



Belimbing Tourism Village: A Green Marketing Strategy

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Abstract

Purpose: This study aims to determine the green marketing strategy in making a tourism business based on environment and health in Belimbing Tourism Village, Tabanan, Bali, Indonesia.

Research methods: This is a mixed method research. SWOT (strengths, weaknesses, opportunities, threats) matrix is used to describe clearly how the external opportunities and threats faced by Belimbing Tourism Village can be adjusted due to its strengths and weaknesses.

Findings: The strategies implemented in Belimbing Tourism Village are the use of social media and holidays as promotional materials, and green marketing as a concept in promoting to protect the environment, socio-culture and society.

Implications: The strategies applied in Belimbing Tourism Village include social media and holidays as promotional materials, and green marketing as a concept in promoting to protect the environment and the socio-cultural things.

Keywords: tourism village, green marketing, SWOT, strategy.

INTRODUCTION

Tourism marketing is an important factor in supporting tourism development because it is a management process carried out by national tourism organizations or companies included in the tourism industry group to identify tourists who already have the desire to travel and have tourists. The potential for travel by means of communicating with them, influencing their wants, needs, motivating them to what they like and not like, at the level of local, regional, national or international areas by providing tourist objects and attractions so that tourists get satisfaction optimal. This is according to Krippendorf (Mokola, Walandouw & Londa, 2015).

Along with the development of the era when there are many marketing techniques that are rife by companies, there is one type of marketing that can be said to attract attention. This technique is known as green marketing as one of the strategic efforts in making a business based on environment and health. The number of organizations that observe the environment has sprung up criticizing the activities carried out by marketers, this affects consumers so that they start to pay attention to environmental issues more than before. Consumers are very concerned about the limited resources on earth, health and environmental destruction, so they start to look at products that are more environmentally friendly (Syahbandi, 2012).

Various tourist destinations with all of their uniqueness are found in Bali, one of which is the tourism village (or *desa wisata* in Indonesian term) which has potential is Belimbing Tourism Village which is located in Pupuan District, Tabanan Regency, Bali Province. Belimbing Tourism Village offers rural nature with the charm of the terraces that stretches out wide, at an altitude of 500-600 meters above sea level, making this village area feel very cool. The area of Belimbing Tourism Village has a hilly character with a valley flowed by a number of rivers, apart from the stretch of terraced rice fields, there are lots of plantation areas that produce local fruits such as cacao, durian, *manggis* (mangosteen), coconut, *salak* (snake fruit), palm sugar and many other plantation products.

Belimbing Tourism Village has *Pura Luhur Mekori* (Luhur Mekori Temple) which is located in a protected forest area which is inhabited by several wildlife such as monkeys. In addition, Belimbing Tourism Village also has two waterfalls, namely Singising Sade waterfall and Singising Benben waterfall, the two waterfalls are close together so that they are often used as area tracking for tourists. The magnificent rural nature, agriculture and plantations owned by Belimbing Tourism Village are a mainstay for the economy of the surrounding community.

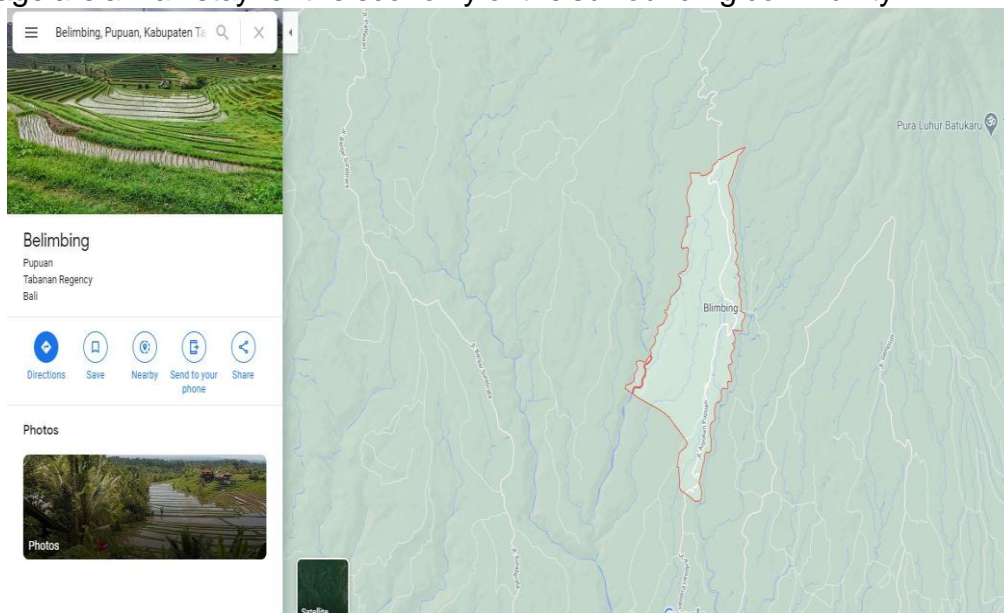


Figure 1. Map of Belimbing Tourism Village in an online system
[Source: Dewi, 2021]

In the midst of intense competition in the tourism industry with natural resource potentials that are increasingly changing times will be increasingly limited, Belimbing Tourism Village and stakeholders must be able to create or develop alternative tourist objects in an effort to fulfil the desires of these tourists, which is green tourism can be used as an alternative.

RESEARCH METHODS

This study uses a qualitative and quantitative approach or better known as mixed method research. Quantitative data is a type of data that can be measured or calculated directly in the form of information or explanation that is expressed in numbers or in the form of numbers (Sugiyono, 2017). Meanwhile, qualitative data is data that is not in the form of numbers but in the form of explanations or explanations that aim to gain insight into the topic under study. Qualitative data (Sugiyono, 2014) is obtained through various kinds of data collection techniques such as: interviews, analysis, documents and questionnaires.

Quantitative and qualitative research methods is used together in a study to obtain more comprehensive, valid, reliable and objective data. This method is used for the results of the internal-external analysis as well as the results of the SWOT analysis using a sampling technique, namely the purposive sampling technique. This technique is used because the strategies used in increasing green marketing are determined by the Pokdarwis (A Conscious Tourism Group) chairperson, Pokdarwis members, and the Tourism Village manager. This approach is used by authors because the object under study takes place in order to know, understand, and appreciate carefully and deeply about the strategy of green marketing in Belimbing Tourism Village.

SWOT matrix is useful for describing clearly how the opportunities and external threats faced by the company can be adjusted according to its strengths and weaknesses. This matrix can produce four sets of possible alternative strategies (Rangkuti, 2016). This combination of indicators of internal factors and external factors of the company can produce four sets of possible alternative strategies such as the SO (Strengths-Opportunities) strategy, the ST (Strengths-Threats) strategy, the WO (Weaknesses-Opportunities) strategy, and the WT (Weaknesses-Threats) strategy where later through this combination of indicators will determine what strategy will be used as an effective and efficient strategy.

FINDINGS

Strategy of Green Marketing

Description of the research results is a description of all the data and the final discussion of the research results. The results of the current Internal Factor Analysis Summary (IFAS) and the determination of the total qualifying score of each Indicator to obtain the total qualifying score are shown in Table 2.

Table 2
Summary of Internal Analysis of Belimbing Tourism Village

No.	Strengths	Qualit y	Ratin g	Score	Description
1	Villa and restaurant facilities are available	0,08	4	0,338	Main strengths
2	The hospitality of the surrounding community	0,15	3	0,463	Main strengths
3	Environmental cleanliness is maintained	0,10	4	0,398	Main strengths
4	The rice terrace with view of the sunrise	0,07	3	0,299	Small strengths
5	Tracking and cycling activities on object tourist	0,13	4	0,537	Main strengths
6	Mekori temples inhabited by wildlife	0,10	3	0,313	Main strengths
7	Waterfalls that are still natural and clean	0,07	4	0,299	Small strengths
8	Special prices for guest repeaters	0,11	3	0,328	Small strengths
9	Good road access	0,09	4	0,358	Small strengths
10	Variety of promotions	0,07	3	0,224	Small strengths
	Total	1,00	35	3,483	
No.	Weekness	Qualit y	Rating	Score	Description

1	Less marketing	0,19	2	0,176	Main weaknesses
2	Inadequate facilities	0,26	1	0,210	Main weaknesses
3	The tourism village arrangement is still lacking	0,27	2	0,198	Main weaknesses
4	Access to the tourist village is on the outskirts of the area not the main road	0,28	3	0,204	Small weaknesses
Total		1,00	8	2,025	

Based on the results of the analysis of internal factors in Table 2 above, it is known that from the multiplication of quality and rating the overall result is obtained from the total qualification score. This result shows that Belimbing Tourism Village has good strength in its operations. The description of the research results is a description of all data and the discussion is ultimately the result of the research. Results from the current External Factor Analysis Summary (EFAS). Determination of the total qualification score of each Indicator to obtain the total value that meets the requirements is shown in Table 3.

Table 3
Summary of External Analysis of Belimbing Tourism Village

No	Opportunities	Quality	Rating	Score	Description
1	Rapid technological progress	0,16	2	0,512	Big opportunities
2	Community lifestyle	0,20	3	0,585	Great opportunities
3	Attractiveness of local culture	0,13	4	0,520	Big opportunities
4	The existence of cooperation with stakeholders	0,17	3	0,512	Big opportunities
5	Belimbing Tourism Village security which is quite conducive	0,17	2	0,341	Small opportunities
6	Agro Tourism	0,17	3	0,325	Small opportunities
Total		1,00		2,797	
No	Threats	Quality	Rating	Score	
1	Number of similar attractions	0,30	2	0,150	Big threats
2	Being far from the city center	0,32	3	0,175	Big threats
3	The lack of stakeholder roles	0,19	1	0,210	Small threats
4	Sensitive issues spread	0,19	2	0,170	Big threats
Total		1,00		2,131	

Based on the results of the analysis of external factors in Table 3, it is known that from the quality and rating results obtained as a whole the results of the number of qualifications (scores), this indicates that Belimbing Tourism Village is in

a good position to develop the company further, but it does not rule out the possibility to remain alert to existing threats, from the descriptions that have been presented, make the data for Belimbing Tourism Village to utilize or manage which instruments need to be improved or repaired and to know which instruments need to be maintained.

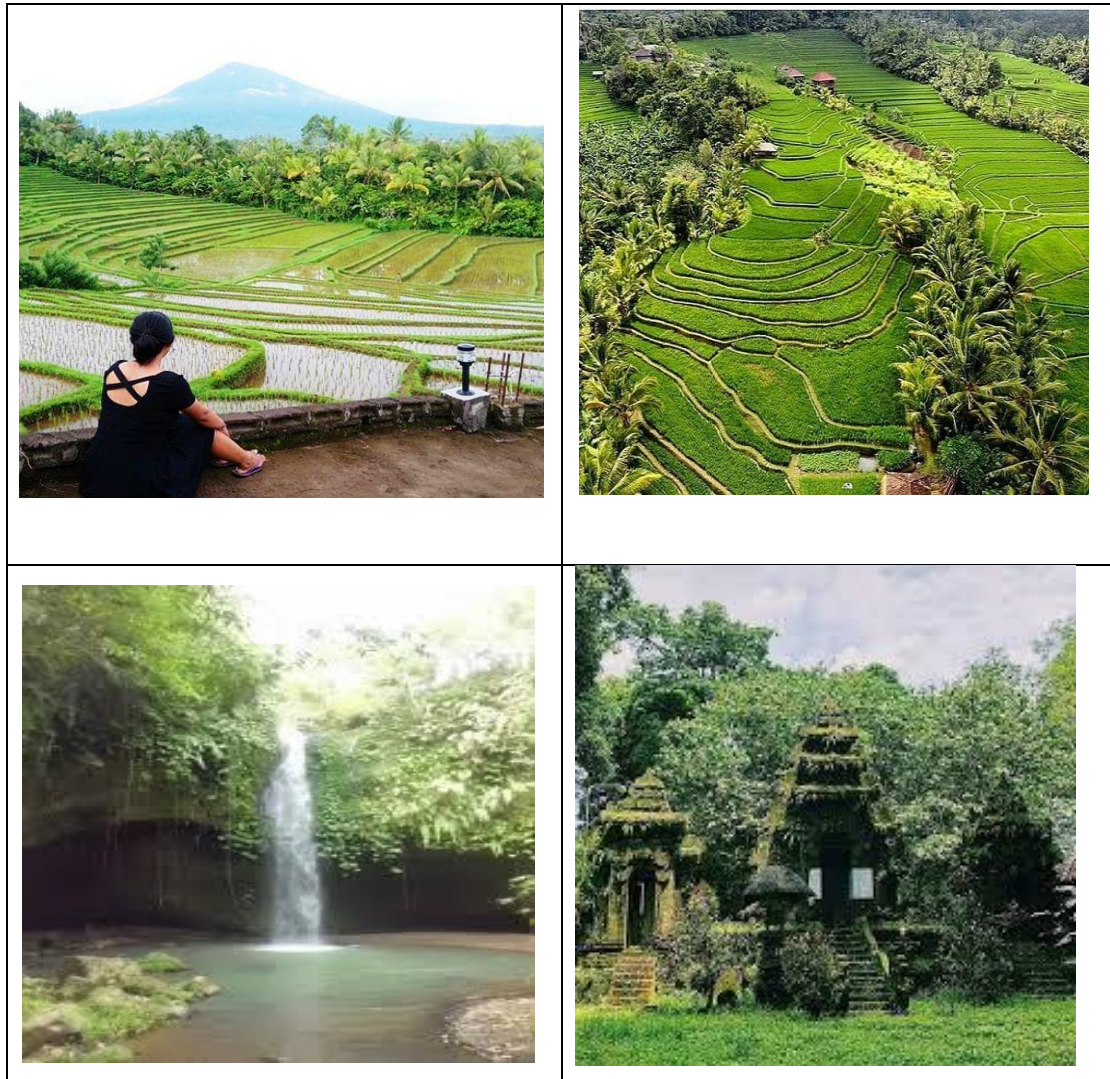


Figure 2. Tourist attraction in Belimbing Tourism Village in photos
[Source: Dewi, 2021]

After analyzing the position on the Internal-External (IE) matrix, the next step is to choose the right marketing strategy to be applied to Belimbing Tourism Village using the SWOT matrix. The SWOT matrix will match all the strengths, weaknesses, opportunities and threats (Rangkuti, 2015). This aims to obtain an alternative marketing strategy. The alternative strategy grouping contained in the SWOT matrix is:

- a. SO (*Strengths-Opportunities*) strategy which is to take advantage of all strengths to improve weaknesses and take full advantage of opportunities.
- b. ST (*Strengths-Threats*) strategy which is to use your strength to overcome threats.
- c. WO (*Weaknesses-Opportunities*) strategy which is to take advantage of existing opportunities by minimizing weaknesses.
WT (*Weaknesses-Threats*) strategy namely minimizing existing weaknesses and avoiding threats.

Table 4.
SWOT Matrix Diagram

EFAS	IFAS	STRENGTHS (S)	WEAKNESSES (W)
	<ol style="list-style-type: none"> 1. Villa and restaurant facilities are available 2. The hospitality of the surrounding community 3. Environmental cleanliness is maintained 4. Has a rice terrace with a view sun rice 5. Tracking and cycling activities 6. Mekori Temple which is inhabited by wildlife 7. Waterfalls that are still natural and clean 8. Special process for guest repeaters 9. Have a good road access 10. Have various promotions 	<ol style="list-style-type: none"> 1. Less of marketing 2. Inadequate facilities 3. Management of tourism village is still lacking 4. Access to object is not on main road 	
	OPPORTUNITIES (O)	SO STRATEGY	WO STRATEGY
	<ol style="list-style-type: none"> 1. Rapid technological progress 2. Community lifestyle 3. Attractiveness of local culture 4. The existence of cooperation with stakeholders 5. Belimbing Tourism Village security which is quite conducive 6. Agrotourism 	<ol style="list-style-type: none"> 1. Use of social media as a promotion for Belimbing Tourism Village 2. Utilization of the feast as promotional material 3. Promotion by involving the participation of stakeholder 4. Development of package tours 	<ol style="list-style-type: none"> 1. Marketing adding special teams 2. Co-ordinating with stakeholder in the organization and the facilities in Belimbing Tourism Village
	THREATS (T)	ST STRATEGY	WT STRATEGY
	<ol style="list-style-type: none"> 1. Number of similar attractions 2. Distance to the tourism village far from the city center 3. The lack of stakeholder roles 4. Sensitive issues spread 	<ol style="list-style-type: none"> 1. Offer attractive prices for tourists 2. Offer attractive package tours 	<ol style="list-style-type: none"> 1. Increase in the fields of promotion 2. Establish good cooperation with stakeholder

The following are the strategies listed in Table 4:

1. SO (Strengths-Opportunities) Strategy

Based on the strengths and opportunities factors of Belimbing Tourism Village, 4 alternative strategies are produced, namely:

- a. The use of social media as a promotion for Belimbing Tourism Village. Social media is a modern application that is very important for today's life. Examples such as Instagram and Facebook, where the average users are teenagers and adults, can be used as promotional media by posting photos and videos about tourist destinations, especially regarding attractive promos and facilities used for the latest photo objects.
 - b. Utilization of holidays as promotional material holidays. National Can be a major factor in attracting tourists. For example, on Nyepi (silent day/Balinese new year), tourists participate and can learn about culture, and the series of holidays is like watching *ogoh-ogoh*. *Ogoh-ogoh* is a statue built for the Ngrupuk parade, which takes place on the night before the Nyepi day.
 - c. Promotion by including stakeholder participation. Promotion by including stakeholders can help introduce Belimbing Tourism Village, it is hoped that this activity will slowly introduce Belimbing Tourism Village.
 - d. Package Tour Development. Because there are many tourist objects, Belimbing Tourism Village must have a package tour so that tourists don't get confused while they are there, so this package tour can be a good solution for tourists.
2. WO (Weaknesses-Opportunities) Strategy
- Based on the factors of weaknesses and opportunities owned by Belimbing Tourism Village, 2 alternative strategies are produced, namely:
- a. Adding a special marketing special marketing. Team the addition of steam is very necessary considering that the village of Belimbing Tourism Village does not have a good promotion, the need to use social media as a promotional media.
 - b. Coordinating with stakeholders in the arrangement and facilities in Belimbing Tourism Village. The importance of the role of the stakeholders, especially the role of the government in village planning is to facilitate an even and effective arrangement. The arrangement of the Tourism Village puts forward the welfare of the community which is in line with cultural values and has the hope of being able to improve the community's economy in developing the Tourism Village of Belimbing.
 - c. ST (Strategy Strengths-Threats). Based on the strengths and threats factors of Belimbing Tourism Village, 2 alternative strategies are produced, namely:
 - 1) Offering attractive prices for tourists.
The prices that are intended to attract tourists, usually at the beginning of the opening, provide relatively cheap promotional prices, to lure tourists but even though the prices are relatively cheap, you also need to think about profits.
 - 2) Offering attractive package tours.
Because there are many tourist objects offered, it is necessary to make a package tour so that tourists know all the objects in Belimbing Tourism Village.
3. WT (Weaknesses-Threats) Strategy

Based on the weaknesses and threats factors of Belimbing Tourism Village, 2 alternative strategies are produced, namely:

a. Improving in the field of promotion.

The promotion of Belimbing Tourism Village is lacking due to the absence of social media as a promotional material, the promotion is still conventional, namely by mouth to mouth and package tours to the guide.

b. Establishing good

Cooperation and collaboration with stakeholders are very important and very much needed in achieving the goals and goals of Belimbing Tourism Village. Stakeholders have a very important part in the business world, especially in the development that will be carried out. In this case the role of government and society is very much needed in terms of managing and developing Belimbing Tourism Village.

Green Marketing

Green marketing is a concept that has become famous since the issue of global warming and several other negative impacts on the environment. Green marketing (Kasali, 2007) can be an alternative strategy for companies that not only help the company's image and positioning but also provide innovative value to the company's business. The concept of green marketing itself has actually been around since the 1970s. At that time, people knew it not with the terms environmental concern or green marketing, but with the term ecological marketing concept introduced by Hennison and Kinnear in a book entitled *Ecological Marketing* in 1976.

The concept of ecology itself is more directed only at environmental problems in the environment. Around alone, it is different from the concept of green marketing which views environmental problems not only from the environmental side, but also has become a social, economic and technical problem in the global environment (Nashrulloh et al., 2019). The green marketing mix manipulates the four parts of the marketing mix (product, price, promotion, and distribution) to sell the products and services offered from the benefits of environmental care that are formed from reducing waste, increasing energy efficiency, and reducing the release of toxic emissions (Syahbandi, 2012). Seeing this concept, Belimbing Tourism Village is very suitable for implementing the green marketing concept, seeing from the natural resources and environment, it needs to be supported by all activities that do not destroy nature and have a sustainable concept, one of which is the green marketing concept.

Green product is a product that is not harmful to humans and the environment, saves resources, does not produce excessive waste, and does not involve cruelty to animals. Green products must also consider environmental aspects in the product life cycle so as to minimize the negative impact on nature (Junaedi, 2005). In Belimbing Tourism Village, it is supported by green products where government regulations on the prohibition of the use of plastic bags, other than that food packaging that is sold still uses banana leaves as packaging, and the results of Belimbing Tourism Village plantations are free from pesticides, because they use natural pesticides, to avoid resistant ecological damage and water.

Green products have a higher price than similar products that do not have a green marketing concept (Yasser, 2007). The increase in value is due to the existence of performance, function, design, attractive shape or a match of taste which is a determining factor between product value and product quality. The

application of green pride here is in the use of cloth shopping bag products, although the price is a little relatively expensive but its use can be used many times and is easily broken down by the soil, and for pesticides and banana leaves the surrounding community uses their plantation products.

Green place involves the choice of company distribution channels that minimize environmental damage and make a product available, so that it has a significant impact on consumers (Septiani, 2010). Environmentally friendly distribution channels must pay attention to the convenience of consumers in obtaining products without consuming a lot of energy and fuel. Because Belimbing tourism village has natural beauty with a beautiful and natural atmosphere, so there is no need to change the natural concept that is owned besides that because it is still natural, of course it is still very efficient on energy.

Green promotion is a strategy to campaign for a healthy and green concept lifestyle relationship by highlighting goods or services and presenting a corporate image of its responsibility towards the environment (Tiwari et al., 2011). Belimbing Tourism Village has weaknesses in its promotion, so that later the promotion needs to be increased by inviting tourists to care about the environment and use environmentally friendly materials to carry out promotions in Belimbing Tourism Village.

CONCLUSION

From the results of the green marketing strategy, it can be concluded that the strengths possessed by Belimbing Tourism Village where, villa and restaurant facilities are available, the hospitality of the surrounding community, the cleanliness of the environment is maintained, has terraced rice fields with sunrise views, tracking and cycling activities on tourist objects, Mekori Temple which is inhabited by wildlife, natural waterfalls and clean, special prices for guest repeaters, have good road access, and have various promotions.

The opportunities owned by Belimbing Tourism Village, rapid technological progress, community lifestyle, local cultural attraction, the existence of cooperation with stakeholders, the security of Belimbing Tourism Village is quite conducive, agro-tourism.

The strategies implemented include the use of social media and holidays as promotional materials, and green marketing as a concept in promoting to protect the environment, society, and culture.

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