

Innovation in Surabaya Zoo Management to Improve Visitor Experience**'Elsa Wahyu Ningrum, 'Diyas Age Larasati, 'Putri Aprilia Dwi Maharani, 'Annisa Delvira Putri Wibiyanti, 'Risma Ayu Octavia ZN, 'Dilla Puspa Anggraini**[!Departement of Primary Teacher Education, Universitas Wijaya Kusuma Surabaya, Indonesia.](#)**Research Article****Citation Information:**

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ABSTRACT

Aim: Study This aiming For know innovation management Garden Animals of Surabaya in increase experience visitors. *Method:* Research done with method descriptive qualitative through observation direct, documentation, and interviews on November 25, 2024. *Result and Discussions:* Research results This show that management Garden Surabaya Animals have covers various innovation, such as educational poster installation related timetable giving Eat animal For add Power pull educative for visitors, management system water absorption for prevent puddles in the cage, and the use of social media as means information and promotions. There are a number of challenges that need to be overcome handled, including not enough active some social media and conditions a number of cage that requires repair more continue, such as pen deer and pig frequent warts waterlogged. Innovation This give impact positive, good in increase welfare animals and power pull Garden Surabaya Animals as tour education. *Conclusion:* So that innovations implemented capable create experience more visitors positive, educative and supportive sustainability management Garden Surabaya Animals as center education and recreation.

Keywords: Innovation, Managemen, Zoo, Knowledge.

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Corresponding Author:

Diyas Age Larasati

Department of Primary Teacher Education

[Universitas Wijaya Kusuma Surabaya](#)

Dukuh Kupang XXV Street No.54, Dukuh Kupang, Dukuhpakis District, Surabaya, East Java 60225

Email: larasati_age@yahoo.co.id**INTRODUCTION**

Surabaya has one of the object tour education that is Garden Animals of Surabaya, as attractions tour with clear reflect connection between humans and animals in community. Many Gardens Animal changed so that have level Power pull more high and make accept more Lots visitors. Garden Animal This the more shift to direction park entertainment with present Lots other themes besides animals. There are facts that a number of Garden Animal big time This size more mini and through a certain process. Research about Garden Animals and their relationships with study in the field tourist seldom done. Topic study more many related with Garden Animals and Tourism for example the trend of commercialization, tourism sustainable, behavior visitors, or motivation visitors for visit Garden Animals (Suherlan) et al., 2020).

Problem experience visitors at the destination tour often become factor key influencing satisfaction and interest they for back. Many visitors report dissatisfaction caused by various factors, such as facilities that are not inadequate, poor service, and unmet expectations. fulfilled. This is create experience negative that can reduce interest visitors for back and recommend place the to others. In addition, visitor experience is also influenced by the quality of service and marketing communication of the destination. Conversely, a bad experience can damage the image of the destination and make tourists switch to other places. Therefore, it is important for destination managers to pay attention to visitor feedback and make improvements in order to create a more satisfying and attractive experience for tourists (Martalia et al., 2022).

Innovation is a process that will continue to occur because it involves several factors that come from within humans or from outside humans. Zoo management is a complicated matter in increasing the appeal and quality of visitor experience. Surabaya Zoo is a good example in this case, where the management has made various innovations post-Covid-19 pandemic. One of the steps taken is to introduce a larger and wider Aviary cage for birds and allow them to fly. The new Surabaya Zoo access route can be purchased directly on the spot or online and the Joyoboyo Terminal can increase accessibility for visitors. In addition,

Surabaya Zoo also tries to get closer to visitors as a partner in the visitor's tourism experience (Ambarwati et al., 2021). The purpose of this study is "To find out the innovation in managing the Surabaya Zoo to improve the visitor experience". Based on this description, the researcher wants to know about "Management of the Surabaya Zoo and implementing learning media with Canva and YouTube for continuous updates that have been carried out by the author.

METHOD

Observation method conducted by the author on November 25, 2024 at 12.00 to 16.00 WIB. The location of the research was carried out at the Surabaya Zoo located at Jl. Setail No. 1, Darmo, Kec. Wonokromo, Surabaya, East Java 60241. The type of research conducted is Descriptive Qualitative. The research instrument uses observation, documentation, and interviews. Observation is direct with visitor observation for 4 hours. The interview is unstructured because the author does not provide written questions, only communicates directly with the handler and the Veterinarian on duty around the lion cage. Documentation in the form of taking photos in the Surabaya Zoo area. The data collection technique used by the author in the Observation activity which was carried out directly to observe learning at the Surabaya Zoo, to observe the place and facilities of animals and visitors at the Surabaya Zoo. In learning to develop community interaction. The interviews conducted were unstructured but the information obtained by the author was quite clear. The documentation used in this study is a photo that is related to learning to develop community interaction.

RESULTS AND DISCUSSION

Observation activities were carried out by means of direct observation at the Surabaya Zoo, based on observations and interviews conducted, one example of an existing problem can be taken, namely the management of the Surabaya Zoo. The author observed the management of how the environment impacts animals at the Surabaya Zoo, the management of the Surabaya Zoo must ensure that the basic needs of animals must be met including feed, suitable housing, and medical attention. These problems can be minimized by making a design for making a feeding schedule for animals or regulating water absorption in animal cages. For example, controlling the feeding schedule, maintaining the cleanliness of the animal keeping area. The innovation of making the Canva application is one application that can be applied in the world of education. This application can be used as a learning medium that helps support teaching and learning activities (Yuanta et al., 2023). The use of Canva media in observation activities will make it easier to create a poster design for controlling the feeding schedule. So that visitors can read information and watch animal feeding directly. Because there is already a poster of the animal feeding schedule in each cage.



Figure 1. Observation Activities

Surabaya Zoo has several social media that can be accessed by visitors to find out information about Surabaya Zoo. The social media that can be accessed consists of Instagram (@keunbinatangsurabaya), Tiktok (@keunbinatangsurabaya), Website (surabayazoo.co.id), Youtube (@keunbinatangsurabaya), and Facebook (Surabaya Zoo). These social media make it easy for visitors to find out information about Surabaya Zoo, but there are several social media from Surabaya Zoo that are less active so that the information obtained is less updated. Surabaya Zoo's Instagram is less active in providing information, because the last post was on September 19, 2023. Story creation on Surabaya Zoo's Instagram is less active. Surabaya Zoo's TikTok is always active, but the videos posted are short in duration so that viewers are less satisfied watching the existing videos. The Surabaya Zoo's website is active because it contains clear information about the history, types of animals, ticket prices, facilities, as well as criticism and suggestions from visitors to Surabaya Zoo. Surabaya Zoo's Youtube was last updated on November 10, 2024, which was short in duration. Youtube was created with the aim of allowing people to share their videos, but over time,

Youtube has also become a site for publishing songs, jokes, and to promote a product or company. Youtube has faced a lot of criticism from all aspects, especially in terms of copyrighted content. So Youtube continues to make various policy improvements to minimize copyright on Youtube. One example of the latest Youtube policy is to implement a system of 1000 subscribers and 4000 hours of viewing for new users who want to earn income from Youtube. And the content they create must be original because after reaching the monetization requirements, namely 1000 subscribers and 4000 hours of viewing, their Youtube channel will be reviewed by Youtube to join the Youtube AdSense program. If the content they upload is original and not a reupload, Youtube will most likely accept their cancellation to participate in the Youtube AdSense program. However, if their channel can improve the video content and re-submit (Larasati, 2021). The Surabaya Zoo Facebook is active and officers upload information on weekdays.

The cages of warty pigs and deer at the Surabaya Zoo have waterlogged cage bases, causing the animals and cages to become dirty and smelly, thus disturbing the sense of smell of visitors at the Surabaya Zoo. There needs to be a lot of water absorption in the cages and regular cleaning of the cages so that it can minimize the dirtiness of the cages of warty pigs and deer. A cage that is waterlogged and dirty can make animals susceptible to disease. The fur of warty pigs and deer becomes less good and less healthy because their living place is not clean and is flooded. In some deer cages, there are too many in one cage, so there is a lack of attention to the deer that have a large number in one cage.



Figure 2. Deer Enclosure



Figure 3. Warty Pig Pen

Making posters using application canva use for help visitors for know timetable giving Eat animals in the garden Surabaya animals are also very important. Where with the existence of the poster interesting visitor for see giving Eat animals in the garden Animals of Surabaya. Besides visitors can to witness giving Eat animal in a way directly, visitors can also know timetable giving Eat animal as well as change pattern think visitors that hwan the No hunger. On the poster you can also given How many needs food for animals in the garden Animals of Surabaya. This poster applies to all animals in the garden Animals of Surabaya.



Figure 4. Schedule Poster Eat Animal

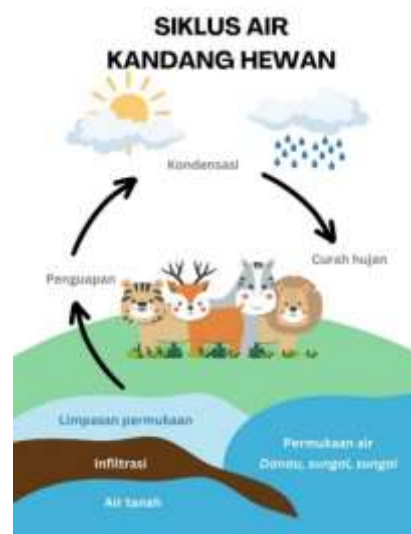


Figure 5. Animal Cage Water Cycle

Activities outside the classroom make the author's experience provide a very valuable experience for the author. A visit to the Surabaya Zoo not only learns about various types of animals, but also can directly observe the process of social interaction. This activity encourages curiosity and increases the author's understanding of the course on developing social interaction in the classroom. In addition, the interaction of the environment and classmates during the activity strengthens social and cooperation skills, thus creating a more holistic and enjoyable learning experience. The learning process is not just memorizing concepts or facts, but the activity of connecting concepts to form a more complete understanding. The implementation of the field observation model also has a significant effect on changes in attitudes and the ability to write students' scientific papers (Larasati, 2017).

Innovate in making water absorption in Surabaya Zoo, especially in animal cages that have minimal absorption, causing puddles of water around the animal cages. Especially in the warty pig cage and deer cage where when the author conducted the research there was puddles of water around the cage. The presence of puddles of water in the warty pig cage and deer cage can cause various problems that have a significant impact on the health and welfare of animals. This humid and waterlogged environmental condition can cause the growth of various types of bacteria, viruses, and parasites. With the water absorption system, it can minimize diseases caused by bacteria, viruses, and parasites in warty pigs and deer. The water absorption system is not only beneficial for the animal environment but also improves animal welfare by creating a cleaner and healthier habitat. Learning outside the classroom in learning can significantly increase students' knowledge and understanding (Larasati, 2017).

CONCLUSION

Innovation in the management of Surabaya Zoo covers various aspects that aim to improve the visitor experience when visiting Surabaya Zoo. One of the innovations made includes the installation of informative posters about animal feeding patterns, such as how many times animals are fed, at what time animals are fed, which provides educational insight and adds to the attraction for visitors. In addition, the management of the animal enclosure environment must also be improved through an effective water absorption system, ensuring the cleanliness and comfort of the animal habitat at Surabaya Zoo. Surabaya Zoo also utilizes social media to share information, promote events, and build interactions with the community, thus creating a closer relationship between visitors and the Zoo. This step shows a creative approach in presenting an experience that is not only fun, but also educational and inspiring for all visitors to Surabaya Zoo.

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Information about the authors:

Diyas Age Larasati – M.Pd. (Education), Supervisor Elementary School Teacher Education, Faculty of Teacher Training and Education, Universitas Wijaya Kusuma Surabaya; E-mail: larasati_age@yahoo.co.id

Elsa Wahyu Ningrum – Department of Primary Teacher Education, Universitas Wijaya Kusuma Surabaya, Indonesia. E-mail: elsawahyu220@gmail.com

Putri Aprilia Dwi Maharani – Department of Primary Teacher Education, Universitas Wijaya Kusuma Surabaya, Indonesia. E-mail: putriaprilial405@gmail.com

Annisa Delvira Putri Wibiyanti – Department of Primary Teacher Education, c, Indonesia. E-mail: annisadelvira16102003@gmail.com

Risma Ayu Octavia ZN – Department of Primary Teacher Education, Universitas Wijaya Kusuma Surabaya, Indonesia. E-mail: rismayu57@gmail.com

Dilla Puspa Angraini – Department of Primary Teacher Education, Universitas Wijaya Kusuma Surabaya, Indonesia. E-mail: dillapuspa3003@gmail.com