

A Preliminary Study of Formulating Strategic Design to Encouraging Green Tourism in Cikakak Village, Sub-district Wangon

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ABSTRACT

Tourism is a potential sector to improve the economic welfare of the community. Tourism grows in various forms, one of which is a tourist village. Various forms of tourism are always required to develop to meet market demand. Sustainable tourism development is a challenge for tourism managers. The concept of green tourism is one of the solutions for sustainable tourism development. Green tourism is a tourism development concept with a minimum of environmental damage caused, improving the economic welfare of the community and still preserving the existing culture. This preliminary study aims to formulate the design strategies to encourage green tourism pioneers in Cikakak Village. Data obtained from the process of observation, interviews and literature studies. The result is that social marketing is needed as a strategy to encourage green tourism. The results of this study are expected to be the basis for designing social marketing strategies to encourage green tourism, especially for managers in Cikakak Tourism Village.

Keywords: tourism development, social marketing, green tourism.

1. Introduction

Tourism is one of the potential sectors that support the achievement of sustainable development goals. The existence of tourism is able to encourage the achievement of sustainable development both directly and indirectly. Well-managed tourism brings various benefits such as the creation of employment opportunities, increased buying and selling transactions, a well-managed and attractive environment, increased psychological health of the community and increased regional income. But on the other hand, the existence of tourism that is not environmentally sound can present its own challenges for the sustainability of the environment itself, such as environmental damage and pollution and the conversion of land functions that are not in accordance with its spatial designation. According to Permen Parekraf Number 9 of 2021, sustainable tourism is tourism that takes into account current and future economic, social and environmental impacts, meets the needs of visitors, industry, the environment and local communities and can be applied to all forms of tourism activities in all types of tourist destinations.

Indonesia, which is rich in natural resources and cultural diversity, presents various types of tourism. Various forms of tourism have emerged, ranging from mass tourism to special tourism. Villages that have the potential for natural tourism, cultural tourism or artificial tourism are starting to develop into tourist villages that are supported by various kinds of potential. The development of tourist villages must continue to adhere to the principle of sustainability in order to remain in line with government regulations and also the SDGs. The concept of green tourism is present as a solution for developing a sustainable tourism village.

The development of a tourist village in the concept of green tourism is defined as the development of a tourism village based on a model of local community empowerment with the main product referring to the principles of preserving the natural, economic and socio-cultural environment. The application of green tourism in tourist villages incorporates the concept of a green economy which aims to improve community welfare and social justice by reducing economic risks and exploitation of very limited resources. This idea will ensure the sustainability of the tourist village itself because the type offered is tourism that does not damage the environment but instead improves it (Kemenkop dan UKM, 2017).

One of the tourist villages that is trying to implement the concept of green tourism is Cikakak Tourism Village in Wangon District, Banyumas Regency. Implementation of green tourism in rural areas is not as easy as imagined. It requires an approach and support from all local stakeholders in order to encourage the participation and involvement of all parties. In order to encourage the realization of green tourism pioneering ideas in Cikakak Village, a method or approach strategy is needed to encourage the development of green tourism from all stakeholders. This preliminary study intends to formulate efforts to design strategies to encourage green tourism pioneers in Cikakak Village. One of the ideas proposed to encourage green tourism pioneers is a social marketing strategy, which is a marketing concept with products that can be in the form of goods or ideas.

2. Literature Review

2.1 Sustainable Development

The concept of sustainable development in general begins in the Stockholm Declaration which produces principles 21 which outline the fundamentals of the use of natural resources. From these 21 principles, it is then derived in various fields, including the development of sustainable tourism villages (Pertwi, 2017).

Sustainable development in tourism villages involves three interrelated aspects, namely environmental, economic and socio-cultural aspects. Development related to aspects of the natural environment is the development of tourism that does not or as little as possible in causing damage to the natural environment. In the aspect of the economic environment, tourism development is expected to have a positive impact and improve the welfare of the local community. In the aspect of the socio-cultural environment, tourism development activities that give high appreciation to the potential of culture as well as encourage its preservation and development. So that sustainable development in tourism villages is a development concept that takes full account of the current and future economic, social and environmental impacts, meeting the needs of visitors, industry, the environment and local communities.(Kemenkop dan UKM, 2017).

2.2 Green Tourism

Green tourism village is a tourism village development concept based on the concept of conservation, which includes the preservation of nature, economy and socio-culture of the local community using the principles of sustainable tourism. The use of the word 'green' requires managers to be able to combine tourism activities with production activities and conservation of nature and culture supported by the application of environmentally friendly tourism practices. (Kemenkop dan UKM, 2017).

The tourism village in the idea of green tourism is a concept introduced to improve the condition of environmental damage in rural areas where tourism activities still tend to exploit existing resources to catch up with the number of tourist visits. The concept of a green tourism village is also an answer to environmental concerns as conveyed by UNECD (United Nations on Environment and Development) through agenda 21, with the aim of sustainable development involving three interrelated aspects, namely environmental, economic and socio-cultural aspects.

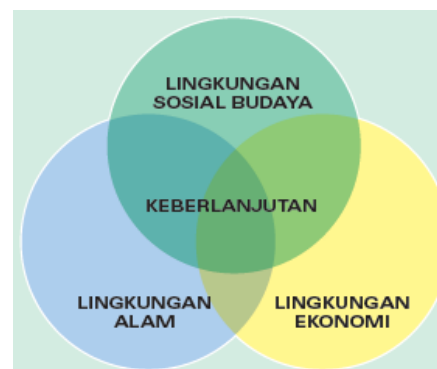


Figure 1. Konsep Pembangunan Berkelanjutan

Bilibante (Central Lombok), Sesaot (West Lombok) and Sembalun (East Lombok) are three locations as part of a green tourism village development initiative that aims to support the development of traditional villages into tourism destinations. By accommodating ideas and initiatives that arise from local communities, embracing the government and the private sector to work together in increasing and strengthening the capacity of local communities as managers of green tourism villages and micro, small and medium enterprises through a series of training and coaching in managing tourist villages.

2.3 Social Marketing

Social marketing or social marketing is composed of two words, namely "marketing" and "social". The word "marketing" is often associated with an activity of a person/group/organization in distributing goods or services to other parties in the hope of obtaining material benefits, although there are also marketing activities whose purpose is not to gain financial gain but to expect changes in attitudes and behavior. The long-term goals of these attitudes and behaviors are expected to improve the welfare of the wider community. While the word "social" acts as an adjective that explains/explains the word marketing, namely marketing that is oriented to the interests of the community (Munadhir, 2017).

Social marketing is also translated as the use of marketing principles and methods to change behavior for the benefit of individuals/groups (Hall, 2014). Social marketing is about behavior

change, not about education, propaganda, or social advertising (Goldberg, et al. 2008). The International Social Marketing Association (iSMA) defines social marketing as a discipline that seeks to develop and integrate marketing concepts with other approaches to influence behavior that benefits individuals and communities for the greater social good (Kotler and Nancy, 2022).

Social marketing uses market segmentation, research, consumer, product development and testing, targeted communication, facilitation, incentives and exchange theory to maximize response from target adopters. The goal of social marketing is the change from a bad idea or habit to a better one or the adoption of new ideas and habits. Ideas and habits are products to be marketed. Social products in the form of belief (belief), attitude (attitude), or value (value). Trust is a perception based on facts and generally without evaluation. While attitude is an evaluation or assessment of good or bad about a person, object, idea or event from a person. While the value (value) is defined as the overall idea of what is true and what is not. There are seven important aspects in social marketing known as the 7Ps, namely producers, purchasers, product, price, promote, place, and probing (Munadhir 2017).

One example of the application of the concept of social marketing (social marketing) is a social campaign in an effort to increase community involvement in immunization. In Indonesia, a “PIN (polio) socialization” program is scheduled by health institutions, which is intended to further improve the welfare of Indonesian children. The target adopters of this program are parents, especially mothers with toddlers.

3. Research Methodology

This preliminary study is the initial part of the main research. At this stage, the method used is a descriptive method, to describe the existing phenomena in a systematic, factual, accurate and real-life manner. The approach used is a qualitative approach. Data obtained from observations, interviews and literature studies. Researchers directly relate to informants, study locations and other objects related to the research objectives. The informants involved in this preliminary study were 3 managers of Cikakak Tourism Village.

4. Results

Based on the results of data processing with qualitative descriptive methods, it is found that the right strategy to encourage green tourism pioneers in Cikakak Village, Wangon District, Banyumas Regency is a social marketing strategy. The social marketing strategy must first be formulated through a series of stages, including (1) mapping of tourism potential, (2) identifying strengths, weaknesses, opportunities and threats, (3) identifying target adopters of green tourism, (4) identifying the 7P marketing mix, (5) formulating social marketing strategies in Cikakak Village based on stakeholder opinions, (6) formulating social marketing tactics.

5. Discussion

This preliminary study stage was carried out using a qualitative descriptive method. At this stage, a number of information was collected about the Cikakak Tourism Village and the principles of its development through observation, interviews and literature studies. The information includes the process of its formation, the development of the tourist village from its establishment to the present, tourist attractions and other potentials, patterns of thinking and behavior of tourism actors

towards the development of tourist villages, tourism markets/consumers, support from both central and regional governments and the commitment of tourism actors in the village. Cikakak towards sustainable tourism development.

Based on the results of collecting information, the Cikakak Tourism Village started with the Saka Tunggal mosque which is very old and has become a cultural heritage site. This mosque attracts tourists, especially religious tourism. Starting from the existence of the Saka Tunggal Mosque and the arrival of tourists who want to see the mosque and pilgrims who come to the tomb of the founder of the mosque, tourism activities in Cikakak Village began. Furthermore, the Antap market was also established, which sells various culinary specialties of Cikakak Village. The creative economy of the community is also developing, such as making monkey head souvenirs. Other tourist attractions such as traditional dances also began to emerge as a result of human taste and initiative. Initially, Cikakak Village was visited because of its Saka Tunggal Mosque, but now there are many other potentials and attractions that this tourist village has. Tourism actors still do not understand well about the management and development of tourist villages in accordance with the principles of sustainability or green tourism, so it is felt that a movement is needed to improve this understanding. The tourism market/consumer has not been well mapped, so there is no specific target market yet. Government support is still not optimal.

The results of collecting such observations raise additional questions in the interview, namely the right stage to encourage the development of green tourism pioneers in Cikakak Village so that it can be realized more quickly. The results of collecting opinions from the three informants can be narrowed down into stages that need to be carried out, as follows: (1) mapping of tourism potential, (2) identifying strengths, weaknesses, opportunities and threats of Cikakak Tourism Village, (3) mapping of parties who need green tourism education (4) package the potential and various challenges that exist in a development strategy that is in accordance with the green tourism concept.

The results of the stages resulting from the data collection process were then rearranged by the researchers as follows: (1) mapping of tourism potential, (2) identifying strengths, weaknesses, opportunities and threats, (3) identifying target adopters of green tourism, (4) identify the 7P marketing mix, (5) formulate a social marketing strategy in Cikakak Village based on stakeholder opinions, (6) formulate social marketing tactics.

6. Conclusion

Based on the analysis and discussion above, it can be concluded that the strategy chosen to encourage pioneering green tourism in Cikakak Village based on the conclusions from in-depth interviews, observations and literature studies is a social marketing strategy. The social marketing strategy was chosen to support changes in the behavior of target adopters so that in supporting the development of tourist villages it remains in the corridor of the green tourism concept, namely sustainable tourism in terms of the environment, economy and culture.

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