

Gen Z and Millennials' Creative Solutions for Integrated Marketing Communication for Ancol Gondola Amusement Rides in 2025

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ABSTRACT

The Ancol Gondola is a cable car entertainment ride at Taman Impian Jaya Ancol, but since 2021 there has been a decrease in the number of visitors. According to data from the General Election Commission (KPU) in 2024, currently the number of Gen Millennials in Indonesia is around 66 million people (33.60%) and Gen Z is around 44 million people (22.85%). Therefore, it is important for Gondola Ancol to know what and how Gen Z and Millennial creative solutions for integrated marketing communication for Gondola Ancol in 2025. The purpose and purpose is, to uncover and explain, as well as find "what and how" forms of creative solutions from Gen Z and Millennials for integrated communication of the Ancol Gondola amusement ride in 2025. This qualitative research in the Constructivist paradigm uses Computed-Media Communication (CMC) theory, Innovation Diffusion Theory, and Interaction Engagement, as analytical tools. Case studies of intrinsic types are the method in this study. Presenting 10 informants from Gen Millennial and Gen Z with semi-structured in-depth interview techniques and also participatory observation. **The result:** the form of creative solutions for Gen Z and Millennials for integrated communication for the Ancol Gondola amusement ride in 2025, namely: According to Gen Z, the importance of strengthening information media or marketing communication through digital channels follows the latest trends. More adaptive and engaging product updates. Creative solutions can be such as: updating the architectural and functional design side, for example thematic events in the form of installation exhibitions, and coffee spots in the Ancol Gondola area. The importance of strengthening *social media* content packaging to increase *public awareness* or *knowledge information* about the Ancol Gondola itself. Maximizing online and offline advertising media to attract more audiences. There are obstacles to implementation for creative solutions for Gen Z and Millennials such as: One, according to Gen Z, the lack of development of a more expansive digital marketing strategy, the lack of differentiators and *product refreshment* that has a *unique point*, and the lack of product maintenance.; Two, according to Gen Millennials, lack of infrastructure in market approaching .

Keywords: Marketing Communication Strategy, Gondola Ancol, Millennial Gen, Gen Z

INTRODUCTION

Taman Impian Jaya Ancol or often referred to as Ancol, is an integrated tourist area managed by the DKI Jakarta Provincial Government. An integrated tourist area is an area built specifically for tourism purposes, namely by combining the development and management of tourist attractions, tourism facilities and other economic facilities in one area as a tourism destination (Paul J. Andjelicus, 2022). This Ancol integrated tourist area was established in 1966. Currently, it is known that it has around 66 amusement rides. Some are indoor and some are outdoor. According to the report obtained, the number of visitors to Taman Impian Jaya Ancol (TIJA) until the end of 2023 reached eleven million visitors. With the number of entertainment rides visited by the most tourists, namely Dream Samudra, Sea world, Dufan, Atlantis and Jakarta Birdland (Ref. Fig. 1)

Table 1. Number of Visitors to Taman Impian Jaya Ancol Jakarta.

No	Vehicle Name	Number of Visitors 1 Year
1	Dream Samudra	1.235.110
2	Sea World	1.993.559
3	Atlantis	993.800

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No	Vehicle Name	Number of Visitors 1 Year
4	Dufan	899.779
5	Jakarta Birdland	658.901
6	Gondola Ancol	185.670

(Source: Internal Meeting of the Creative Team December 2023 Taman Impian Jaya Ancol)

One way to increase the attraction of tourists to come to Taman Impian Jaya Ancol, in 2003, a cable car transportation facility was built under the name of Gondola Ancol, with a route length of 2.4 Km and 3 terminals/stations along the Ancol Area (Ref. Figure 1.1.). Located near the main entrance of Station C, close to Jakarta JetSki Station B and close to Festival Beach at Station A.



Fig. 2 Ancol Gondola Cable Car
(Source: Gondola-Ancol.com)

The management of the cable car transportation facility under the name Gondola Ancol is included in the responsibility of the Ancol Gondola Holding, namely PT. Karsa Surya Indonesia. However, from 2015 to 2018, Ancol Gondola ticket sales have been declining, as seen in Figure 3.

Table 3. Ancol Gondola Ticket Sales 2015-2018

No	Total Sales of Ancol Gondola Visitor Tickets	Year
1	359.778	2015
2	292.901	2016
3	282.675	2017
4	280.959	2018

(Source: Weekly Meeting of Astra Cooperative, August 2019)

It is indeed different if during school holidays and other holiday momentum, the Ancol Gondola amusement rides get a breath of fresh air for sales. However, this is increasingly urgent, because the decline in sales is still greater than the annual revenue actualization during the 2015-2018 sales data period. To overcome these problems, the management of Gondola Ancol, namely PT. Karsa Surya Indonusa, in collaboration with the Astra International Cooperative as the parent company, gave birth to one of the new solutions, namely the Sky dining at Gondola Ancol event.

Sky Dining at Gondola Ancol is a Gondola Ancol product that offers the sensation of eating with a beautiful view of the nuances of the Taman Impian Jaya Ancol (TIJA) Area (At the beginning of its presence, this product received a warm and enthusiastic welcome from visitors to Taman Impian Jaya Ancol. Both from the younger generation, as well as from several vendors, so that Gondola Ancol steadily conducts collaboration programs with many parties such as online ticketing, FnB Vendors, Astra Group, Ancol Group and the Indonesian Large Cooperative community. In fact, the growth of Sky Dining at Gondola Ancol consumers is increasing in 2021-2022, especially at special moments such as the Ancol holiday (Ref. Fig. 5).

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Fig. 4 Sky Dining at Gondola Ancol
(Source: Traveloka.com, December 2024)

Online		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Okt	Nov	Des	Sum
Goers dining	2021	150	250	165	132	112	165	65	88	81	33	90	148	1331
	2022	200	332	249	144	130	106	110	99	50	12	-	42	1474

Fig. 5 Sale of Sky Dining at Gondola Ancol 2021-2022
(Source: Weekly Meeting Koperasi Astra Desember 2022)

Sky dining itself began to flourish in Jakarta from early 2020 to 2023. Sky dining at Gondola Ancol sells the concept of fine dining with a view of the sky in the background of Taman Impian Jaya Ancol as a special attraction in consumer behavior, especially in the obstacles of young people or trending product seekers. Reporting from pergikuliner.com, there are at least 9 sky dining restaurants in Jakarta in 2020, and they are increasing every year (Ref. Fig. 6) ([Pergikuliner.com](http://pergikuliner.com), 2020).

Table 6. Number of Sky Dining Restaurants Jakarta

No.	Name Restaurant Sky Dining	Location in Jakarta	Price (Rp.)
1	Skye	Menara BCA Lt. 56	>Rp.250.000/Pax
2	La Vue The Hermitage	The Hermitage	>Rp.250.000/Pax
3	Hause Rooftop	MD Place, Tower 2 Lt. 6	>Rp.250.000/Pax
4	Por Que No	De Ritz Building Lt. 5	>Rp.150.000/Pax
5	Henshin	Westin Hotel Lt.67-69	>Rp.250.000/Pax
6	The Edge	Kemang Icon Building Lt. 5	>Rp.250.000/Pax
7	Sky Loft	All Season Hotel Lt. R	>Rp.250.000/Pax
8	Seasonal Taste	Westin Hotel Lt. 51	>Rp.250.000/Pax
9	Altitude Grill	Altitude The Plaza Lt. 46	>Rp.250.000/Pax

(Source: pergikuliner.com, March 2020)

Unfortunately, the appeal of this program did not last long. In 2023, Sky Dining at Gondola Ancol is experiencing a decline in demand (Ref. Figure 1.4.). Because of this incident, Gondola Ancol initiated to cancel Sky Dining at Gondola Ancol in December 2023 to find a solution in the future.

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A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Online		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sum
Goers Dining	2022	200	332	249	144	130	106	110	99	50	12	-	42	1474
	2023	38	64	9	291	66	105	140	206	29	186	116	0	1250

Fig. 7 Sky Dining at Gondola Ticket Sales Data for 2022-2023.
(Source: Weekly Meeting Koperasi Astra Desember 2023)

The question arises, how to create creative solutions for Gondola Ancol's marketing communication in the midst of the productive generation of Gen Z and Millennials. According to Brown, Gen Z is those born after 1995-1996 or often called the post-millennial generation, currently the most consumptive number in Indonesia (Galih Sakitri, 2020). As for the Millennial Generation, namely those who were born and grew up in the era of technological transition, from analog to digital, the emergence of the internet and social media. This makes the first generation of Millennials called *digital natives* (Tiara Syabanira Dewantari, 2023).

That is why, it is important to know what and how Gen Z and Millennial creative solutions for integrated marketing communication for the Ancol Gondola amusement ride in 2025. Marketing communication is a marketing activity in an effort to convey information and influence to attract consumer interest Marketing communication provides two-way information between the parties involved in this case, namely the seller and the buyer. Broadly speaking, marketing communication is a means by which companies seek to inform, influence, and invite consumers either directly or indirectly to use the products or brands sold (Didin Burhanuddin Rabbani et al., 2022).

So it can be affirmed, the title of this research is, Gen Z and Millennial Creative Solutions for Integrated Marketing Communication for Ancol Gondola Amusement Rides in 2025.

RESEARCH METHODOLOGY

The use of paradigms and methods chosen in this study is aimed at finding out and explaining how creative solutions for marketing communication Gondola Ancol Gen Z and Millennials. The use of research paradigms and methods is considered suitable to be able to know and explain how circumstances or phenomena can occur. Qualitative research shows that researchers can recognize the subject, feel what the subject experiences in daily life. Qualitative research involves researchers so that they will understand the context, with the situation and setting of natural phenomena experienced according to the object being researched (Norman K. Denzin & Yvonna Sessions Lincoln, 2018).

In this qualitative research, data collection can be done by means of *in-depth interviews*, observations, and documentation. For the analysis of creative solutions for marketing communication Gondola, Ancol, gen z and millennials, the researcher will use in-depth interviews. The use of the method provides a wide range of speaking space and information collection to the resource persons in providing their frame of reference as answer information. To analyze other supporting data, use observation and documentation to strengthen the data collected.

Data Types and Data Collection Techniques

Data collection techniques are a strategic step in research, the main purpose of research is to find data. Without data collection techniques, researchers will not get the necessary data. Judging from the data source, it can use primary sources and secondary sources. Primary sources are data sources that directly provide data to data collectors. Meanwhile, secondary sources are sources that do not directly provide data to data collectors, for example through a person, or through books. In this study, the author conducted interviews and observations to obtain primary data. And to obtain secondary data, the author conducts literature studies through books, documents.

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Data Primer

The primary data of this research will be obtained through in-depth interviews with visitors of the Ancol Gondola, Creative Industry Content Creators and non-visitors but knowing about the Gondola amusement rides, this interview will be accompanied by documentation. As Lincoln and Guba explain, interviews can construct about people, events, organizations, feelings, motivations, demands, concerns, and more. In addition, interviews can verify, change, and expand information obtained from other sources (Norman K. Denzin & Yvonna Sessions Lincoln, 2018).

Knowing and understanding consumer motivation and behavior is an important task for manufacturers and companies to have the right marketing strategy. Companies must understand the concept of consumer behavior in order to meet the needs, desires and expectations of consumers to make purchase decisions and feel satisfaction with the products, services, or services provided so that a positive trend is created for both the product and the company's image.

Data Seconds

Secondary data in this study is a literature study to complement the primary data. Literature study is collecting data and theories, through reference books, scientific journals, mass media, leaflets, publication materials in libraries and non-human information as research support and various kinds of data and theories in the form of recordings or notes at research locations and other written materials.

Data Analysis Techniques

Qualitative data analysis is carried out if the data obtained is still in the form of words and not a series of data that can be compiled based on categories, structures and classifications to be used as answers. Data analysis is carried out by organizing data, arranging the data into a pattern of finding important information that can be used, studied, and answered.

According to Miles and Huberman, qualitative research data is collected through various different data collection techniques such as interviews, observations, citations and extracts from literature documents that look more in the form of words than numbers, so the data must be processed and analyzed using the following flow model (Eka Putra, 2024):

Data Collection

Data obtained from observations, interviews and documentation are recorded in field records which are divided into two aspects, namely description and reflection. Descriptive records are natural data that is found by being observed, heard, felt and witnessed by the researcher himself without any opinion and interpretation from the researcher about the phenomena found. Reflection notes are records that contain impressions, opinions, and interpretations by researchers about the findings found and are material for data collection plans for the next stage. How to get this record by interviewing the informant (Mekarisce, 2020).

Data Validity Checking Techniques

Triangulation is a combination or combination of various methods used to study interrelated phenomena from different points of view and perspective. Data triangulation is an approach used in qualitative research to improve the validity and reliability of data. The term triangulation itself refers to the concept of geometry involving three reference points to determine an accurate position (Faustyna, 2023).

Brown memberikan tujuh jenis triangulasi data yang bisa digunakan yakni (Patrisius Istiarto Djiwandono & Wawan Eko Yulianto, 2023) :

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1. Triangulation method is done by comparing information or data in different ways. This method compares information obtained through interviews, observations and documentation of various specified subjects.
2. Triangulation of data sources is carried out by exploring the truth of information through the data acquisition source method. In this study, in addition to interviews, the researcher's observation can use participant *observation*, written documents, archives, official notes or personal notes in the form of pictures or photos.
3. Location triangulation, performing data mining in different locations.

HASIL DAN PEMBAHASAN

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CMC is a form of communication between humans that is carried out with the help or through computer technology (Mimi Silvia, Dian Rousta, Daniel Gilrandy, & Irwansyah Irwansyah, 2022). The use of social media such as Instagram, Tiktok and other computer-based applications carried out by Gondola Ancol is a form of application of the use of CMC as creative marketing communication carried out.

Gondola Ancol, in addition to utilizing CMC in the marketing communication approach, uses interaction *involvement* in reading digital data of market behavior through application algorithms that have been provided in current social media platforms such as Instagram and Tiktok. By utilizing this data presentation, communication will be arranged and designed according to development patterns or *market trends* (Paul Cairns, 2019).

In some studies, the correlation of IMC is related to *market performance*, such as the effective use of advertising has an impact on faster or greater return (ROI), on product and brand recognition activities to be faster and easier to recognize (Lawrence Ang, 2021).

In reality, Gondola Ancol often experiences market development dynamics, ideas and innovations are needed to keep up with market developments to maintain business *survival* and market *retain*. The purpose of innovation itself is the delivery of an innovation of ideas, ideas, technology and science to individuals or social groups to be applied and implemented to provide benefits in social life with the aim of increasing sales and business approaches with the market (García-Avilés, 2020).

And in innovation itself there is a process of innovation decision-making that is carried out before deciding on a development or renewal. And on the following Ancol Gondola that has been done:

1. Innovation Decision Making Process.

Innovation diffusion has stages in the innovation decision-making process according to Rogers formulated into five steps; (1) knowledge, (2) invitation/*persuasion*, (3) decision-making, (4) implementation, (5) *confirmation*. These stages are usually connected to each other in a series of processes and time, as well as the Ancol Gondola that performs the process (Al-Razgan et al., 2021).

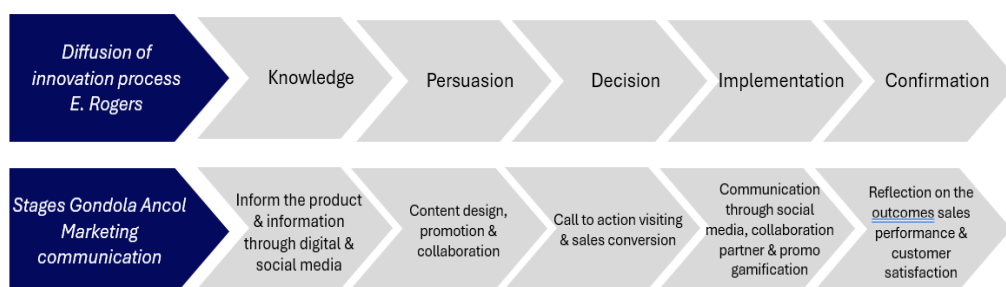


Fig. 1 Stages of Marketing Communication Gondola Ancol

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Inspired by Everett Rogers' Innovation Diffusion Theory
Visualization : Researcher (Bima Petala, 2025)

1) Knowledge Stage

The innovation decision-making process begins with the stage of introducing knowledge or *knowledge* of information or ideas and innovations. At this stage, individuals learn about the existence of innovations and seek information about those innovations. Usually at this stage it will start from three crucial questions 'what', 'how?' and 'why?' (Frei-Landau et al., 2022). Usually individuals will digest the information and will process the information to ascertain what, how and why.

As in most informants who are visitors have personal information and memories about the Ancol Gondola, such as having visited the Ancol Gondola as a child and seeing the information on the Ancol Gondola Instagram social media content to have their own questions about what the ride is like now, and whether it is really as interesting as it is today. One of the informants said that at that time his cousin was still a child and invited him to come and visit the Ancol Gondola after seeing the Ancol Gondola Instagram content for 3D trick art and finally decided in early 2024 to go visit the Ancol Gondola.

A similar experience was conveyed by another informant who saw information about the Ancol Gondola through Instagram social media and remembered a glimpse of childhood memories that once rode the Ancol Gondola. And some others make childhood experiences as early knowledge and interest in the Ancol Gondola when they grow up.

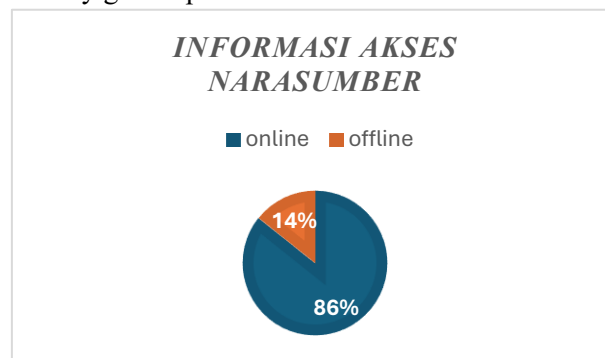


Fig. 2
Data Pie-Chart Knowledge of Resource Persons

2) Persuasion Stage

Persuasion occurs when individuals or audiences respond to information, ideas or innovations with attitudes. According to Rogers, individuals or audiences will form attitudes after knowing an innovation, information in the knowledge *stage*. Rogers further explained that the knowledge *stage* is more towards the cognitive aspect while the persuasion *stage* is more towards the emotional aspect (*feeling*) (Frei-Landau et al., 2022).

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Fig. 3 Images and captions of Ancol Gondola content (Source: Instagram Gondola Ancol, Februari 2025)

In this case, Gondola Ancol carries out a persuasive marketing communication strategy through packaging content that provokes interest and *calls to action* (CTA) calls to action to attract interest. Content packaging through photos that bring to life the attractive atmosphere of the Ancol Gondola as well as more casual packaging of words (*captions*) in accordance with current developments.

This stage of invitation / *persuasion stage* indirectly forms a perception or attitude or response, whether it is acceptance or rejection. As in one of the informants who mentioned that he really liked the content information about Skydining Gondola Ancol which according to him has its own value for him.

In the persuasive activities carried out by Gondola Ancol itself, the reactions of informants were divided into 2, namely those who were interested in visiting because of the information content and interested in visiting because they were in the area Taman Impian Jaya Ancol (TIJA).



Fig. 4. Interest in the decision of the visit of the resource persons due to the information of the Ancol gondola

3) Decision Stage

Gondola Ancol tries to offer several new innovations by releasing new products such as *3d trick art*, *mural art*, *skydining*, *adrenaline swing*, *adrenaline cabin*, content packaging, digital marketing and others. Gondola Ancol's innovation was also taken from some serious thinking and field research that was processed, not only going through internal processes within the company itself but involving behavior and input from consumers through *the Customer Satisfaction Index* (CSI) which is carried out once a year.

In the process of innovation to decision-making, at the decision-making stage, each individual has a choice or response to the information, ideas or innovations provided. Responses will usually be divided into two things, namely acceptance and rejection, but rejection here is not in the sense of rejecting something but can also be in the sense of not adopting or not accepting an existing idea, information or innovation.

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At this stage, the researcher tries to divide the classification of visit decisions made by the resource person into 4 in triggering the visit decisions that occur such as; (1) as a result of the information carried out, (2) promo activities, (3) direct or independent visits and (4) referrals from others. In the field conditions, according to Rogers, decisions can occur due to accessing an idea, information directly or getting reinforcement of decisions from other aspects such as other people, other information and the development of information that influences. In terms of categories, the researcher tries to formulate the following categories;

- (1) The trigger for the decision to visit due to information (*Info*), the decision to visit was made because the resource person accessed information activities carried out by Gondola Ancol both in digital communication through social media and collaboration with other parties.
- (2) The trigger for the decision to visit due to promotions or advertisements (*Promo/ads*), the decision to visit is the result of the resource person accessing promotional activities or advertisements of Gondola Ancol either digitally through *social media advertising*, *e-commerce*, *online ticketing* and offline promotional or advertising activities such as posters, flyers, billboards and others.
- (3) The trigger for the decision to visit independently (*native*), the decision to visit is carried out independently as a result of the personal encouragement of the resource person, either in the form of knowledge of information about the Ancol Gondola but not directly visiting but because it is in the Ancol area, memory of previous memories or a momentary decision when seeing the Ancol Gondola directly.
- (4) The trigger for the visit decision is due to other people's references (*references*), the visit decision is due to the encouragement of others towards the source. Such as invitations from others, *invitations* or cooperation.

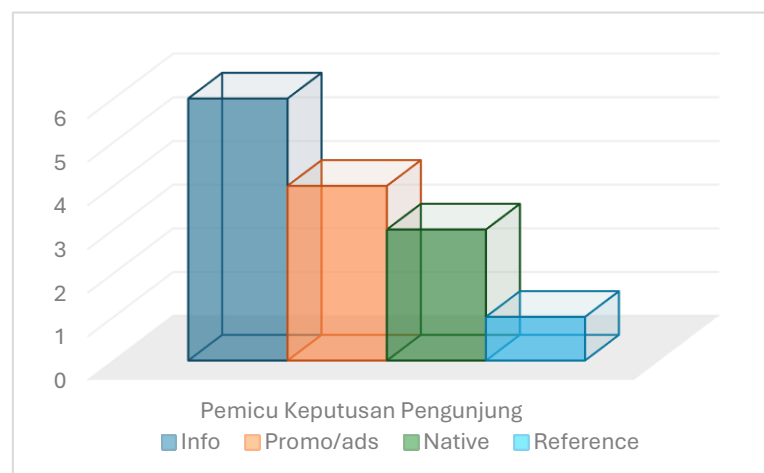


Fig. 5. Data Column Chart Triggers Resource Person Visit Decisions.

4) Implementation Stage

Implementation occurs when an idea, information or innovation is received or used by an individual. This stage involves changing the behavior of an individual or a group when an idea, information or innovation is applied. Usually, at the implementation stage, there will be a reaction to an innovation that is applied. Implementation is very closely related and directly related to the decision-making stage and at this time there is a concept of *re-invention* which refers to an innovation that can be changed or modified in the process of adoption and implementation by its users to continue to update an innovation object.

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Gondola Ancol itself has implemented innovations from the previous period. The latest innovation of Gondola Ancol by providing experience and product alternatives for young productive people and families is the implementation of ideas or ideas after gaining insight from changes in consumer behavior / *customer behavior* that occur.

As a visitor, there are their own *pros* and *cons* that convey the reaction response to innovation. Some argue that the implementation carried out is acceptable and some are less acceptable.

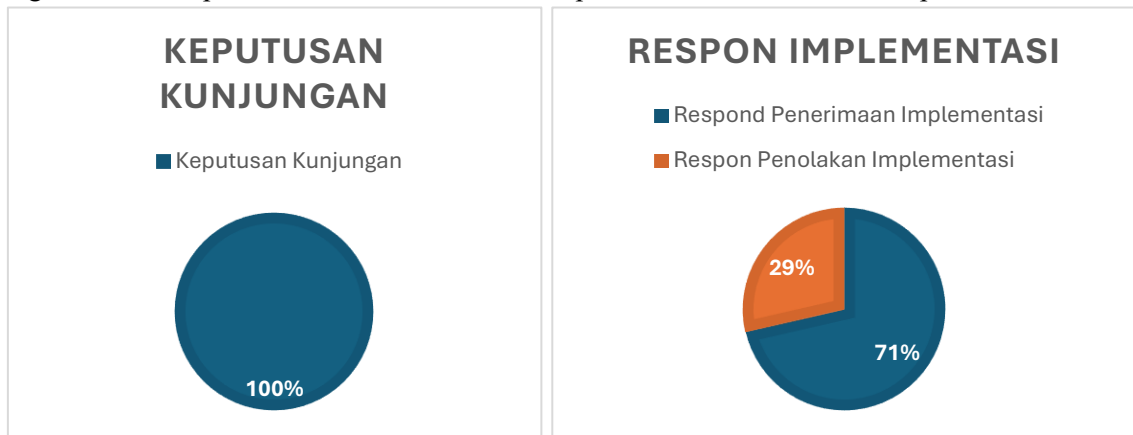


Fig. 6. Pie-chart Response to Resource Person Implementation.

5) Confirmation Stage

Ultimately every idea, information and innovation will be confirmed either by the individual or the audience. The decision to confirm an idea, information or innovation may be rejected at the end if there is a discrepancy between the innovation and the field situation (factual) or not in accordance with the expectations built up on the existing information/ *knowledge* (Frei-Landau et al., 2022).

In the confirmation stage, there are two confirmation results, namely confirmation of positive innovation acceptance or rejection of innovation. Rogers argues that the decision to adopt or reject an innovation is often not the final stage in the innovation decision-making process. Because in practice, changes in human behavior often occur and can be motivated by circumstances, both internal and dissonant.

In this stage, the confirmation decision is divided into two, there are those who actively accept the innovations carried out by the Ancol Gondola with several notes that can be used as ideas for improvement and there are also those who express their rejection of the current Ancol Gondola innovation.

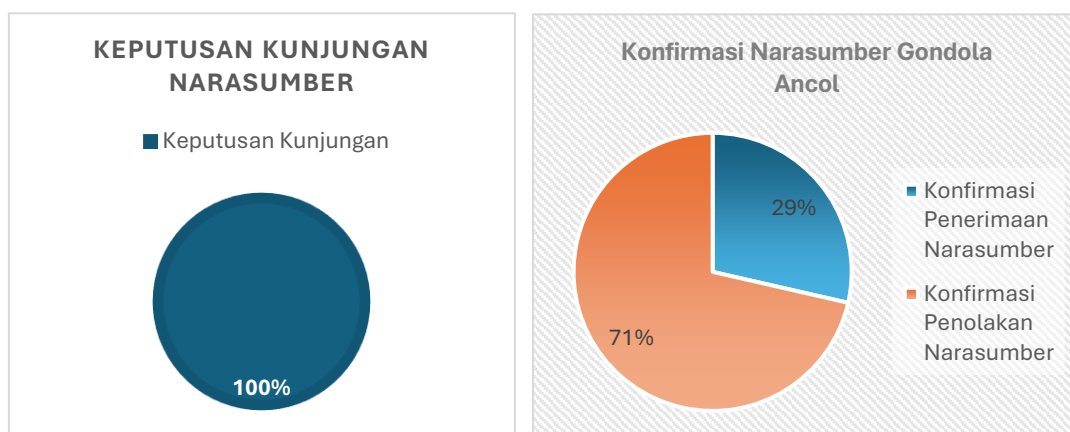


Fig. 7. Confirmation of Ancol Gondola Resource Persons.

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2. Creative Solution Diagnosis Scale

Creative solutions are related to a problem, it is important to know the type of problem in order to formulate creative solutions. In this regard, a creative solution requires elements of relevance, usefulness or effectiveness to the problem. (Springer Nature Singapore, 2022). Good creative solutions are driven by creative motives and identified problem solutions, giving birth to a creative output that can be a new idea, idea, innovation or product that is structured due to a problem that is solved. In the process, creative solutions can be classified into a system, *Creative Solution Diagnosis Scale* (CSDS).

Based on CSDS tools in formulating *creative output*, starting from diagnosing solutions, the first thing that can be done is to make a *solution list* about Gondola Ancol through the perspective of resource persons who are gen z and millennials into 4 CSDS structural factors.

Table 7. Creative Solution List of Ancol Gondola According to Resource Persons.

No	Criteria CSDS	Creative Solutions	Category - Indicator
1	Relevance & Effectiveness	<ol style="list-style-type: none"> 1) Creating engaging content and collaborating with content creators to keep up with the latest trends [<i>effectiveness</i>]. 2) Strengthening information media / marketing communication through maximizing social media [<i>effectiveness</i>]. 3) Conducting internal socialization about information media or information networking [<i>effectiveness</i>]. 	<p>(1) Social Media <i>Information Activities / Media Placement</i> [<i>performance</i>].</p> <p>(2) <i>internal communications / people</i> [<i>performance & operability</i>].</p>
2	Novelty	<ol style="list-style-type: none"> 1) Supporting Media such as Walls can be more contemporary vibes of Gen Z, for example dugem at the Ancol Gondola [<i>novelty</i>]. 2) There are cafes at the station or Ancol Gondola attractions [<i>novelty</i>]. 3) Ancol gondola is a means of transportation like in Switzerland [<i>novelty</i>]. 4) Renewal of the architectural design of the Ancol Gondola [<i>novelty</i>]. 5) Ancol Gondola Architectural Design Renewal to Make It More Unique [<i>novelty</i>]. 6) Development of supporting products & thematic concept of events [<i>novelty</i>]. 7) Developing existing products to remain adaptive and attractive [<i>novelty</i>]. 8) New products that can be the difference between entertainment at Ancol and PIK [<i>novelty</i>]. 	(1) Product Support [<i>generation</i>]
3	Elegance	<ol style="list-style-type: none"> 1) Packaging of information content and Gondola social media ads that attract more visitors [<i>elegance</i>]. 	(1) Social Media <i>Information Activities / Media Placement</i> [<i>recognition</i>].
4	Genesis	<ol style="list-style-type: none"> 1) Increase digital promotion budget to maximize digital advertising to attract awareness [<i>genesis</i>]. 	(1) Social Media <i>Information Activities / Media Placement</i> [<i>germinality</i>].

Source : Results of Researcher Analysis (Bima Petala Rifardhi, 2025)

Table 8. 4 CSDS Structure of Ancol Gondola Creative Solutions According to Sources.

<i>Functional Creativity</i>					
<i>Product/output classification</i>	<i>Kind of Product</i>				
	<i>Routine</i>	<i>Original</i>	<i>Elegant</i>	<i>Innovative</i>	<i>Pseudo / Quasi-Creativity</i>
<i>Effectiveness (appropriate)</i>	Ya	Ya	Ya	Ya	-
<i>Novelty (unique, new)</i>	-	Ya	Ya	Ya	-
<i>Elegance (expression)</i>	-	-	Ya	Ya	-
<i>Genesis (generative)</i>	-	-	-	Ya	-

Source : Results of Researcher Analysis (Bima Petala Rifardhi, 2025)

Table 9. Ancol Gondola Creative Solutions Group Resource Persons.

<i>Functional Creativity</i>				
<i>Category classification</i>	<i>Group of Solution</i>			
	<i>Effectiveness</i>	<i>Novelty</i>	<i>Elegance</i>	<i>Genesis</i>
<i>Media Entertainment / Placement</i>	Ya	-	Ya	Ya
<i>Product Support</i>	-	Ya	-	-
<i>Internal Communication</i>	Ya	-	-	-
<i>Digital Marketing Budget</i>	-	-	-	Ya

Source : Results of Researcher Analysis (Bima Petala Rifardhi, 2025)

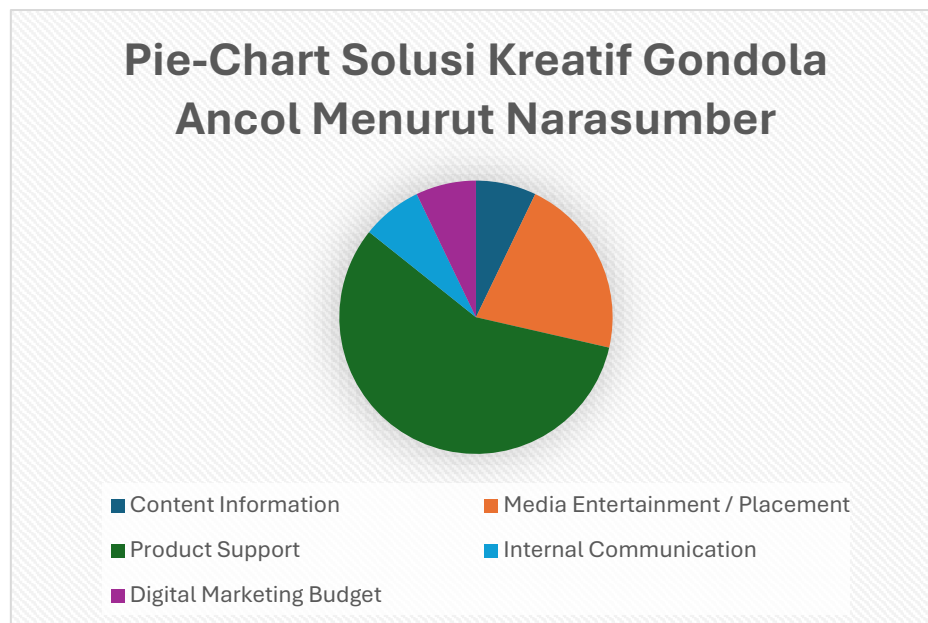


Fig. 11 Pie-Chart Creative Solutions Gondola Ancol Resource Person

Looking at the results of data processing of Gondola Ancol creative solutions based on the perspective of the resource person, a common thread can be drawn based on category points or *creative solution keypoints* that can be recommendations for Gondola Ancol. Where creative solutions can meet 3 existing categories; (1) unique new products, (2) information packaging and (3) advertising media

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activities. If formulated into a point the solution can be drawn outline, the creative solution that can occur is;

- 1) The creation of new Ancol Gondola products, both main products such as those attached to transportation functions such as the renewal of the architectural and functional design of the Ancol Gondola or complementary products such as the creation of thematic events / installation exhibitions, the existence of cafes or coffee spots in the strategic area of the Ancol Gondola which is a differentiating attraction from other entertainment rides in Jakarta.
- 2) Strengthening the packaging of *social media content* both in terms of visual design, photogenic, *copywriting* and collaboration with *influencers* or *content creators* to increase public *awareness* or *knowledge* of the Ancol Gondola itself.
- 3) Maximizing advertising media both online and offline to attract more audiences, both already knowing information about the Ancol Gondola which allows for changes in behavior after seeing interesting activities such as promos, gamification, the latest content / updated information and those who are visiting have a sense of comfort seeing onsite advertising media that is neat and pleasing to the eye. Or to attract visitors who do not know information about the Ancol Gondola itself.

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In the correlation of IMC with *market performance*, which will aim to gain benefits such as increased sales, return (ROI), product and brand recognition. Often obstacles are found that affect the effectiveness of the development of ideas or innovations themselves.

Creative solutions are related to problems, it is important to know the problems or obstacles to be able to formulate creative solutions. In this regard, a creative solution requires elements of relevance, usefulness or effectiveness to the problem. (Springer Nature Singapore, 2022).

1. Creative Solution Diagnosis Scale

Based on the CSDS tool in formulating *creative output*, it can start from diagnosing the existing obstacles, the first thing that can be done is to list the obstacles regarding the Ancol Gondola through the perspective of resource persons who are gen z and millennials into the 4 factors of CSDS structure.

Table 10. List of Obstacles to the Implementation of Creative Solutions for Ancol Gondola According to Resource Persons.

No	Criteria CSDS	Creative Solutions	Category - Indicator
1	Relevance & Effectiveness	1) Lack of product development in accordance with <i>market demand / market needs</i> [effectiveness].	Product Support [performance].
		2) Lack of a more expansive <i>Digital Marketing Strategy</i> [effectiveness].	<i>Marketing Strategy</i> [performance].
2	Novelty	1) Lack of differentiating innovation with similar or other products [novelty].	Product Support [generation]
		2) Growth <i>Product Competitor and Product Refreshment</i> [novelty].	
		1) Lack of infrastructure in market <i>approaching</i> [novelty].	Marketing Strategy - Customer Relation Management Tools [incrementation]
3	Elegance	1) If you are not adaptive to follow market trends in social media activities [elegance].	Social Media <i>Information Activities / Media Placement</i> [recognition].

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No	Criteria CSDS	Creative Solutions	Category - Indicator
		2) Lack of content development and social media activities [<i>elegance</i>].	
		3) Maintenance and maintenance of surrounding environmental infrastructure [<i>elegance</i>].	Maintenance servis [<i>recognition</i>].
4	<i>Genesis</i>	1) The need to increase the digital promotion budget to maximize digital advertising to attract <i>awareness</i> [<i>genesis</i>].	Social Media <i>Information Activities / Media Placement</i> [<i>germinality</i>].

Source : Results of Researcher Analysis (Bima Petala Rifardhi, 2025)

Table 11. 4 CSDS Structure Obstacles to Ancol Gondola Creative Solutions According to Resource Persons.

<i>Product/output classification</i>	<i>Functional Creativity</i>				
	<i>Kind of Product</i>				
	<i>Routine</i>	<i>Original</i>	<i>Elegant</i>	<i>Innovative</i>	<i>Pseudo / Quasi-Creativity</i>
<i>Effectiveness (appropriate)</i>	Ya	Ya	Ya	Ya	-
<i>Novelty (unique, new)</i>	-	Ya	Ya	Ya	-
<i>Elegance (expression)</i>	-	-	Ya	Ya	-
<i>Genesis (generative)</i>	-	-	-	Ya	-

Source : Results of Researcher Analysis (Bima Petala Rifardhi, 2025)

Table 12. Ancol Gondola Creative Solutions Group Resource Persons.

<i>Category classification</i>	<i>Functional Creativity</i>			
	<i>Group of Solution</i>			
	<i>Effectiveness</i>	<i>Novelty</i>	<i>Elegance</i>	<i>Genesis</i>
<i>Media Entertainment / Placement</i>	-	-	Ya	Ya
<i>Product Support</i>	Ya	Ya	-	-
<i>Marketing Strategy</i>	Ya	Ya	-	Ya
<i>Maintenance Service</i>	-	-	-	Ya

Source : Results of Researcher Analysis (Bima Petala Rifardhi, 2025)

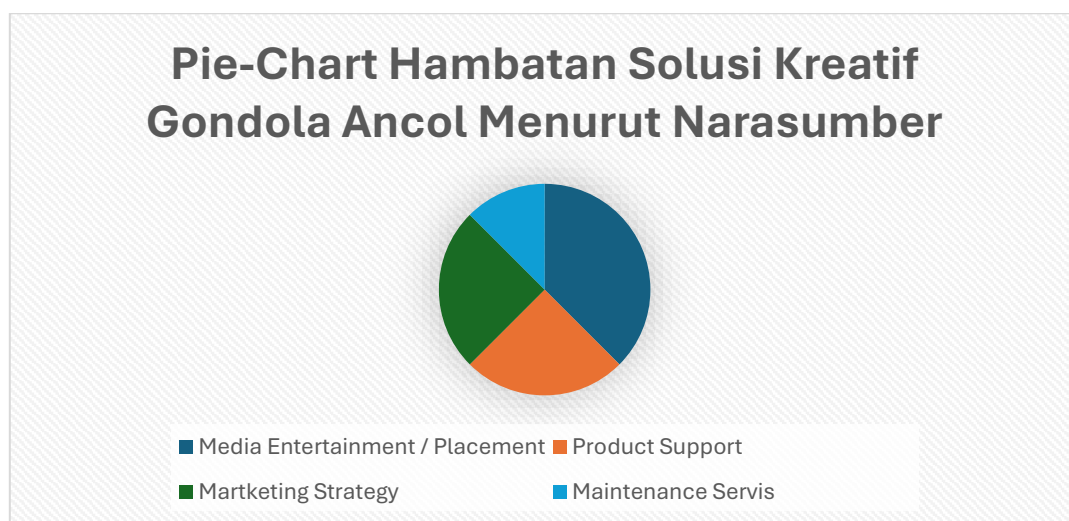


Fig. 16. Pie-Chart Obstacles to Creative Solutions for Ancol Gondola According to Sources.

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As for looking at creative solutions and obstacles to implementing creative solutions for Gen Z and Millennials, the Aspects of the Creative Solutions Model for Marketing Communication Gondola Ancol can be drawn as follows.

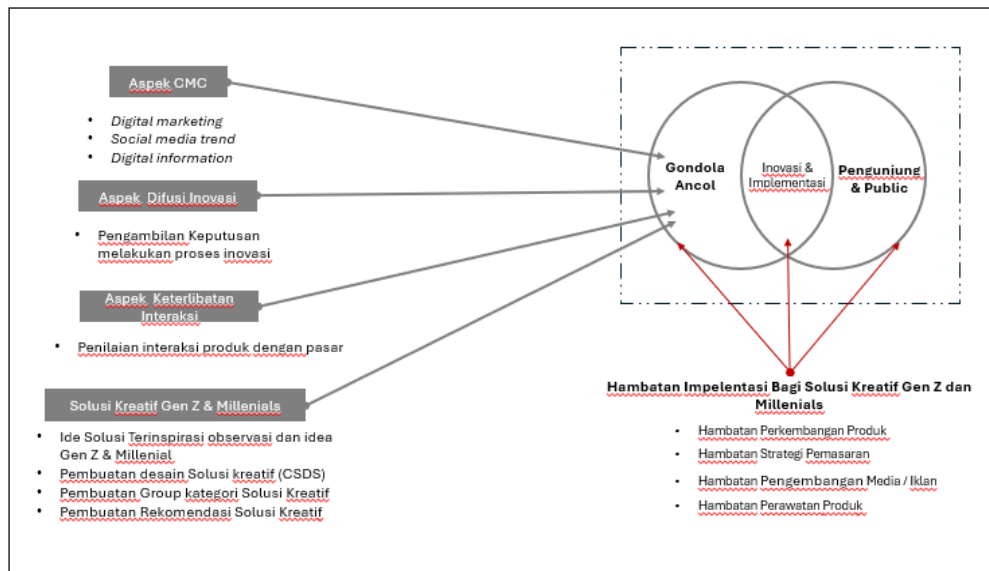


Fig. 17 Obstacles to Implementation and Creative Solutions for Gen Z and Millennials For Integrated Marketing Communication for Ancol Gondola Amusement Rides in 2025 (Visualization: Bima Petala, 2025)

CONCLUSION

So in the end, it can be concluded that the creative solutions for Gen Z and Millennials for integrated marketing communication for the Ancol Gondola amusement ride in 2025 are as follows : The form of creative solutions for Gen Z and Millennials for integrated communication for the Ancol Gondola amusement ride in 2025 and its obstacles are as follows: According to Gen Z, namely: strengthening and maximizing information media or marketing communication through digital channels such as social media, e-commerce, digital advertising and others by creating interesting content and collaborating with content creators to keep up with the latest trends, the existence of updates that differentiate from other products such as cafes, thematic concepts, or mural walls that provide a FOMO (*Fear Of Missing Out*) effect. According to Gen Millennial, namely: updating products that are more adaptive and attractive, both existing products and new products through concepts that invite attraction such as thematic events. The obstacles to implementing creative solutions according to Gen Z are: lack of development of a more expansive digital marketing strategy, lack of differentiation and *product refreshment* that have a *unique point* compared to other entertainment products, if they cannot follow social media trends and lack of product maintenance. According to Gen Millennials, namely: lack of facilities and infrastructure in market *approaching* and the need to increase digital promotion budgets to maximize digital advertising to attract *awareness*.

In addition, creative solutions were found that could be a new approach in marketing activities and approaches to the public for Gondola Ancol as follows : The manufacture of new products of the Ancol Gondola, both main products such as those attached to transportation functions such as the renewal of the architectural and functional design of the Ancol Gondola or complementary products such as the creation of thematic events / installation exhibitions, the existence of cafes or coffee spots in the strategic area of the Ancol Gondola which is a differentiating attraction from other entertainment rides in Jakarta. Strengthening the packaging of *social media content* both in terms of visual design,

photogenic, *copywriting* and collaboration with *influencers* or *content creators* to increase public *awareness* or *knowledge information* about the Ancol Gondola itself. Later it will form a fresh and fresh perception and perspective in the eyes of the public to get attention or market interest again. Maximizing advertising media both online and offline to attract more audiences, both already knowing information about the Ancol Gondola which allows for changes in behavior after seeing interesting activities such as promos, gamification, the latest content / updated information and those who are visiting have a sense of comfort seeing onsite advertising media that is neat and pleasing to the eye. Or to attract visitors who do not know information about the Ancol Gondola itself.

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