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Jakarta Eastplora: Website for Exploring Destinations in East Jakarta

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Abstract: Jakarta Eastplora is a digital platform developed to provide detailed information about tourist destinations in East Jakarta. This study adopts a Research and Development (R&D) approach using the ADDIE model, which consists of five key stages: Analysis, Design, Development, Implementation, and Evaluation. The primary objective of developing Jakarta Eastplora is to offer users easy and comprehensive access to destination information in East Jakarta, focusing on enhancing user experience through interactive features and intuitive design. The platform is also designed to be an effective promotional tool in supporting local tourism and economic growth. During the development process, user needs were analyzed to determine relevant features, while the evaluation stage was used to identify areas for improvement and ensure the platform's quality. The results of this study indicate that Jakarta Eastplora successfully meets users' informational needs and has significant potential in supporting destination exploration and economic development in East Jakarta. The platform can also be regularly updated to maintain its relevance and effectiveness over the long term.

Keywords: Website Development; East Jakarta Tourism; ADDIE Model; User Experience; Destination Promotion; Local Economy.

1. Introduction

The tourism industry has emerged as one of the most dynamic and rapidly expanding sectors of the global economy. The rise of globalization and increased international mobility have significantly influenced how individuals access information and plan their travels. Major cities like Jakarta, Indonesia's capital and the epicenter of its economic, cultural, and political activities, have become prime destinations for both domestic and international tourists. Jakarta offers a wide array of attractions, ranging from cultural heritage sites and culinary experiences to shopping facilities and educational institutions, making it an appealing destination for various types of visitors [1].

However, the proliferation of travel options has introduced new challenges related to the availability of timely, accurate, and reliable information. Modern tourists increasingly rely on digital technologies to plan their trips, seek recommendations, and stay informed about the destinations they intend to visit. In this regard, the development of a digital platform, such as a website dedicated to providing detailed tourism information about East Jakarta, becomes essential [2]. East Jakarta, one of the administrative regions of the Jakarta Special Capital Region (DKI Jakarta), possesses significant tourism potential that often remains underrepresented compared to other areas like Central and South Jakarta. To address this gap, a platform that offers detailed and accessible information about East Jakarta's attractions is necessary. According to data from Statistics Indonesia (BPS), the number of international tourists visiting Jakarta increased by 71.75% in July 2023 compared to the same month in the previous year, underscoring the crucial role of tourism in the city's economy [3]. This growth also highlights the urgent need for improved informational resources for tourists interested in exploring East Jakarta.

Jakarta Eastplora has been developed as a digital solution to meet this demand. This website is designed to serve as an easily accessible resource for a wide audience, including local residents, international tourists, and stakeholders involved in East Jakarta's tourism sector. Featuring a well-organized menu structure and efficient search capabilities, Jakarta Eastplora enables users to quickly locate the information they require. The platform provides details on various aspects of tourism, including destinations, dining options, and public facilities, all presented in an engaging format that incorporates images, videos, and other multimedia content [4]. Beyond offering static information, Jakarta Eastplora allows users to interact with the platform by submitting reviews and sharing their personal experiences of visiting East Jakarta. This feature not only adds value for future visitors but also helps the platform's administrators continuously update and enhance the quality of the information provided based on direct user feedback [5]. Although information about East Jakarta is available online, tourists often face challenges in navigating and identifying the most relevant destinations, particularly those visiting Jakarta for the first time. The information currently accessible may be scattered across various platforms, incomplete, or even unverified, leading to confusion among tourists. Jakarta Eastplora aims to address these issues by serving as a reliable and centralized guide, offering verified information and tailored recommendations aligned with user preferences [6].

Through the development of Jakarta Eastplora, tourists are expected to explore the attractions and diversity of East Jakarta more efficiently, without encountering information-related obstacles. This website is designed to optimize users' time and travel experiences, while also enhancing their comfort and safety during their stay in the region. Furthermore, Jakarta Eastplora is anticipated to contribute to local economic growth by promoting East Jakarta's attractions to a broader audience. The objective of this study is to investigate the role and significance of Jakarta Eastplora as a digital platform in supporting the exploration of destinations in East Jakarta. The study will evaluate user experiences, the effectiveness of the information provided, user satisfaction, and the positive impact of Jakarta Eastplora on local community participation and sustainable tourism development in East Jakarta. The findings of this study are expected to identify the strengths and weaknesses of the platform and provide recommendations for further improvements, ensuring that Jakarta Eastplora continues to serve as a relevant and valuable tourism information resource in the future.

2. Research Method

This study employs the Research and Development (R&D) methodology, utilizing the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model. The process began with the identification of potential problems, followed by data collection to ascertain product requirements, design formulation, design validation, product testing, and product revision. To ensure that errors in design and implementation are effectively identified and addressed, the stages of design, revision, and testing were iteratively conducted to continually refine and improve the product [7][8].
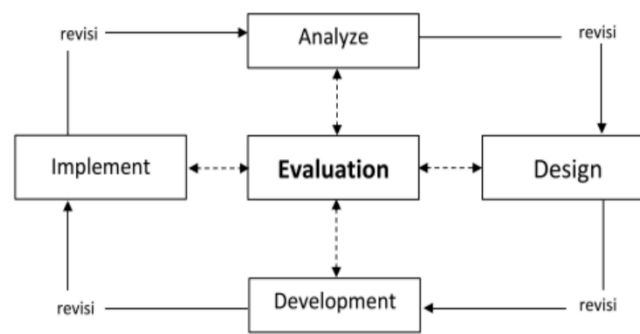
Figure 1. ADDIE Method Flow
Source: Branch (2009)[9]

The ADDIE model is recognized as an effective approach for designing, developing, and evaluating products. The acronym ADDIE stands for Analysis, Design, Development, Implementation, and Evaluation. This approach is employed to ensure that the product development process is carried out in a structured manner, thereby producing effective and high-quality results [10]. Through the use of this model, researchers are able to thoroughly analyze learning needs, design materials that align with those needs, develop the materials with careful attention to instructional design principles, implement the materials in a relevant context, and evaluate the outcomes to ensure success and quality. The ADDIE model provides a robust and structured framework that is essential for ensuring the success of educational material or product development. The first stage, Analysis, involved understanding user needs through comprehensive research and interviews, which served as the foundation for designing relevant features. The Design stage then produced an intuitive and engaging platform concept, considering information structure and visual aspects. This stage was crucial for planning the user interface and overall functionality of the platform. The Development stage followed, focusing on the technical implementation of the platform. This involved the actual coding, integration of multimedia elements, and the creation of content. During this phase, continuous validation and testing were carried out to ensure that the platform met its design specifications and functioned effectively. In the Implementation phase, the platform was launched and made available to users, who were then asked to test it. User feedback was collected during this phase to gather valuable insights, which were used to make improvements and refinements to the platform. This stage ensured that the platform was not only operational but also met user expectations in a real-world environment. The final stage, Evaluation, involved a comprehensive assessment of the platform's performance based on user feedback and the results of the testing phase. This stage provided insights into the platform's ability to meet user needs and identified areas for further improvement. The iterative nature of the ADDIE model facilitated this continuous cycle of development and feedback, ensuring that Jakarta Eastplora remained relevant and effective over time. The ADDIE model also enabled effective team collaboration, which enhanced the efficiency of the development process and the quality of the final product. By integrating thorough analysis, user-centered design, solid technical development, focused implementation, and comprehensive evaluation, Jakarta Eastplora is expected to serve as a valuable platform for users seeking to explore destinations in East Jakarta.

3. Result and Discussion

3.1 Results

3.1.1 User Analysis of the Jakarta Eastplora Website

East Jakarta is one of the administrative regions within the province of DKI Jakarta, Indonesia [11]. This region offers a wide range of attractions and opportunities for further exploration. As part of Indonesia's capital city, East Jakarta presents various potentials and opportunities for those who wish to settle, study, or visit the area. In analyzing potential users of the Jakarta Eastplora website, two primary target groups have been identified: residents of Jakarta and individuals from outside Jakarta who are interested in settling or visiting the city. Firstly, residents of Jakarta, particularly those living in East Jakarta, represent a significant target audience. As an administrative area within DKI Jakarta, East Jakarta offers numerous attractions and activities for its residents. These residents may be inclined to use the Jakarta Eastplora website to find information about cultural events, tourist spots, restaurants, or community activities occurring in their vicinity. The website can serve as a practical reference for these residents to explore and enjoy various activities in East Jakarta.

Secondly, individuals from outside Jakarta who plan to visit or relocate to the city also constitute an important target group. As the capital of Indonesia, Jakarta is a central hub of economic, political, and cultural activities. People from outside Jakarta who are planning to visit or settle in the city might seek information about tourist spots, hotels, restaurants, or special events that they can enjoy according to their needs. The Jakarta Eastplora website can become a valuable resource for these individuals, helping them plan their trips more effectively and discover the unique experiences that East Jakarta has to offer. Consequently, the Jakarta Eastplora website is poised to attract potential users from both residents and visitors from outside Jakarta who wish to explore and become more acquainted with the East Jakarta area.

3.1.2 Features and Design of the Jakarta Eastplora Website

The Jakarta Eastplora website is designed with features that aim to provide users with a high-quality experience. The homepage of the website includes several key components. First, there is a "Home" menu that allows users to view a brief description of the content available on the site. Users can also utilize the search feature located in the header to find the information they are seeking. The main features of the Jakarta Eastplora website encompass information related to universities, malls, tourist attractions, cafes, and hotels in East Jakarta. Users can navigate each of these categories to find information that suits their needs. The provided information includes descriptions, locations, facilities, and possibly reviews from previous visitors. This will assist users in making decisions about whether to stay or plan a visit to East Jakarta. In the footer section of the website, users will find the Jakarta Eastplora logo along with a brief explanation of the website. The footer also provides contact information, allowing users to reach out to the Jakarta Eastplora team if they have any questions or feedback. Additionally, a review feature is provided, enabling users to leave feedback or reviews about their experiences using Jakarta Eastplora. By incorporating features such as a header, main content, and footer, the Jakarta Eastplora website offers a comprehensive and interactive experience for users and contributes to the development of the region.

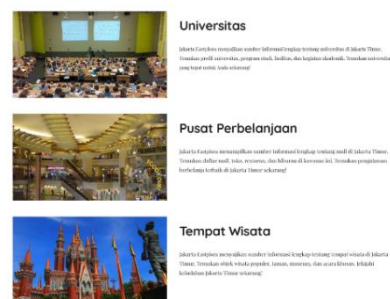| Figure 2. Jakarta Eastplora Website Homepage | Figure 3. Jakarta Eastplora Main Menu |

The homepage of the Jakarta Eastplora website serves as the starting point for users to begin their exploration. Upon entering the homepage, users are greeted with a summary of the content available on the website, giving them an overview of what they can expect to find. There is also a clear navigation menu, such as the "Home" menu, which allows users to return to the homepage at any time. Moreover, the easily accessible search feature enables users to quickly find the information they are looking for. The clean and intuitive design of the homepage helps users feel comfortable and guided while navigating the website (Figure 2). The main features of the Jakarta Eastplora website are the most significant and prominent aspects of the entire platform. These features are designed to provide users with complete and relevant information about various aspects of East Jakarta that may interest them. Below is a detailed explanation of each main feature (Figure 3). Universities: This feature provides comprehensive information about universities located in East Jakarta. Users can find university profiles, programs offered, campus facilities, and academic activities. This information is particularly useful for prospective students, parents, or anyone interested in exploring educational opportunities in East Jakarta (Figure 4).
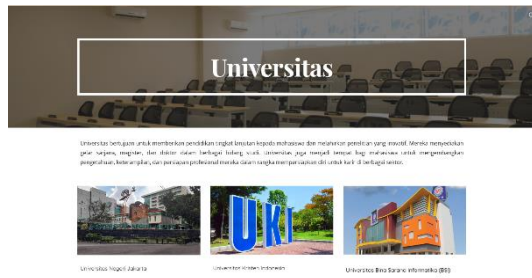
Figure 4. Information about Universities in East Jakarta

Figure 5. Information about Shopping Centers in East Jakarta

This feature offers detailed information about shopping centers (malls) in East Jakarta. Users can find a list of malls, along with information about the stores, restaurants, and entertainment available within them. This helps users plan their shopping trips more effectively and understand what they can expect when visiting these malls (Figure 5). This feature serves as a complete guide for users who wish to explore tourist attractions in East Jakarta. From popular tourist sites to historical places and recreational areas, all the information can be found here. Users can obtain information on descriptions, locations, available facilities, and ticket prices for each tourist destination (Figure 6).

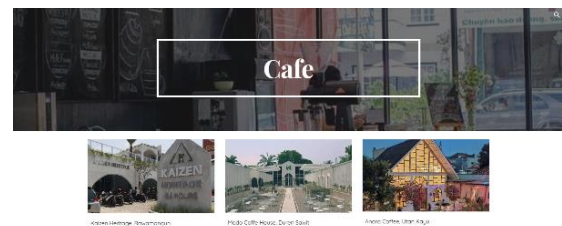Figure 6. Information about Tourist Attractions in East Jakarta

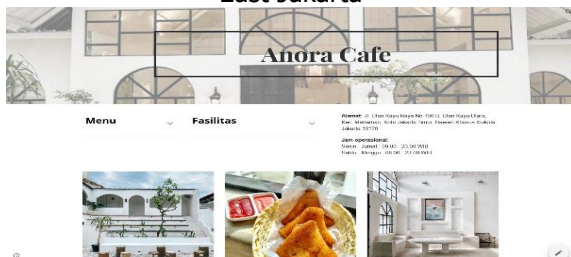Figure 7. Information about Cafes in East Jakarta

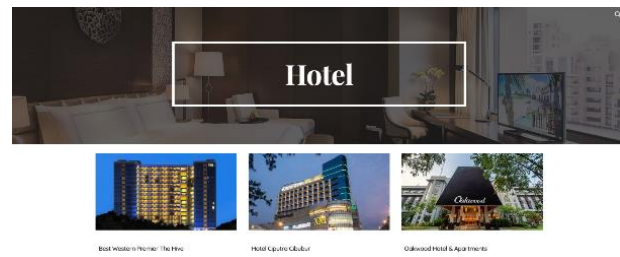Figure 8. Information about a Cafe in East Jakarta

Figure 9. Information about Hotels in East Jakarta

This feature provides information about various cafes spread across East Jakarta. Users can find a list of cafes, the menu offered, and reviews from previous visitors. This information helps users choose cafes that match their tastes, needs, and budget (Figure 7, Figure 8). This feature offers comprehensive information about hotels in East Jakarta. Users can find a list of hotels, along with details on the facilities provided, locations, room prices, and reviews from previous guests. This helps users plan their accommodation better, selecting hotels that fit their budget and preferences during their visit to East Jakarta (Figure 9, Figure 10).

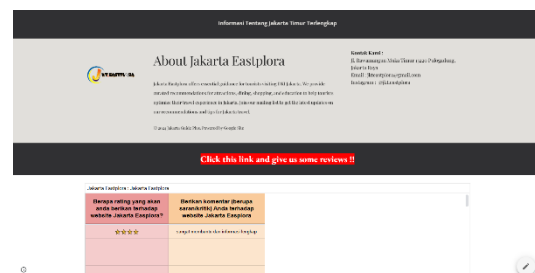Figure 10. Information about a Hotel in East Jakarta

Figure 11. Jakarta Eastplora Website Footer

With these main features, users can explore various aspects of East Jakarta more easily and informatively. These features are designed to offer a satisfying experience for users, both for East Jakarta residents and

visitors from outside Jakarta who are interested in exploring the region. The footer of the Jakarta Eastplora website functions as the endpoint of the user experience but provides essential information that is easily accessible. In the footer, users will find the Jakarta Eastplora logo, which offers a visual identity for the website. Users can also find a brief explanation of the website that helps them understand the vision and purpose of Jakarta Eastplora. Additionally, the contact information provided in the footer allows users to reach out to the Jakarta Eastplora team if they have any questions or feedback (Figure 11). The review feature located in the footer gives users the opportunity to leave reviews while accessing the Jakarta Eastplora website. Thus, the footer not only serves as a place for additional information but also acts as a tool to enhance user engagement and build a stronger relationship between users and the Jakarta Eastplora website.

3.1.3 Implementation of the Jakarta Eastplora Website

Once the website was developed, the implementation of Jakarta Eastplora was carried out with an official market launch. The website was made available for users interested in exploring East Jakarta. In addition to this, promotional and marketing strategies were employed to increase awareness and adoption of the website among East Jakarta residents and visitors from outside the city. Consumer behavior theories suggest that to increase the likelihood and frequency of consumer interactions with a product, as well as influence purchase decisions and repeat usage, consumers can engage and interact with the product through various methods. One such method is the utilization of social media in website marketing. The optimization of social media for marketing purposes is an effective strategy. Social media plays a critical role in promotion and advertising, providing individuals, organizations, agencies, and institutions with the opportunity to create profiles and establish relationships and connections with others online. This allows for interaction, communication, content sharing, and commenting within an online network [12]. Through social media, information can be easily disseminated to a wide range of social media users, both in text and multimedia forms, at a relatively low cost. As such, social media enables Jakarta Eastplora to leverage it as an effective tool for promoting their website. Features like posts, stories, videos, and live streaming can be used by Jakarta Eastplora to capture the attention of social media users and expand their audience reach. Neti (2011) outlines five key points regarding the role of social media in marketing: (a) Social media can be used to establish the identity of the product offered. (b) Social media serves as an information source for marketing research to understand consumer needs. (c) Social media is used as a communication channel between marketers and consumers to maintain relationships. (d) Social media allows companies to connect directly with consumers, enabling them to view products without having to spend significant time. (e) The primary objective of using social media is to build customer engagement [13]. The relevance of social media in disseminating information about the Jakarta Eastplora website is evident, as it aligns closely with the needs of the target audience. Jakarta Eastplora can utilize social media to introduce its identity as an online platform providing detailed information about East Jakarta. By sharing content that reflects the platform's mission, goals, and values, Jakarta Eastplora can establish a strong online presence. Social media can also be used by Jakarta Eastplora as an information source to understand the needs, preferences, and expectations of visitors regarding destinations in East Jakarta. Through data analysis and user interaction on social media, Jakarta Eastplora can gain valuable insights to enhance user experience and provide relevant content.

Moreover, Jakarta Eastplora can use social media as a communication channel to interact with users, answer questions, provide the latest information, and collect feedback. By building strong relationships through social media, Jakarta Eastplora can strengthen user engagement and maintain their trust and loyalty. Furthermore, Jakarta Eastplora can leverage social media to offer users a direct visual experience of East Jakarta. By sharing photos, videos, or interactive stories on social media, Jakarta Eastplora can showcase the destinations in East Jakarta directly to users, sparking their interest and encouraging them to explore further. Jakarta Eastplora can use social media as a tool to build engagement and interaction with visitors. Through engaging and interactive content, Jakarta Eastplora can encourage users to participate, leave reviews, and share their experiences. This will strengthen the bond between Jakarta Eastplora and its visitors, as well as increase the platform's awareness and popularity.

To maximize promotional efforts, Jakarta Eastplora plans to involve various relevant social media accounts such as JKTGO, Kabar Jaktim, Info Jakarta Timur, Fomoplace, Girls to Go JKT, JKTInfo, JKTSpot, JKT Food Destination, JKT Creative Media, Where To JKT, Info Seputar JGC, Info Rawamangun, and Durensawit Info. These accounts were chosen because they have followers who are relevant and potentially interested in information about East Jakarta. During implementation, the content to be disseminated through social media will be carefully designed to capture users' attention. This content will provide useful and attractive information about East Jakarta. By utilizing selected social media accounts, Jakarta Eastplora will take advantage of their reach and influence to introduce and promote Jakarta Eastplora to social media users interested in exploring

Jakarta, particularly East Jakarta. With engaging and informative content, Jakarta Eastplora hopes to attract users to visit the platform and explore the various interesting destinations in East Jakarta.

In addition to leveraging social media, Jakarta Eastplora also promotes the platform offline through the distribution of posters and flyers to the surrounding community. These posters and flyers are strategically placed in high-traffic areas such as shopping centers, community centers, cafes, restaurants, and other public places. The strategic placement of these materials is intended to attract attention and introduce the Jakarta Eastplora website to a broader audience. The distribution of posters and flyers aims to reach a wider audience, especially those who may not be as active on social media or are unaware of Jakarta Eastplora [14]. Through this offline approach, Jakarta Eastplora hopes to expand its promotional reach and attract local communities to visit their website.

However, the primary promotional target remains the travel and tourism community in Jakarta. Jakarta Eastplora seeks to establish close relationships with these communities to expand its user base and increase awareness of the platform among those with an interest in exploring East Jakarta. Additionally, Jakarta Eastplora can leverage these communities' networks to disseminate information. The travel and tourism communities in Jakarta have a targeted audience that aligns closely with Jakarta Eastplora's goals. By collaborating to spread information about Jakarta Eastplora to the right audience, the promotion will be more effective and can increase public trust in the platform's benefits and quality. With diverse promotional strategies targeting relevant market segments, Jakarta Eastplora is expected to successfully reach potential users and become a trusted source of information about East Jakarta for both local residents and visitors from outside the city. By implementing effective promotional strategies, Jakarta Eastplora aims to increase the number of users.

3.1.4 Evaluation of Jakarta Eastplora Website Performance

Evaluating the performance of the Jakarta Eastplora website is a crucial process to ensure that the website provides a satisfying user experience. This evaluation involves gathering feedback from users about their experience using the website. The evaluation does not only focus on technical performance but also includes usability aspects and the website's impact on users' travel experiences in East Jakarta. Technical performance evaluation involves assessing page loading speed, system stability, and the website's responsiveness to various devices and browsers. Additionally, usability evaluation highlights how easily users can navigate the site, find the information they need, and interact with the features provided. User feedback is also an essential factor in assessing user satisfaction and identifying areas for improvement in the future. Evaluating website performance provides valuable insights for the ongoing development and enhancement of the Jakarta Eastplora website. This continuous evaluation ensures that Jakarta Eastplora remains relevant and effective in meeting user needs and supporting the development of tourism in East Jakarta. Through continuous evaluation, Jakarta Eastplora can keep updating and improving the quality of services they offer. By adopting a systematic and well-planned approach, Jakarta Eastplora is expected to continue evolving into a platform that not only provides accurate and relevant information but also serves as an effective tool for promoting East Jakarta as an attractive and potential tourist destination.

3.2 Discussion

The development and implementation of Jakarta Eastplora provide a significant case study in the application of digital technologies to enhance tourism experiences in urban settings. The platform's design, features, and promotional strategies align closely with contemporary trends in tourism management and digital marketing, highlighting several key points worth discussing. The Jakarta Eastplora platform was developed with a strong emphasis on user-centered design, ensuring that the website meets the needs and expectations of its target audience. The dual focus on local residents and tourists from outside Jakarta is particularly noteworthy. By catering to these distinct user groups, the platform is positioned to serve both as a local community resource and a tourist guide, thus maximizing its utility and reach. The careful consideration of user needs, as evidenced in the detailed user analysis phase, allowed for the creation of features that are directly relevant to the users. This approach is consistent with best practices in user experience (UX) design, which emphasize the importance of understanding the end-users to create more intuitive and effective digital products [15].

One of the core strengths of Jakarta Eastplora lies in its comprehensive approach to providing information. The platform offers detailed insights into various aspects of East Jakarta, including educational institutions, shopping centers, tourist attractions, cafes, and hotels. This wide range of information not only supports the decision-making processes of users but also promotes lesser-known destinations within East Jakarta, contributing to a more distributed and inclusive tourism experience. The inclusion of multimedia content, such

as images and videos, further enhances the user experience by providing visual context, which can be especially useful for tourists unfamiliar with the area. The platform's search functionality and organized menu structure facilitate easy navigation, allowing users to quickly access the information they need. This design decision reflects an understanding of the modern user's demand for efficiency and ease of use when interacting with digital platforms [16]. By prioritizing user convenience, Jakarta Eastplora positions itself as a practical tool for both locals and visitors, potentially increasing its adoption and regular use.

The strategic use of social media as a promotional tool for Jakarta Eastplora is aligned with current trends in digital marketing, where social media platforms play a crucial role in reaching and engaging with audiences. The decision to collaborate with relevant social media accounts and influencers demonstrates an awareness of the power of social media in shaping consumer behavior and driving traffic to digital platforms [17]. Social media's ability to provide real-time interaction, content sharing, and community building makes it an ideal platform for promoting a website like Jakarta Eastplora. By leveraging platforms such as Instagram, Facebook, and Twitter, Jakarta Eastplora can engage with users in a dynamic and interactive manner. The use of posts, stories, and live streaming allows the platform to maintain a continuous presence in the digital lives of potential users, thereby fostering a sense of community and ongoing interest in the offerings of East Jakarta. Moreover, social media allows for the collection of user feedback and data, which can be invaluable for ongoing improvements to the website. The iterative development process, supported by user feedback gathered through social media, ensures that Jakarta Eastplora remains relevant and responsive to the changing needs of its users.

The role of Jakarta Eastplora in promoting local economic growth is a critical aspect of its impact. By providing a centralized platform for information about East Jakarta's attractions, the website contributes to the visibility of local businesses and tourism spots that might otherwise be overlooked. This increased visibility can drive traffic to these locations, supporting local economies and fostering sustainable tourism practices. The platform's focus on promoting not just the well-known attractions but also smaller, lesser-known spots within East Jakarta aligns with broader goals of equitable tourism development. By encouraging tourists to explore a wider range of destinations, Jakarta Eastplora helps to distribute the economic benefits of tourism more evenly across the region. This approach can help mitigate the negative effects of over-tourism in more popular areas while providing economic opportunities in less frequented locations [18].

While Jakarta Eastplora presents a well-rounded solution for enhancing tourism in East Jakarta, there are potential challenges and areas for improvement that need to be addressed. One of the primary challenges is ensuring that the information provided on the website remains accurate and up-to-date. This requires continuous monitoring and regular updates, which can be resource-intensive. Collaborating with local businesses and tourism offices to maintain the accuracy of information could be a solution, but it also introduces the need for strong coordination and communication channels. Another area for improvement is the potential expansion of the platform's features to include more interactive elements, such as virtual tours, user-generated content, and personalized recommendations based on user preferences. These enhancements could further engage users and provide a more immersive experience, aligning with trends in digital tourism where personalization and interactivity are increasingly valued [19].

Evaluating the impact of Jakarta Eastplora on tourism and local economies in East Jakarta is essential for understanding its effectiveness and identifying opportunities for further development. This evaluation should consider both quantitative metrics, such as user traffic, engagement rates, and economic impact, as well as qualitative feedback from users and local stakeholders. Regular user surveys and feedback mechanisms integrated into the platform can provide valuable insights into how the website is perceived and used. Additionally, partnerships with local tourism authorities can facilitate the collection of data on tourist arrivals, spending patterns, and the overall economic impact of the platform. These evaluations will be crucial for making informed decisions about future updates and expansions of Jakarta Eastplora. The Jakarta Eastplora project represents a significant step forward in leveraging digital technologies to support urban tourism and local economic development. Its user-centered design, comprehensive information offerings, strategic use of social media, and focus on promoting local businesses make it a valuable resource for both residents and visitors. However, to maintain its relevance and effectiveness, continuous updates, user engagement, and impact evaluation will be necessary. As Jakarta Eastplora evolves, it has the potential to become a model for similar initiatives in other urban areas, contributing to more sustainable and inclusive tourism development practices.

4. Related Work

The development of the Jakarta Eastplora website, which serves as a detailed guide to destinations in East Jakarta, is based on well-established methodologies and research findings that emphasize the importance of user-focused design, continuous improvement, and effective engagement strategies. The use of Research and Development (R&D) methods, particularly the ADDIE model, has been instrumental in ensuring that the development process is systematic and aligned with user needs [9][20]. The ADDIE model, which includes the stages of Analysis, Design, Development, Implementation, and Evaluation, has proven effective in creating intuitive and user-friendly platforms that facilitate exploration and interaction [21]. Regular updates and iterative evaluations are essential for maintaining the quality and effectiveness of digital platforms like Jakarta Eastplora. According to Susanna (2023), ongoing assessments and refinements based on user feedback are critical for identifying strengths and areas for improvement, enabling the platform to enhance the user experience [22]. This process not only ensures that the platform remains relevant to its users but also helps build a strong relationship between the platform and its audience. Features such as user reviews and direct communication channels further reinforce this relationship by allowing real-time feedback and support, which are crucial for maintaining user satisfaction and loyalty [23]. The quality of a website's design, along with the services offered, plays a significant role in influencing user behavior and their intention to revisit the platform. Research by Wilson and Keni (2018) and Ganguly *et al*. (2010) highlights that well-designed websites that prioritize user trust can significantly impact repurchase intentions and foster long-term user loyalty [24][25]. For Jakarta Eastplora, these findings underscore the importance of investing in high-quality web design and reliable services as key elements that drive user engagement and retention.

Moreover, the promotional and marketing strategies employed for platforms like Jakarta Eastplora are critical in raising user awareness and encouraging active engagement. Social media has become a powerful tool, offering platforms the ability to reach a broad audience quickly and effectively. Studies by Huo *et al*. (2018) indicate that social media significantly influences user behavior, particularly in terms of knowledge adoption and engagement [26]. By leveraging social media for promotion, Jakarta Eastplora can increase its visibility and attract a diverse user base, which can lead to positive outcomes for the local economy, including increased tourism and support for local businesses. The success of Jakarta Eastplora is dependent on several key factors: a user-focused design approach that ensures the platform meets the needs and expectations of its users; continuous improvement processes that incorporate user feedback to enhance the platform's functionality and user experience; and the establishment of a strong relationship between the platform and its users, facilitated by effective communication and trust-building strategies. By integrating these elements, Jakarta Eastplora can continue to serve as a valuable and engaging resource for exploring the various destinations in East Jakarta, contributing to the region's cultural and economic growth..

5. Conclusion

Based on the findings of this study, several key conclusions are drawn. Jakarta Eastplora has demonstrated significant value as a digital platform that effectively facilitates the exploration of destinations in East Jakarta. The website offers extensive and detailed information that is easily accessible and presented in a user-friendly, interactive format, enhancing the user experience and making it an effective tool for discovering and engaging with the attractions of East Jakarta. The strategic implementation of promotional and marketing efforts has the potential to significantly increase awareness of Jakarta Eastplora among its target audience. Increased visibility and awareness are likely to lead to higher user engagement and a broader active user base, positively influencing the development of East Jakarta by attracting more tourists and contributing to local economic growth. The Research and Development (R&D) methodology, particularly the application of the ADDIE model, has proven to be effective in the design and implementation of Jakarta Eastplora. The rigorous analysis of user needs served as the foundation for designing key features that are relevant and essential to the platform. The website's intuitive design, visually appealing layout, and ease of navigation have contributed to its effectiveness in guiding users through the various destinations in East Jakarta. Maintaining a continuous cycle of updates, evaluations, and improvements is crucial for Jakarta Eastplora. Ongoing development should incorporate user feedback and systematically identify both strengths and areas for improvement within the platform. This approach ensures that Jakarta Eastplora remains relevant and effective in meeting the evolving needs of its users. Recommendations for enhancing the platform's quality and functionality should be grounded in thorough evaluations and user input. Jakarta Eastplora fosters a robust relationship between the platform and its users by integrating features such as user reviews and contact

information. This facilitates direct communication, allowing users to provide valuable feedback and reviews, or to reach out to the support team. Such interactions are critical in building trust and ensuring that the platform continues to meet user expectations, thereby enhancing overall user satisfaction and loyalty. These conclusions underscore the importance of a user-centered design, strategic marketing, and continuous improvement in the success of digital platforms like Jakarta Eastplora. The platform's ability to adapt and evolve in response to user needs and feedback will be crucial to its long-term impact and sustainability.

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