

## Research Article

# Car Free Night Pedestrian Sudirman and Sekanak Lambidaro Palembang: The Urgency of City Tourism Development (CIPP Evaluation Model Analysis of Palembang Mayor Regulation Number 304/KPTS/DISP/2022 Concerning Implementation of Car Free Night in Palembang City)

**K.M. Isnaini Madani**

Sriwijaya University

**ORCID**K.M. Isnaini Madani: <https://orcid.org/0009-0000-2368-5020>**Abstract.**

A regions success can be seen by the progress of city tourism, therefore tourism development, management, and development policies are needed that encourage concrete implementation. Thus, this research aims to evaluate the implementation of the tourism development program at Car Free Night Pedestrian Sudirman and Sekanak Lambidaro Palembang, using the context, input, process, product (CIPP) evaluation model analysis proposed by Stufflebeam and Chris LS Coryn [1]. This research used a qualitative method with the main instrument being in-depth interviews with 50 respondents. The results of observations showed that the implementation of the tourism development program was not going well, based on evaluation of performance expectations, social influence, facilitating conditions, improving the city's economy, and interest in tourist visits. Thus, moving the location of the Car Free Night tourist destination from Pedestrian Sudirman to Sekanak Lambidaro Palembang did not have a significant role. This research suggests that Sapta Pesona should be actualized in increasing regional development through tourism which will benefit the community's welfare.

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Isnaini Madani; email:  
isnainimadani232@gmail.com**Published:** 30 May 2024Publishing services provided by  
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## 1. Introduction

Indonesia has four potential sectors, namely manufacturing, tourism, fisheries and infrastructure [2]. Through Bank Indonesia, the state has discussed these four sectors at the 2019 IIF (Infrastructure Investment Forum) in London. Investment opportunities for the tourism sector are focused on developing priority development goals and tourism branding. Therefore, tourism is one sector that makes a major contribution to the

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progress and growth of the Indonesian economy. The introduction of tourism starts from increasing its attractiveness to local, domestic, and foreign tourists. Thus, the closest layer, namely the local community, must first support tourism in the area where they live.

Each region in Indonesia has its own beauty, whether it has been formed naturally or is the result of creativity in regional development, or the development of certain discoveries. The South Sumatra region, especially the city of Palembang, also has tourism potential. Tourism in the City of Palembang is regulated in Palembang City Regional Regulation Number 4 of 2020 concerning the Implementation of Tourism. Tourism can be interpreted as an activity that includes various forms of service provision or what is usually called services supplying. This provision is provided by the service supplier or service supplier to service users, namely consumers and visitors, which is carried out with agreement between both parties in an interaction through the service transaction process. [3]. Provision of services may include the following matters.

- i. Accommodation Services
- ii. Tourist transportation
- iii. Catering services
- iv. Tourist Attractions
- v. And entertainment or other forms of tourism [3].

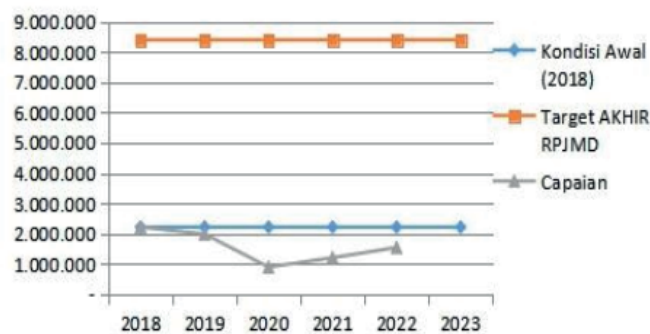
Meanwhile, according to Palembang City Regional Regulation Number 4 of 2020 concerning the Implementation of Tourism in Chapter V, Article 15, the tourism business sector includes the following.

- i. Tourist attraction
- ii. Tourism area
- iii. Tourist transportation services
- iv. Tourist travel services
- v. Food and beverage services
- vi. Provision of accommodation
- vii. Organizing entertainment and recreational activities
- viii. Organizing meetings, incentive trips, conferences, and exhibitions
- ix. Tourism information services
- x. Tourism consultant services
- xi. Tour guide services
- xii. Water tourism

xiii. Spa

xiv. And other tourism businesses in accordance with statutory provisions under the authority of the City Government.

Indicators of the achievement of development and progress of a city can be seen from various aspects of development, not only limited to infrastructure for the general daily needs of society such as roads and bridges, but also the construction of tourism facilities. The tourism sector is a promising economic area both for increasing regional income and for individual community groups. Therefore, one form of success of a region can be seen from the progress of the tourism sector, such as the level of tourist visits to Palembang City which can be seen in the following graph.



(Source: [4])

**Figure 1:** Number of Tourist Visits in Palembang City. (Source: [4])

The graph above shows that the city of Palembang is attractive with the achievement of the number of tourist visits in 2022 being higher than the achievement in 2021. However, despite the increase, tourist visits in the City of Palembang have not yet met the targets set for 2022. The number of tourist visits which was successfully increased was 336,037 people, or 27.85% higher than the previous year, namely tourist visits which originally amounted to 1,206,448 people, to 1,542,485 people in 2022. The increase in the number of tourist visits has not yet reached the point target, but has shown positive indications compared to 2021. Thus, the recovery of economic conditions has a growth rate with an increase in human mobility,

Tourism growth must be increased to support the economic growth of Palembang City. Efforts to attract tourists can be made by the City of Palembang, starting by holding various events, both at regional and national levels. Pilot events that can be adopted include people's enthusiasm within a certain time period, such as direct sporting, cultural and tourism events, business, even mass organizations or communities, as well as religious activities that can encourage an increase in visitor arrivals from within and outside the Palembang City area. Organizing such activities cannot be separated from

the role of the city government which must continue to innovate, aggressively promote, improve facilities, and ensure the safety and comfort of visitors while in Palembang City. Various kinds of tourism events packed with creative ideas and interesting promotions, as well as activities and attractions that trigger curiosity can be designed by the City of Palembang such as a series of activities that were initiated by the Palembang City Tourism Office in 2022. This activity, which aims to increase tourist visits, is being held as a form of the Palembang City tourist calendar entitled 'Calendar of Charming Events' with various tourist activities being held throughout 2022. The events in question are as follows:

- i. Lambidaro Sekanak Festival
- ii. Palembang Darussalam Festival
- iii. Sriwijaya Festival
- iv. Bujang & Gadis Palembang Selection
- v. Palembang Art Week
- vi. National Recreational Sports Festival (FORNAS) VI 2022
- vii. Indonesian Heritage Cities Network Congress (JKPI)
- viii. South Sumatra Traditional Week
- ix. Siguntang Fest and Creative Economy Exhibition

The Lambidaro Sekanak Festival is one of the tourism activities that enlived 2022. However, activities with the Car Free Night scheme were only busy and open for two days when the opening ceremony takes place. Meanwhile, the aesthetic development of the city and facilities have been built along the Sekanak River, so it is inefficient if this tourism is not carried out sustainably. This also closes opportunities for MSMEs to develop with tourism in the region, because there is potential for economic activity in Lambidaro Palembang tourism. Therefore, it is hoped that the government can revive Car Free Night tourism. The potential can be seen from the number of tourist visits to Palembang City in 2022 which will reach more than 1.5 million tourists. However, tourist visits in 2022 were still dominated by domestic tourists, in fact most of them were residents around the Palembang City area as described in the following table.

The high number of tourist visits to Palembang City in 2022 will have a big impact on the city's economy. Apart from being able to encourage the growth of small industries such as MSMEs, authentic regional food and souvenir crafts, including transportation and hospitality services. The development of the tourism sector in the City of Palembang can contribute to increasing regional original income and especially that which originates from tax revenues such as the following:

Bulan	Jumlah Kunjungan (orang)		Jumlah
	Nusantara	Manca Negara	
Januari	77,862.00	0	77,862
Februari	76,920.00	0	76920
Maret	92,461.00	0	92461
April	77,705.00	0	77705
Mei	58,397.00	0	58397
Juni	84,397.00	0	84397
Juli	116,793.00	0	116793
Agustus	158,157.00	1130	158157
September	207,214.00	0	207214
Oktober	201,955.00	0	201955
November	190,731.00	0	190731
Desember	199,522.00	0	199522
<b>Jumlah Total</b>	<b>1,542,485</b>	<b>1,130</b>	<b>1,543,615</b>

(Source: [4])

Figure 2: Data on Tourist Visits to Palembang City in 2022. (Source: [4]).

NO	JENIS PENERIMAAN PAJAK PARIWISATA	TARGET	REALISASI
1	Pajak Hotel	60,000,000.00	57,048,640,002.00
2	Pajak Restoran	180,000,000,000.00	189,079,075,816.00
3	Pajak Hiburan	28,750,000,000.00	31,141,275,641.00
4	Pajak Reklame	30,000,000,000.00	26,971,159,150.00
5	Retribusi Pemakaian Kekayaan Daerah	60,000,000.00	58,800,000.00
	<b>TOTAL PENDAPATAN DARI SEKTOR PARIWISATA</b>		<b>304,298,950,609.00</b>

(Source: [4])

Figure 3: Contribution of the Tourism Sector to PAD of Palembang City in 2022. (Source: [4]).

Thus, the Sekanak Lambidaro *Car Free Night* tour has positive value for the Palembang City tourism sector, and deserves to be revived as the region's leading night tour. Sekanak Lambidaro, which opened on September 22 2022, shows the beauty around the Sekanak River area and attracts many visitors that many traders would benefit.



Figure 4: Launching Car Free Night Sekanak Lambidaro Palembang. (Source: [4])

The tourism industry is required to have objects that are always updated, that keeps attracting people to come and encourages people to always want to enjoy tourism in the same place continuously. This is a demand for the tourism sector to provide

something that is fun, amusing, timeless, and can be enjoyed by various elements of society. Apart from that, the world of tourism has the challenge of being able to introduce oneself widely, therefore, new comers interested in traveling to a certain place. Another important effort is a method that can create encouragement for someone to enjoy a tourist attraction while promoting the object to those closest to them without being asked. Therefore, if a tourist attraction can really pamper visitors, then these visitors can attract other visitors to come. The attraction that is successfully built also needs performance to maintain it. The tourism sector has a need to always be innovative, because this is an important requirement and element for sustainable survival and future growth of both traditional and modern tourism industries that able to operate competitively. Therefore, tourism development, management and development policies are needed to encourage concrete implementation. This is an important requirement and element for sustainable survival and future growth of the tourism industry, for both traditional and modern to operate competitively.

Each region has its own tourist destination and is different from one another, as is the case with the city of Palembang. The city of Palembang has various types of tourism, both land tourism and water tourism. Palembang has the advantage of having the Ampera Bridge which connects two separate areas due to the flow of the Musi River. This Ampera bridge is an important landmark that should not be missed when traveling to Palembang City. Nevertheless, both natural tourism and artificial tourism must continue to be developed to attract sustainable tourist interest.

Before Sekanak Lambidaro opened, the City of Palembang had tried to create a Car Free Night tour at Pedestrian Sudirman, but this was due to the impact of the Covid-19 pandemic. However, apart from that, there are still many other factors, such as narrow areas and limited parking spaces, and implementers who are not yet optimally organized. This indication is also because the regulations covering this tourism have not been mature and strong, so this tourism cannot continue. Efforts have been made by the relevant government, namely by holding another operation in a different location, namely in the Sekanak Lambidaro area of the Sekanak River area, but it has not yet run optimally. According to the author's observations, the cause of this problem is that clear rules or policies have not yet been formed to cover tourism activities.

## 2. Methods

The research is descriptive qualitative in nature, therefore, the method used is a qualitative method with a phenomenological approach, namely understanding the problem

with a verstehen or understanding the object through the concept of understanding developed by the subject under study [5]. Therefore, in accordance with the main instrument in the research, in-depth interviews were conducted with 50 respondents as research subjects. Respondents consisted of relevant government agencies, traders, and the public or visitors of the Palembang City Car Free Night tour as follows.

TABLE 1: Research subject.

No.	Respondent	Number of people
1.	Mayor/Deputy Mayor of Palembang	2
2.	Palembang City Tourism Department	5
3.	Department of Environment and Cleanliness of Palembang City	3
4.	Palembang City Transportation Department	3
5.	Parking officers	2
6.	Traders	10
7.	Communities in Palembang City	5
8.	Visitors (people of Palembang City)	10
9.	Visitors (people outside Palembang City)	10
	Total numbers	50

(Source: processed by the Author)

The author determines respondents based on research needs to find solutions to the alleged problems found by the author. The observations that have been made are the beginning of the research. Therefore, the 50 respondents above are needed in further in-depth research. The respondents above are also part of the Implementation Team as referred to in Palembang Mayor Regulation Number 304/KPTS/DISPAR/2022 concerning the Implementation of Car Free Night in the City of Palembang as follows.

TABLE 2: Sekanak Lambidaro Car Free Night Implementation Team, Palembang City.

No.	List of Implementation Team
1.	Traffic Management Field
2.	Security and Public Order Sector
3.	Facilities and Infrastructure Sector
4.	Trade and Micro, Small and Medium Enterprises Sector
5.	Cleaning Sector
6.	Arts and Performing Field
7.	Health
8.	Publication and Information Sector

(Source: [6] and processed by the Author)



## 3. Results and Discussion

### 3.1. Car Free Night

Car Free Night is an activity carried out by a crowd of people at night in a certain location. The location in question is a road that was previously passable by vehicles, but that night the road was closed and filled with tourist activities. Night tourism includes various activities such as culinary delights, exhibitions, attractions, and other entertainment. The streets are filled with people having fun with family, friends and those closest to them. Car Free Night is only open at certain times as determined and is generally held on weekends. In Palembang City, Car Free Night is regulated in Palembang Mayor Regulation Number 304/KPTS/DISPAR/2022 concerning Implementation of Car Free Night in the City of Palembang. However, these regulations only mention the composition of the implementation team and its duties in this activity, so it does not cover all aspects of implementation. Therefore, improvements were needed by rewriting regulations and formalizing these regulations so that implementation can be carried out.

### 3.2. Pedestrian Sudirman

Pedestrian Sudirman Palembang is the main road in the center of Palembang City which is always closed on Saturday nights and is used as a tourist location with various attractions and culinary delights present and enlivening it. This night tour, which is regulated based on the Decree of the Palembang City Tourism Office Number: 1307/X/PSPP/KPTS/DISPAR2018, is also held under the title Car Free Night and was held before Sekanak Lambidaro opened. However, the regulations stipulated are only limited to the Management of the Palembang City Sudirman Pedestrian Association [7]. In fact, according to the news web portal Liputan6.com, this tour can entertain up to 10,000 people who crowd the road on weekends. This tour ends before the Sekanak Lambidaro area is completed. Many factors influenced this, starting with the pandemic that occurred and operations that were considered immature, such as the lack of parking space and the arrangement of sales posts which did not have clear standards. In fact, this activity has attracted tourists from outside the region, but this tourism cannot continue.

With a series of similar tourist activities and developing the Car Free Night concept, the same night tourism can be revived at Sekanak Lambidaro Palembang. This location is considered appropriate because the aesthetic development of the city in this area has been carried out, but a more detailed placement arrangement is still needed. Therefore,





**Figure 5:** *Pedestrian Sudirman.* (Source: Online media portal karet6.com [8]).

we return to the preparation of regulations that must be formed in order to realize night tourism in the city of Palembang.

### 3.3. Sekanak Lambidaro Palembang

Tourism activities at the Sekanak Lambidaro location in Palembang are the same as the previous location, namely at Pedestrian Sudirman, and it is even said to be a form of moving tourism activities from that location. The tourist activity in question is a tour entitled Car Free Night.



**Figure 6:** *Sekanak Lambidaro Palembang.* (Source: Online media portal Antara.news [9]).

At the launch of Car Free Night Sekanak Lambidaro Palembang 2022, the enthusiasm of the public was high. However, the Car Free Night concept only ran for 2 days at the opening. The Sekanak River area is currently only a tourist attraction that does not provide a night tourism concept around the street area. People can enjoy the beauty of the Sekanak River with several sellers around it, but the traffic continues to flow. The decline in the number of tourists at Sekanak Lambidaro Palembang occurred due to a reduction in the attractions offered.



**Figure 7:** Conditions in the afternoon of Sekanak Lambidaro Palembang. (Source: taken by the Author in September 2023).

The image above shows the evening view of Sekanak Lambidaro Palembang. Around the road there are several tents of traders selling on the sidewalk, and on the side of the road several two-wheeled and four-wheeled vehicles are parked freely. The Sekanak River is a tributary that originates from the Musi River. Tourist locations that stretch throughout the area have several traders selling various types of products, but the main product is culinary. This culinary-delights consist of various products, including various grilled foods, various pempek, various cold drinks, and so on. Since the tour opened, visitors have been quite busy enjoying the beauty of the city, culinary-delight, and other tourist attractions there. However, there is no attraction that can encourage tourists to come back or attract tourists from various corners. After the author conducted an interview, a trader said that this tour was actually opened with the title Car Free Night in just 2 days as a form of inauguration or opening event, so currently the Car Free Night tourism concept is not running.

### 3.4. CIPP Evaluation Model Theory

In an analysis or aiming to understand more deeply the condition of regional tourism in question, there is a theory that can be used to find out more about the implementation of the tourism development program in Pedestrian Sudirman to Sekanak Lambidaro

Palembang, with the CIPP Evaluation Model proposed by Stufflebeam and Chris LS Coryn [1]. The model developed by Stufflebeam et al is usually called CIPP, which stands for context, input, process, and product.

### **3.5. CIPP Evaluation Model Based on Objectives, Methods, and Uses**

In determining the evaluation model to be used, it is necessary to consider the type of program to be evaluated and for what purposes the evaluation is carried out, so that after reviewing several evaluation models the author decided to use the CIPP evaluation model. In the CIPP evaluation model Stufflebeam explains the four types of models and differentiates them based on objectives, methods, and uses [1].

#### **i. Context Evaluation**

According to Stufflebeam and Chris LS Coryn [1] evaluators, decision makers, and stakeholders each have important roles during the context evaluation process. The roles of the two parties are interconnected so that if there is good cooperation between evaluators, stakeholders, and managers in context evaluation, it can effectively improve program results. In this research, the results obtained were that the purpose of organizing the Sekanak Lambidaro Palembang Car Free Night tour must be written clearly in the regulations that cover it. The objectives relate to benefits for the government, Palembang City, traders, and society at large. The benefits in question include the impact of economic growth.

#### **ii. Input Evaluation**

According to Stufflebeam and Chris LS Coryn [1] Input evaluation is an evaluation with the process of identifying and then assessing strategies and capabilities in achieving goals, operational plans and resources with the necessary interventions. The processes included in input evaluation include gathering the necessary information and strategies. Therefore, to hold the Sekanak Lambidaro Palembang Car Free Night, clear regulations are needed, both in terms of definitions, limitations, implementation, mechanisms and implementing structures, as well as other related aspects.

#### **iii. Process Evaluation**

According to Stufflebeam and Chris LS Coryn (2014: 312) process evaluation includes collecting evaluative data to monitor daily program operations and making records of program events over a period of time, then assessing the program process based on the results of the interpretation of the evaluative data and program event records. In this research, observations of the Car Free Night Sekanak Lambidaro Palembang which

have been running previously must be carried out, as material for evaluating the revival of night tourism activities. The author's findings showed that tourism activities have a positive impact, so they are worth continuing. However, several improvement notes need to be made, such as clear location plans and boundaries, standards for sellers and performers, maximum number of visitors, and adequate parking areas.

#### iv. Product Evaluation

According to Stufflebeam and Chris LS Coryn (2014: 312) product evaluation is the process of determining the extent to which goals have been achieved, assessing the goals developed and managed in the context, input, program process and product components. Therefore, the results of the evaluation by the author showed that the product that can be produced is a new policy that can cover all aspects of the Car Free Night Sekanak Lambidaro Palembang tourism and this tourist activity can be reopened in a sustainable manner.

From the results of the evaluation above, the reformulation of the policy to cover the Sekanak Lambidaro Palembang Car Free Night can reflect and be based on Palembang City Regional Regulation Number 4 of 2020 concerning the Implementation of Tourism. Several related aspects can be seen in Article 6 of Chapter III concerning Tourism Development [10]. One of the points in states that tourism development is carried out through the implementation of tourism development plans by considering the diversity, uniqueness and specificity of regional culture and nature, as well as human travel needs. Apart from that, as intended in Article 6 paragraph (2) letter a, it includes, among other things, building the structure (functions, hierarchies, and relationships) of the tourism industry, building tourism attractions, and building infrastructure, providing public facilities, and building tourism facilities in an integrated and sustainable manner. Another thing is the development of tourism institutions as contained in Article 8, including tourism cooperative relations with both the government and the private sector, regulations, human resource development, potential community resources and operational mechanisms in the tourism sector. Another part in Article 13 states that the City Government together with institutions related to tourism carry out tourism research and development to support tourism development. Therefore, this research needs to be continued in depth in order to contribute to the progress of Palembang City tourism.

Important values that must be considered are also contained in Article 14 (1) in Chapter IV regarding Strategic Areas. The City Government determines strategic tourism areas by including the following aspects.

i. Natural and cultural tourism resources have the potential to become tourism attractions

- ii. Market potential
- iii. A strategic location that plays a role in maintaining national unity and regional integrity
- iv. Protection of certain locations that have a strategic role in maintaining the function and carrying capacity of the environment
- v. Strategic location that has a role in efforts to preserve and utilize cultural assets
- vi. Community readiness and support
- vii. Specificity of the region.

From the results of observations, it shows that Car Free Night Sekanak Lambidaro Palembang has potential and has a strategic location for organizing tourism as mentioned in the regulations above.

#### 4. Conclusion

The implementation of the tourism development program was not going well based on evaluation of performance expectations, social influence, facilitating conditions, improvement in the city's economy, and interest in tourist visits. Thus, moving the location of the Car Free Night tourist destination from Pedestrian Sudirman to Sekanak Lambidaro Palembang does not have a significant role because it remains stalled. Therefore, to realize Sapta Pesona in improving regional development through tourism and benefiting the welfare of the community, policy improvements in carrying out program functions and active collaboration between the Palembang City Tourism Office and all relevant community groups are needed.

To conclude, factors that can encourage the successful performance of a program are as follows.

- i. Sufficient policy and budget support from the city, provincial and central governments.
- ii. Economic conditions are gradually recovering after the Covid-19 pandemic, thus tourism activities which attract crowds of people can be carried out again.
- iii. The strategic position of Palembang City as the provincial capital is different from other cities.
- iv. Availability of facilities, in the form of adequate supporting facilities and infrastructure.
- v. A need for various types and interesting tourist attractions.
- vi. High public enthusiasm in enlivening tourism activities

From the success factors for the achievements above, there are two indicators that are considered to be hampering the program targets, namely, management of tourist attractions that is not yet optimal, and limited information regarding the tourism activities being held.

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