national and international scientific journal articles, websites, and social media that are appropriate to this research (Rahman et al., 2020)

RESULTS AND DISCUSSION

Before making observations, the researcher carried out pre-observations, first looking for data in the field through various websites and social media related to entertainment marketing information in the Lokasari Mangga Besar area. Researchers found several Instagram accounts; the application listed the schedules of famous Disc Jockeys (DJs) who would appear and explain the atmosphere at the venue. Apart from the schedule, there are also promotions for drink packages, karaoke lounge room packages and contact numbers for needs answer please(RSVP) tables in the club or rooms that are available with discount promos available at the club.



(A)

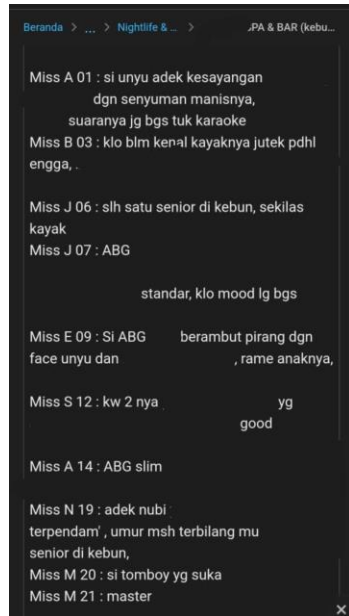


(B)

**Figure 1. (A-B) Marketing via Instagram
(Source: Instagram)**

The website also provides information related to job vacancies in positions such as public relations, Lady Companion (LC), cashier, bartender, waiter, internal audit, and bartender, which are carried out using the system. *Walk-in-interview* with a predetermined schedule. Apart from job vacancies, the website also has a price list *room*, *massage*, lounge, and karaoke price list and operating hours. Many of these websites also carry out reviews and provide information on several places in Lokasari. There are also parties on this website who provide information related to women's choices using the term beautiful number, so each woman is given a number code to disguise them so that customers who want to make a review on the website can mention their initials along with a code number called can or beautiful number. Apart from that, there are also regulations stated on the website if you want to post reviews or related information, such as not being allowed to post photos and mentioning the name of the server, you can only use initials, and

you are not allowed to mention the name of the website for your own or a group's purposes without the website's permission.



(A)



(B)

Figure 2. (A-B) Reviews and Job Vacancies via Website

Based on the results of observations, researchers also found that many Commercial Sex Workers (PSK) offered their services via the Twitter application by writing the keyword "Mangga Besar" in the search table. Many of these pages offer their services, and using hashtags is also a strategy for marketing them to potential customers. They market it by posting photos of themselves looking sexy in order to attract the attention of potential customers and then include information using code words such as Booking Order (BO), Video Call Sex (VCS), Cash on Delivery (COD), short time and long time for the duration provided, as well as the inclusion of several regulations such as having to make a Down Payment (DP) first, including the price and WhatsApp number.



(A)



(B)

**Figure 3. (A-B) Marketing via Twitter
(Source: Twitter)**

At Lokasari shops, many shops sell clothes and salons, which are assumed to beautify the women around them. At the location, it was also observed that there were many hotels and street food places in the Jalan Mangga Besar area and many hotels in the Lokasari area from the low to middle class. Apart from hotels, there are also many places to relax, such as saunas and reflexology areas. Several reflection places offer direct services to people on the side of the road by distributing brochures, offering reflection packages and inviting guests to come in and have a look first. Several massage places around THR Lokasari are regular reflexology massage places, and several massage places offer plus-plus massage services.



(A)



(B)



(C)

Figure 4. (A-C) Shop atmosphere in Mangga Besar

Researchers wanted to meet directly with several respondents in the Lokasari area who said that they were commercial sex workers on the application less trustworthy because there is no person in charge. According to sources interviewed, the workers who use the application have been operating for a long time since before *Ovid*. He said not to look for sex workers on the app because the risk of being scammed is greater and advised them to go directly inside *or bar* in that area because these places have parties who are responsible if something untoward happens, such as being cheated, lost items, and so on. The source also said that the workers who offered themselves on the side of the road around the Lokasari area also could not be trusted because of the same thing, namely because the person in charge was less trustworthy, making it more unsafe. The source also said that during the pandemic in Lokasari, it was very quiet because all kinds of activities were not allowed to operate, so many nearby places were forced to close, such as hotels, bars, nightclubs, and so on. Therefore, the workers were forced to return to their respective villages because there was no activity in Lokasari. The source also said that there were still workers selling during the pandemic, either offering directly or using applications, but because people were afraid to go out and meet people, customers were not as busy.

Based on the results of observations in the field and interviews conducted with respondents, the Lokasari area itself begins to have a lively atmosphere and starts to get busy with visitors at night and the shops start to close during the day. When it was around 19.00 and above, commercial sex workers began to appear on the side of the road, ready to offer their services. These workers are also accompanied by the person in charge, who usually takes the initiative to offer the workers' services to people passing by around THR Lokasari. The services are offered at quite varied prices along with the accommodation available. The source also said

that none of the women he was with offered their services through *chats* and only through connections from acquaintances and direct customers on the spot. He also said that if you use the application *chats*, I can't believe it yet because I can't see his face directly. The resource person himself has been operating in this area for a long time *COVID*, and currently, he was still in Lokasari and didn't go home even though there were few customers.

The researcher wanted to go in to make observations at one of the existing clubs. The researcher was immediately greeted by the receptionist, and immediately offered to rent a room. *Lounge* or karaoke. The receptionist said that with LC, there was already a karaoke room for use and sometimes as a means of accommodation that was already available. Guests will be escorted first to their respective tables and will then be offered drinks and various choices of servers as desired. Information regarding LCs with available nocans will be notified when they arrive at the location in order to maintain privacy and security.

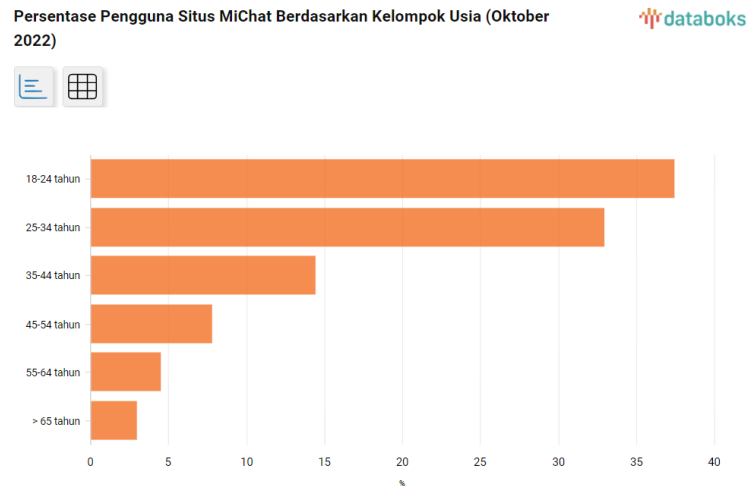
The development of sex tourism has also been greatly influenced by technological advances using the Michat application (Azahra & Aprison, 2022). Michat itself is a social media tool that uses Global Positioning System (GPS) technology (Efendi & Apriliani, 2020). The way it works is that when you are in a certain place, you can find out who is using the application within reach of the people closest to you.



**Picture 5. Form of Michat Application in Mangga Besar Area
(Source: Michat)**

When researchers examine the application *chats*, researchers found that this place had many prostitutes who offered their services through this application. According to Azahra and Aprison (2022), usually, the way commercial sex workers promote themselves through the

Michat application is by using photos that seem sexy in order to attract users around them. Commercial sex workers also have certain codes in their marketing, which have become public knowledge. In the world of chat, such as Booking Order (BO), which indicates that he provides call services so that workers approach customers; stay means that the worker has settled in one of the designated places so that customers approach him. According to Databoks (2022), most Indonesians who use the Michat application are people aged 18-24 years who are Gen Z or Millennials.



Source: Databoks (2022)

Based on the results of an interview conducted with one of the sources who did not want to be named, he is one of the pimps who markets using the Michat application, and according to him, using Michat is an advantage because marketing does not have to approach customers directly but can offer via the application because in the Michat application can contact many people up to a radius of 7 kilometers. He said that it is usually rare for commercial sex workers to include genuine contacts on the Michat application and are usually represented by a jockey to ensure their safety because, based on his experience, there are those who want to carry out raids and also customers who are not friendly towards the workers. The process of asking and negotiating prices can also be done via chat, and you can make a Down Payment (DP) first (Azahra & Aprison, 2022). The pimp also said that Michat really helped with his sales results because his effective methods could produce more effective sales than commercial sex workers who marketed directly. According to sources, by using MiChat, sales in a day can reach a maximum of 8 guests, even asking the next customer for help to wait because of the large number of orders, whereas with workers who offer their services directly, they usually get sales of 4 guests in one day and don't even get guests on the same day. -a certain day. The interviewee also said that he also uses Twitter as a tool to promote his services, but if he uses Twitter, usually the service provided is an on-call service, which means workers who approach customers go to a designated place, so according to him it is tiring to always approach guests all the time, but the method uses The Twitter application is still not as effective as using the Michat application because according to him, using the Twitter application can get at most 4 customers.

However, currently, in Indonesia, there is no legal basis or legislation that legalizes or covers sex tourism to this day, but in reality, sex tourism exists in tourism areas, especially in the Mangga Besar area.

Of course, there are also positive and negative impacts on the development of this technology; the negative impacts are not in accordance with any religion that condones this. In Indonesia, a country based on the Almighty God, socially society does not accept this, there is also the possibility of contracting diseases related to it. this, and you won't always get a job like that, so all of these things can make the name of the place bad. The positive side is that they get a multiplier effect from this phenomenon, their income increases, the workforce increases, accommodation around them develops, and the economy develops with many food, drink and other related traders.

CONCLUSION

Mangga Besar is an area that is very famous for its tourism, many people visit there to look for culinary delights, but this area is even more famous when night falls, namely it is famous for its night tourism which is *sex tourism*. Even though there is no legal basis or legislation that legalizes or covers sex tourism in Indonesia to this day, the reality is that this phenomenon still exists in tourism areas, especially in Mangga Besar. During a pandemic *covid-19* It also happened that many shops had closed *sex tourism* The place is no longer operating as usual. With the rapid development of technology that has occurred in this day and age, technology also of course has an influence on *sex tourism* in Lokasari to help adapt to the current situation but after the researchers made observations, the impact itself was not big enough to change the fundamentals of the place because it was still not accepted by the people involved in *sex tourism* Mango Besar's own location. Even though the majority of people still work conventionally, technology, especially various applications such as Chat and Twitter, has played an important role in marketing and offering services in this area. This application makes it easier for workers in marketing and transactions because it allows them to reach more potential customers and makes the payment and negotiation process easier because it is done online. This phenomenon still exists even though there is no legal basis to legalize it and of course has negative impacts, such as social disapproval, the potential for the spread of disease, and various risks to workers, and can also damage the reputation of the location. Of course, there is a positive impact with this phenomenon in the form of local economic development, their income increases, the workforce increases, accommodation in the area develops, and the economy develops with many food, drink and other related traders.

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