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Designing Rawa Pening as a new nature-based tourism area

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Abstract: The purpose of this research is to determine the potential of Rawa Pening area which can be developed as a new nature-based tourism area in Central Java, Indonesia. The research method is qualitative research. This method of data collection during the Covid 19 pandemic used more secondary data than primary data. The interview method with resource persons through field survey method is carried out to complete the analysis of this research. The findings resulting from this research are on several potentials that can be developed, both physical and non-physical potentials. The results of this research are ideas and suggestions through the plan of design ideas or initial concepts in developing new nature-based tourist areas.

Keywords: new nature, tourism area, design.

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Introduction

Rawa Pening Ambarawa Tourism Area in Semarang Regency, Central Java Province, is a swamp area of 2,670 hectares. This area is located among 3 mountains, namely Mount Ungaran, Mount Merbabu and Mount Telemoyo. If you pay attention, its location is in the lowest basin between the slopes of the mountains. This tourist area has become one of the icons of Semarang Regency. The location of the area is easily accessible by land and rail-based transportation modes, ranging from public transportation (buses, rural transportation, urban transportation, travel cars), private vehicles and tourist trains.

The plan to develop Rawa Pening Tourism Area has been included in the policy of the Semarang Regency Regional Regulation Number 8 of 2019 concerning the Master Plan of Semarang Regency Tourism Development 2020-2025. The development of Rawa Pening Tourism Area is included in the Semarang Regency Tourism Strategic Area which consists of a mainstay Tourist Destination Area (DTW), including Bukit Cinta Brawijaya Rawa Pening (Kebondowo Village, Banyubiru District).

The idea/concept is applied in the form of education-based natural tourism areas such as outbound, agro-tourism activities, creativity activities that rely on the potential of residents. We do not forget to also apply the concept of designing environmentally friendly tourist areas such as the application of solar panels, signage with smart LED features, wind power plants, and the application of good waste management. With the application of this concept, it is hoped that Rawa Pening Tourism Area can become an area that can benefit many people.

Methodology

This research is constructed qualitative. Data collection methods are literature study, secondary data collection (from relevant agencies and internet media) and primary data (from interviews, field observations with photo shoots and video capture). Data in the form of area potentials obtained from the survey results are described based on urban design elements contained in the Guidelines for Building and Environmental Planning (RTBL) of the Ministerial Regulation (Permen) of Public Works and Public Housing Number 6 of 2007b (Ministry of Public Works, 2007). After being analyzed, conclusions will be made in the form of a narrative and the design concept.

Results and discussions

The results of the research regarding the identification of potential in the Rawa Pening area can be described according to the elements of area development design. The land use structure is everything related to spatial planning in the area to be arranged. Currently, the Semarang Regency Spatial Plan has been prepared and enacted according to the Semarang Regency Regional Regulation Number 6 of 2011 concerning the 2011-2031 Semarang Regency's Regional Spatial Plan (RTRW). Based on the Ministry of Public Works (2007a) concerning Guidelines for Technical Criteria for Cultivation Areas, it is stated that a Tourism Area is an area designated for tourism activities or everything related to tourism, including the exploitation of tourism objects and attractions and related businesses in that field.

The RTRW of Semarang Regency is still managing zones in general, still using a map scale of 1:250,000. Detailed Spatial Planning (RDTR) and Building and Environmental Planning (RTBL) with a more detailed scale, are not yet available. Based on this, a more detailed spatial or zoning plan must be made immediately and not forgetting the open space area, both green and non-green as a potential for the development of nature-based tourist destinations.



(Source: Mytrip123.com, 2019)

Figure 1. Lake Rawa Pening in 2019 (before the Covid-19 pandemic)

Almost the same as the land designation structure above, because the Detailed Spatial Plan (RDTR) and the Building and Environmental Planning (RTBL) with a more detailed scale are not yet available, so input for planners should first make calculations about the intensity of land use such as the use of Building Base Coefficients, Building Floor Coefficients, Lake/Swamp Border Lines, Road Border Lines and Building Heights. Several definitions of land use are written in the Law on Buildings, such as: The basic building coefficient is the ratio between the area of the ground floor of the building and the area of parcels/ lots/ allotment blocks (Republic Indonesia Government, 2002). Other definitions are also written in the regulation.

If referring to the Minister of Public Works and Public Housing Number 6 of 2007, building layout is a product of the implementation of the building and its environment as a form of space utilization, covering various aspects including the formation of the image/physical character of the environment, the size, and configuration of the elements: block, plots of land, buildings, as well as the height and elevation of the building floors, which can create and define various qualities of urban space that are accommodating to the diversity of existing activities, especially those that take place in public spaces (Ministry of Public Works, 2007).

Based on the survey results, this area is still natural and there is no arrangement regarding building arrangements such as the distribution of building blocks in the area, let alone plots. Currently, there are only vast expanses of rice fields, plantations and swamps. In some parts of the area, there is already a road network made by the Department of Highways of Semarang Regency.



(Source: Google Maps, 2019)

Figure 2. Streets and buildings 2019 (before the Covid-19 pandemic)

The formation of the image/character of the region is currently still lacking. The existence of tourist areas in Central Java Province which should carry the image/character of the Central Java Region is not yet clear. For this reason, the proposed area design must really be able to image as an area located in Central Java and also maintain the image of the area on its natural basis.

According to Hakim (2011), the environmental elements concerned with outdoor landscaping include landscaping materials, scale, circulation and parking, green planning, lighting, floor pavement, comfort, drainage, landscape engineering, and retaining walls. Circulation is needed in tourist areas, especially those based on nature. Circulation arrangements, connecting routes such as bridges and parking spaces will be adjusted to the zones formed and will adjust to the natural conditions that lie in this area.

The use of hard and soft elements as materials for forming the outer space of this area will adapt to its natural conditions so as not to damage the environment with

artificial things. In addition to circulation and connecting lines, the provision of parking spaces in tourist areas is also required. Currently, there is no location for providing parking. Although currently increasing the green architecture program which is slowly starting to leave private vehicles, the need for parking spaces in tourist areas is still needed.

According to Hobbs (1995), in regulating parking, it is not only technical interests that are of concern, but also those concerning the issue of beauty. In planning a parking lot, information about parking characteristics is needed. The parking characteristics are parking accumulation, parking index, parking duration, parking turn over (parking turnover rate), and parking volume, as contained in the Directorate General of Land Transportation (1996).

In short, public open space has three important characters: there is a meaning (meaningful), can accommodate the needs of each user in carrying out activities (responsive), and can accept various community activities without discrimination (democratic) (Lesil, 2016).



(Source: Mendra, 2021)

Figure 3. Open space photos 2019 (before the Covid-19 Pandemic)

The tourist area of Rawa Pening Ambarawa is mostly green and blue open space. Green open space in the form of protected forest areas, expanses of rice fields and plantations, as well as some green land that has not been utilized. In addition, there is a swamp, which is currently also filled with cages and water hyacinth. This state will be maintained in part, for nature-based tourism. As for the unused land, it is planned for outdoor activities.

Structuring Environmental Quality refers to the effort to engineer the elements of the area in such a way as to create an area or sub-area with an environmental system that is informative, has a distinctive character, and has a certain orientation (Ministry of Public Works, 2007). As an area that still needs structuring, the current condition is

not yet an informative environmental quality system. Imaging or creating an area that makes it easier for area users to be oriented and circulate will become a concept in structuring environmental quality management. System and environmental quality that makes it easier for users to recognize the distinctive character of their environment.

The role of the Bina Marga Office, PUPR Service, Transportation Service, Semarang Regency Tourism Office in this area is very large. Some basic facilities are already available, it's just that there is a need for an integrated infrastructure, facilities and utilities (PSU) management system in this tourist area. It is also necessary to increase the quality and quantity of the existing PSU, to anticipate visitors who come when this area is well laid out. Within the area, there are no buildings that must be preserved or conserved. However, there are protected forest areas that must be maintained and have the potential for the development of natural tourism areas. The concept of preserving protected forest areas will be applied in designing activities or so-called attractions in tourist areas.

According to Spillane in Ghaisani, Ramdlani, and Ernawati (2016), elements of the tourism industry are divided into five, namely attraction, facilities and infrastructure, transportation, and hospitality. The attraction itself consists of several conditions, namely they must have something to see or a tourist attraction that is different from that of other regions, something to do or an object with many attractions that can be seen and witnessed, something to buy or facilities for shopping for souvenirs. by, something to stay or a temporary place to stay for visitors, and something to arrive or can be called accessibility to surround the available attractions.

Based on the theory, the conclusions of the research on the potential of Rawa Pening Tourism Area, Central Java as a New Nature-Based Tourism Area are as follows. The concept related to the design title of Rawapening Tourism Area Development, Ambarawa, Semarang Regency, Central Java Province is an Education-Based Nature Tourism Area. This tourist area was developed with the aim of increasing the potential of nature as a tourism base and directed at nature/outdoor educational activities, in accordance with the available potential.

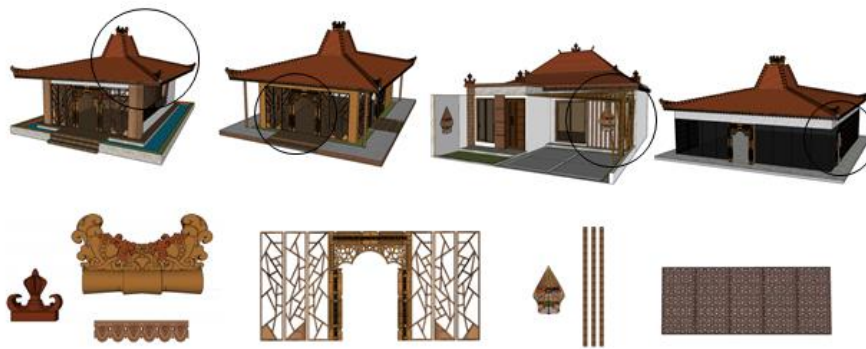
The land use of Rawa Pening Tourism Area maximizes the potential of the swamp as freshwater fish cultivation and agricultural potential as agricultural cultivation and plantations as plantation cultivation. Land use is also in accordance with the Regional Regulation of Semarang Regency Number 6 of 2011 concerning Spatial Planning of Semarang Regency in 2011-2031 concerning Green Open Spaces, and Lake/Swamp Protection Areas. It is determined that the planned built area is 40% of the total area, and the open area is 60% of the total area.



Figure 4 Intensity of land use



Figure 5. Building facade concept



(Source: Intan, 2021).

Figure 6 Concept of architectural style

Conclusions

The design of a tourist area with an educational theme supported by the surrounding potential which is dominated by natural resources is the right effort in developing a tourist area that is more attractive, active, and has an aesthetic value that has developed than before. This is in line with the Ministry of Tourism and Creative Economy's vision to make Indonesia a world-class tourism destination (Wartoyo & Haida, 2020). For this reason, the Ministry of Tourism and Creative Economy has a mission to develop world-class tourism destinations and conduct tourism-oriented marketing. In addition, the Ministry of Tourism and Creative Economy also focuses on developing the environment and capacity of the highly competitive tourism industry in Indonesia (Ministry of Tourism and Creative Economy, 2020). In the process of designing Rawa Pening Ambarawa Tourism Area in Semarang Regency, Central Java Province, the creative ideas/concepts that will be applied are maintaining green open spaces, applying the concept of educational tourism and creating an environmental quality system based on the image of the traditional area of Central Java.

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The role of pentahelix and digital marketing in developing Lubuak Mande Rubiah destination

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Abstract: This research is to examine the role of pentahelix in building digital marketing in Lubuak Mande Rubiah destination, West Sumatera, Indonesia. It uses a qualitative approach. The data used are participant observation, in-depth interviews, and focus group discussions. The results of research show that the role of pentahelix in building digital marketing in Lubuak Mande Rubiah is that the government plays a role in making regulations to promote people's welfare. Padang city government has made regulations on the management of tourist destinations. Tourism actors collaborate with Pokdarwis and other stakeholders. The digital marketing model of tourist attraction destinations are expanding networks, promoting, and maintaining collaboration with the community, government, tourism actors, academics and media to support improving the quality of facilities and infrastructure.

Keywords: destination, pentahelix, digital marketing development

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Introduction

Tourism is not only the responsibility of the Ministry of Tourism but tourism is also the responsibility of all elements, such as: government, academics, business people, media, and society. Five synergies called "Pentahelix" are key in developing tourism. The Pentahelix Model approach is considered very effective in advancing the tourism sector. Through the strength of academics "power of knowledge" will provide solutions and studies so as to produce solutions for the development of the tourism sector. Meanwhile, in terms of business, generate strategies for how tourism can improve the people's economy by developing marketing strategies. Pentahelix's model approach is the academy, business, community, government, and media, (ABCGM). In addition, the community can involve various tourism communities to drive tourism such as Asita, HPI, GenPI, PHRI, and others. Meanwhile, the government's role in supporting tourism is very important, namely in terms of coordination and provision of tourism facilities and infrastructure. The government in this case has a strategic role in advancing tourism because the government has "political power" to formulate decisions through policies and provide accessibility, such as ensuring infrastructure and other facilities (Fati-mah & Naldi, 2019).

The Pentahelix model was first launched by former tourism minister of Indonesia, as issued in the Republic of Indonesia Ministerial Regulation Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. Pentahelix model is one of the references to develop synergy between related agencies in order to be optimal in order

to achieve the goals of tourism development (Nainggolan et al., 2020). To realize the idea, the government as an actor who plays a central role, is expected to embrace various other pentahelix elements to bring the concept of tourism into reality. But the government cannot work alone. Input of ideas is very much needed, constructive criticism from various parties, pillars of academia, society, business, and media (Aribowo et al., 2018).

The Lubuk Mande Rubiah bathing tour or also known as Lubuk Perahu is located in the Batu Busuk area, Lambung Bukit sub-district, Pauh district. This Lubuk Mande Rubiah bathing tour has attracted many people to visit here. Lubuk Mande Rubiah natural bath has been visited by many tourists. In Lubuk Mande Rubiah there is a cradle bridge (suspension). We have to cross this bridge first to be able to enjoy the natural baths. Here there is also a prayer room for worship, the mosque is named the Sky Gate Mosque. In addition, if you feel hungry, there are also food vendors, such as fried foods, gravy crackers, and pop noodles.

Many tourists visit this Lubuk Mande Rubiah bath, but many also do not know that there is an interesting and unique story about this Lubuk Mande Rubiah natural bathing place. In the bottom of Mande Rubiah there is a forbidden fish which is strictly prohibited and should not be taken by anyone. If someone is determined to take and steal the forbidden fish, those who steal it will feel the impact themselves. The forbidden fish found here is gariang fish. This forbidden fish is usually harvested about once a year and then the harvest is distributed to the surrounding community and the money is also managed by someone.

Apart from that, there are also other interesting things that can be obtained from the local residents. An informant who lives in Batu Busuk named Mr. Anwar Z who said that he heard and got the story about Lubuk Mande Rubiah from his grandmother. The story about Lubuk Mande Rubiah has been passed down from generation to generation to posterity through word of mouth or by word of mouth. He said that the story about Lubuk Rubiah has nothing to do with the naming of the place or the origin of this Lubuk Rubiah. Rather, it tells the story of a princess who came down from the sky who bathed in Lubuk Mande Rubiah and then met an angler in Lubuk Mande Rubiah. The princess who came down from the sky was named Putri Bungsu whose clothes had been stolen by the fisherman named Malin Deman. The stolen Princess clothes are called West Sonsong clothes.

There are many other interesting things that are not widely known by tourists behind the beauty and coolness of this natural bathing tour of Lubuk Mande Rubiah. Although Lubuk Mande Rubiah is located far from the city center, it can also attract and be ogled by visitors who come from various places. Lubuk Mande Rubiah Natural Bath is always crowded and it can also improve the economy of the surrounding community.

Tourist visits to Lubuak Mande Rubiah experienced a significant increase where from 2016-2020 always experienced an average growth of 26,1675%. However, to anticipate increasingly competitive competition, it is necessary to do digital-based marketing, considering that the marketing model applied there is still done conventionally.

Table 1 Tourist visits at Lubuak Mande Rubiah in 2016-2020

No.	Year	Number of visits (person)	Growth (%)
1	2016	10,950	-
2	2017	12.233	11.72
3	2018	15.432	26.15
4	2019	21.815	41.36
5	2020	27.365	25.44

(Source: Lubuak Mande Rubiah, 2021)

Methodology

This research uses a qualitative approach. According to Kasim et al (2020). qualitative methods are one of the most commonly used research methods in tourism research. In general, this method understands and deals with the true nature of the phenomenon under study. Qualitative methods seek to understand and interpret the meaning of an event of human behavior interaction in certain situations according to the researcher's own perspective. Research that uses qualitative research aims to understand the object being studied in depth (Gunawan, 2013).

In this qualitative method, researchers are directly involved with informants to collect data. The researchers try to understand the views and feelings of some of the informants in the research. The data collected from several informants is original and basic because it is based on what the informants can consider carefully because this method is focused on only a few specific informants.

The method of data collection is by asking questions directly (question-and-answer) to relevant parties in the development of the Lubuak Mande Rubiah destination, either from the private sector or from the Pauh District government. This method is used to find relationships between criteria and data that have not been documented by the company/local government. The informants involved are decision makers in the development of tourism areas and tourism business actors in Pauh sub-district, namely: business people, the Padang City tourism office. This technique is an interviewing technique carried out by a researcher with an informant at a relatively long time. Initially, the researchers will ask some general questions about the research problem to make the informants feel comfortable to be interviewed. An in-depth interview is a long-term interview compared to other types of interviews. In-depth interviews can provide a clear picture for tourism researchers. This is because, tourism researchers will ask what they want to know, and informants will also work with tourism researchers to provide valuable insights and valuable information for the research being carried out.

In the direct observation, the researcher is directly involved as a participant in the research of a phenomenon or culture. Researchers can also find out how participants participate in the research. In addition, this technique also provides researchers with the latest information for their research. This technique is carried out in groups of 8-12 informants to conduct a joint interview session. Researchers need to select a number of experts who represent the group to produce a stimulating discussion process. In this technique, researchers can collect group data to predict future problems in an industry.

The main purpose of the FGD method is to obtain data interactions resulting from a discussion of a group of participants/informants in terms of increasing the depth of information in revealing various aspects of a life phenomenon, so that these phenomena can be defined and explained. The data from the interaction results in the

group discussion can focus or emphasize the similarities and differences in experiences and provide solid information/data about a perspective resulting from the results of the group discussion (Afiyanti, 2008).

Results and discussions

The digital revolution is radically changing the world we live in. New digital technologies have introduced important innovations in factories, hospitals, hotels, cities and regions. Marketing is very important for any type of business because it has an important contribution to the achievement of some successful businesses. Production and supply processes ultimately depend on promotional activities. Advertising can be characterized as a way to present and advance products and services into the market to attract customers. With the growing number of items and administration, business organizations have been forced to think of new strategies to market their products. It is on this premise that electronic advertising has been used by organizations to increase engagement. This has been facilitated by the development of the internet (Rahmoun et al., 2021).

Website is a collection of pages that contain information stored on the internet that can be accessed or viewed via the internet on devices that can access the internet itself, such as computers. The definition of the word web is the Web is actually a simplification of a term in the computer world, namely the World Wide Web which is part of Internet technology (Hastanti & Purnama, 2015). In addition to containing various kinds of information, the internet is also a place for many web-based applications. web-based is made not only for information providers but can also be used to communicate research results online, because it can make it easier for users to access them (Pranata et al., 2015).

The whole world is totally dependent on novelty, and in the present-day world it is very important to be extraordinary. However, mere awareness of the pattern just isn't enough. Studies show that there has been a leap forward in marketing innovation in the tourism industry. Since customers generally seek to gain financial and experience benefits through tourism, it is imperative for players in the industry to make full use of technological advances in marketing. For example, online networks involve a wide variety of instruments that make it feasible for their clients to share, trade, or post media documents and various types of data using different channels to the web. Basically, the development of e-marketing has just become a big movement from the shopper and supplier side. Buyers are increasingly refined about finding the most reasonable alternatives in different solutions, flights and issues (Femenia-Serra et al., 2019).

In the industrial era 4.0 or the digitalization era which is closely related to the spread of access to information technology, tourism has the opportunity to become the new prima donna as an active foreign exchange collector for an area. This of course cannot be separated from the role of social media to market tourism to the wider community. They consider that social media is a medium for disseminating information whose reach is not limited, cheap, and also very useful. It is hoped that the development and introduction of tourism will be more massive through social media campaigns so that tourist destinations remain competitive and well known (Omerzel, 2015). Another opportunity generated from social media for the tourism industry is expected to invite the public to be more concerned about environmental safety around tourism destinations (Mkono & Holder, 2019).

This research refers to the marketing 4.0 theory (Kotler, Philip; Kartajaya, Hermawan; Setiawan, 2020). Which states that destination marketing can be done in two

ways, namely offline marketing and online marketing. In discussing this paper using a combination of online marketing and offline marketing in terms of pentahelix actors. Digital marketing is included in online marketing while for pentahelix it goes into offline marketing because from the understanding of Marketing 4.0 there is human connectivity to use digital marketing in doing marketing.

Thus there must be human connectivity in marketing so as to produce effective and efficient marketing. Through this human-to-human connectivity, the role of pentahelix actors is needed in doing this marketing. Each pentahelix actor is expected to be able to optimally market the Lubuak Mande Rubiah destination through the use of a predetermined website. Collaboration between pentahelix actors in carrying out promotions is expected to be able to attract potential tourists (customers) to visit the Lubuak Mande Rubiah destination.

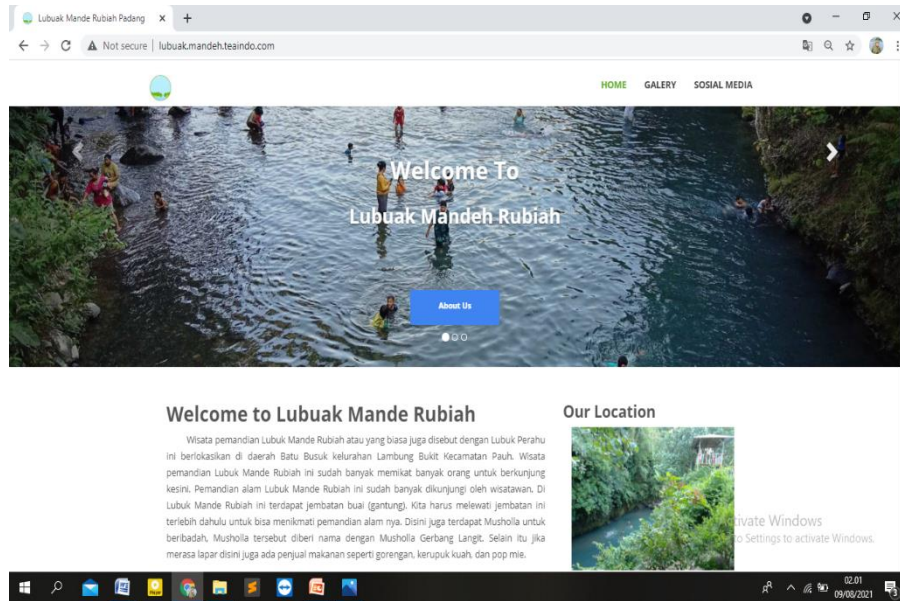


(Source: Ruliyani, 2021).

Figure 1. Lubuak Mande Rubiah tourism products

The marketing strategy that will be set is two-sided, namely online and offline. It aims to reach all levels of society. Although online strategies have been very able to reach more people, in fact offline strategies are still very much needed by the community. Because through an offline strategy (Tresyanto & Ayu, 2020), the public will actually feel the existence of the Lubuak Mande Rubiah bath as one of the entertainment destinations that has beautiful views.

Digital marketing is very important because digital marketing can provide clear and definite directions and goals for the people in it. Most companies that run without digital marketing do not have clear strategic goals. They don't have the right idea about what goals the company wants to achieve through online marketing, especially in terms of getting new customers, increasing sales and patenting deeper relationships between producers and consumers on online platforms. Without digital marketing, we cannot take advantage of technological transformation to be able to provide a clear direction for the company's growth. A unique aspect of digital marketing is the ability to create virtual communities for consumers who share common interests (Wind & Mahajan, 2002).



(Source: Ruliyani, 2021).

Figure 2. Implementation of Lubuak Mande Rubiah website

The role of pentahelix in building digital marketing in Lubuak Mande Rubiah is that the government plays a role in making regulations to promote people's welfare, the Padang city government has made regulations on the management of tourist destinations. Tourism actors collaborate with Pokdarwis in collaboration with stakeholders such as the Lambung Bukit Nature Tourism Movement Community, Family Welfare Empowerment, Youth Organizations, Community Leaders (RT/RW), Youth and Tourism Pioneers and Tourism Land Owners. The role of Academics in the Bustanul Ulum Elementary School Semen Padang and MTS Bustanul Ulum Semen Padang is fully funded by the Semen Padang CSR, providing training and budgets to strengthen the development of Nature Tourism in Lubuak Mande Rubiah, the Alai Center for Social Welfare Education and Training, Pauh District, Padang City, Andalas University campus Work ethic, Smart School, and fully supported by CSR Semen Padang and the role of the community is very supportive because it improves the economy of the community around Lubuak Mande Rubiah Baths tourism and the role of the media is to preach and promote Lubuak Mande Rubiah baths so that they are known to the wider community, both local, national and foreign tourists.

Conclusions

The digital marketing model is one of the main things in today's technological age, because it really supports digital marketing, especially newly developed tourist attractions such as Lubuak Mande Rubiah, Marketing 4.0 is a marketing approach that combines on-line and offline interactions between companies and customers. In the digital economy, digital interaction alone is not enough. In fact, in an increasingly online world, the offline touch represents a powerful differentiation.

The model used in this research is a model of the researchers' thinking in digital marketing. It can be seen from the reality of the public's lack of awareness and participation, from industry players that there is no potential that is managed in a structured and neat manner and when viewed from expectations, the development of digital marketing model and the application of marketing model.

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Application of green tourism in the Mount Rinjani National Park area to support sustainable tourism

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Abstract: The purpose of this study is to analyze the application of green tourism in supporting the concept of sustainable tourism in the Mount Rinjani National Park (Taman Nasional Gunung Rinjani/TNGR) area, West Nusa Tenggara, Indonesia. The primary data of this study was generated through interviews with several informants, while the secondary data was obtained through a review of literature, books, journals, and online media. Techniques of data analysis using descriptive qualitative analysis. The results of the study reveal that the application of green tourism in the Mount Rinjani National Park area is quite good. This can be seen from the awareness of the community, organizations and related agencies in carrying out clean up and tree planting activities, both in tourist areas and the tropical rain forest with its rich biodiversity. Additionally, the green tourism concept is able to support sustainable tourism in national park tourism areas, especially in environmental, economic, socio-cultural sustainability, and environmental education.

Keywords: national park, green tourism, tropical rain forest, sustainable tourism.

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Introduction

West Nusa Tenggara (NTB) is one of the provinces in Indonesia which is a destination for tourists, both foreign tourists and local tourists. The province of NTB is located in the eastern part of Indonesia, which is flanked by two provinces, namely Bali in the west and East Nusa Tenggara (NTT) in the east. Each of the two provinces has its own uniqueness in attracting tourists, for example Bali is famous for its cultural tourism, while the province of East Nusa Tenggara (NTT) for its komodo islands and the province of NTB for its natural tourism. Tourist destinations owned by the province of NTB are very diverse, ranging from marine tourism, culture, mountains, and religion.

Tourism is a complex activity that can be viewed as a large system, which consists of various components such as economic, ecological, cultural, political and so on (Suta & Mahagangga, 2018). Seeing the considerable potential, tourism actors are increasingly aggressive in managing tourist areas, both managed by the government and the community. In addition, people are starting to become aware of the impact of tourism on the economy. According to Waluya in Soewarni et al (2019). The positive impacts of the tourism economy are: (1) expanding employment opportunities, (2) increasing business opportunities, (3) increasing income, (4) maintaining local culture.

In addition to the positive impact of tourism development, it turns out to have a fairly large negative impact on environmental sustainability so that there is a lot of deforestation, degradation, and fragmentation in each area of the Mount Rinjani National

Park (Taman Nasional Gunung Rinjani or TNGR). Moreover, forest fires often occur even every year in several tourist destinations in the Mount Rinjani National Park area. In 2017 several tourist attractions in the Rinjani ring area experienced forest fires, including Mount Monjet, Anak Dara Hill, Pegasingan Hill, Nanggi Hill (<https://dislkh.ntbprov.go.id/>). This is based on the impact of mass tourism which has a significant influence on global climate change, socio-cultural degradation, ecosystem damage, and social inequality between the rich and the poor.(Sugandi et al., 2020). The problems that so many occur in the field trigger the emergence of various forms of alternative tourism, one of which is community-based tourism (CBT) (Personal et al., 2021) where the role of local communities in the development of sustainable tourism destinations has encouraged the emergence of new trends in community-based tourism development (Adikampana, 2017).

Alternative tourism has recently become a public discussion, because alternative tourism can minimize the impact of mass tourism which has recently become an issue related to the impact of environmental sustainability that it causes. Alternative tourism is one of the approach concepts being developed by stakeholders in supporting sustainable tourism. Sustainable tourism is a tourism activity that takes into account the present and future economic value, environmental impact, meeting support, environmental industry and local communities. (UNEP & WTO, 2015). according toYoeti & Gunadi (2013), sustainable tourism is a continuous process and requires continuous monitoring of its impacts, and can contain proven and corrective measures if necessary.

The Deputy for Resources and Institutions at the Ministry of Tourism and Creative Economy during a webinar with the Association of Indonesian Professors (API) explained that sustainable tourism will be a choice and a consequence of the tourism development section, after the pandemic (<https://pedulicovid19.kemenparekraf.go.id>). In addition, the concept of green tourism is also one that is being developed to support sustainable tourism. According to Weaver inHasan et al., (2014) A destination deserves to be classified as green tourism if it has four main dimensions, namely the natural base, conservation support, sustainability and environmental education. Meanwhile, according to Doods and Joppe in Winarya (2017), components of green tourism are: (1) Environmental responsibility: Maintaining, conserving, and improving the natural and physical quality of the environment to ensure the health and sustainability of the ecosystem. (2) Strengthening the local economy: Supporting the local economy, local businesses, and communities to ensure the strengthening and sustainability of the local economy. (3) Cultural Diversity: Respect and appreciate culture and cultural diversity so as to ensure the sustainability of the welfare of the community and local culture. (4) Enriching experience: Enriching with satisfying experiences through activity. From the concept above, the impact that is felt is not only in improving the economy, socio-culture, but tourism actors and visitors will be taught how to protect the natural environment so that it remains beautiful and sustainable.

In the context of mountains in central and eastern Indonesia, not many studies have been found. Quite a lot of studies are found generally linking Mount Agung as the highest mountain and Mount Batur as the most crowded mountain to climb in Bali as in the studies conducted by Mudana et al (2017a; 2017b; 2017c; 2018a; 2018b). This is certainly related to Bali's position as the number one world destination in Indonesia. Studies on the Mount Rinjani National Park area and climbing on Mount Rinjai are classified as not widely available.

Methodology

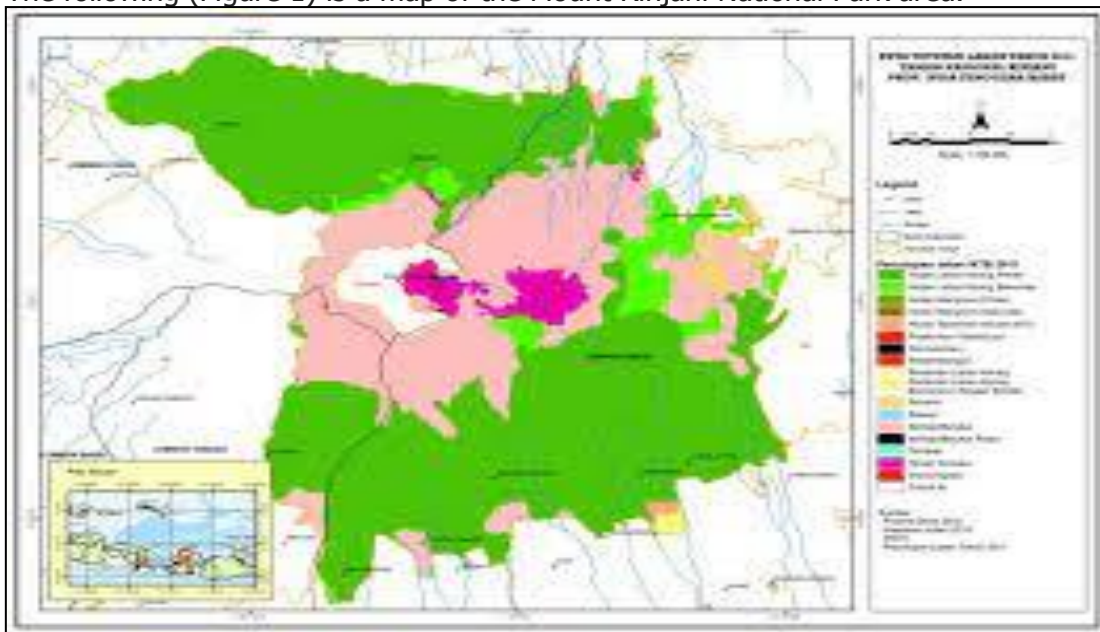
The research method used in this research is a qualitative research method by looking at the management model carried out by the Head of the Mount Rinjani National Park Office. For the determination of informants in this research will use purpose sampling. According to Sugiono in Komala (2017). Purpose sampling is a sampling technique with certain considerations. To get real data in the field, in this case, the selected informant is the manager of the Mount Rinjani National Park.

Method used for data collection is observations and interviews. Data collection through observation is carried out by observing conditions in the field. In this study, observations were made on policies, strategies and decisions the head of the National Park Center in implementing the Green Tourism concept in supporting sustainable tourism. In addition, observations were also carried out through the website official Mount Rinjani National Park, internet browsing, and social networks. Interviews are used to find out how the involvement of the community, institutions, organizations in the application of the green tourism concept.

Whereas technique in analyzing the data using descriptive qualitative analysis. Qualitative descriptive analysis is a technique in answering problems by using words or describing the findings in the field. For the data presentation results used narrative description in order to identify all forms or models of the management of Mount Rinjani National Park in applying the concept of green tourism in the context of sustainable tourism.

Results and discussions

Mount Rinjani National Park is a nature conservation area that is used as a tourist area. National Parks are natural conservation areas that have native ecosystems, managed with a zoning system used for research, scientific, educational purposes, to support cultivation, tourism and recreation (Article 1, Law no. 5 of 1990 concerning Conservation of Biological Natural Resources and ecosystem) (www.rinjaninationalpark.id). The following (Figure 1) is a map of the Mount Rinjani National Park area.



(Source: Google, 2021)

Figure 1. Map of the Mount Rinjani National Park (TNGR) area

Based on the Decree of the Minister of Forestry Number P.03/Menhut-11/2007 dated February 1, 2017 concerning the Organization and Work Procedure of the National Park technical implementing unit, the Mount Rinjani National Park Office is included in type B. Based on the decree, Mount Rinjani National Park is divided into two. The management areas are (1) the Conservation Section of West Lombok Region 1 which handles the National Park area in West Lombok Regency with an area of 12,357.67 Ha (30%) which is divided into Resorts (New, Santong, Senaru) and several guard posts. (2) The East Lombok Region II Conservation Section handles the Mount Rinjani National Park area which is located in 2 (two) Regencies in East Lombok Regency covering an area of 22,152.88 Ha (53%), while the National Park area in Central Lombok Regency covers 6,819.45 Ha (17%) which is divided into 6 resorts ((Aikmel, Kembang Kuning, Joben, Sembalun, Aikberik dan Ttelling) and some guard posts.



(Source: Illyas, 2021).

Figure 2. Environmental responsibility activities in the Mount Rinjani National Park area

Referring to Doods and Joppe (2001) and Weaver (2012), the application of the Green Tourism Concept has at least four components, namely, environmental responsibility, local economy, culture, environmental education. The results of interviews conducted with officers from the Mount Rinjani National Park Office, where the community, tourism actors and tourists have started to be aware of the environment. Figure 2 is a documentation of the Head of the Mount Rinjani National Park that was taken by researchers through social media while carrying out joint activities with tourism actors, the community, school agencies, NGOs in protecting the environment in the Mount Rinjani National Park area. In addition, the Head of the Mount Rinjani National Park made a rule that tourists who did not bring their trash down would be given severe sanctions. that is, they will be blacklisted or blacklisted for two years and are not allowed to climb Mount Rinjani. This rule is carried out on the basis of accustoming tourists to re-

main concerned about environmental sustainability. Quoted from his official social media page, at least nearly 1,906 climbers were included in the black list.

One of the important components in the concept of Green Tourism is the economic sustainability of local communities, especially those in the Gunung Rinjani Park area. Mount Rinjani ecotourism is one of the sources of life for the people of NTB apart from the agricultural sector. Findings in the field when conducting conservation and interviews with tourism actors and communities in the Mount Rinjani National Park area. People in the Rinjani area really feel the impact of tourist activities in improving the community's economy. It can be seen from the many people who sell on the roadside and tourism actors such as porters, guides, tour organizers (TO) whose increase is quite significant every year. Since the Covid-19 outbreak, some people change professions to become farmers and sell to fulfill their daily lives. However, some tourism actors who do not own land hope that the pandemic will end soon, so that tourism will return to normal, so that friends who rely on tourism for their lives from the tourism sector can return to their normal activities.

Culture is one of the most important elements in tourism development. Because tourism can grow and develop well if it is supported by cultural tourism, which is seen from the socio-cultural aspect (Fernando, 2016). Cultural preservation is a necessity that is always passed on to future generations in the face of the impact of globalization which causes a decrease in the level of curiosity about the indigenous culture of the region. Globalization also has a strong influence on the decreasing level of public awareness to maintain and preserve Indonesian culture (Suryani, 2018). Quoted from the official social media page of Mount Rinjani National Park, during the opening ceremony of the Rinjani Begawe Festival as well as the launching of Mount Rinjani climbing, the Head of the National Park Office expressed his gratitude to tourism actors and the Sembalun community who participated in preserving culture as well as exhibiting woven products, food traditional and souvenir. On the sidelines of the closing, he also said that the Rinjani Begawe Festival would be held every year in order to preserve the indigenous culture of the region.



(Sourcen: Illyas, 2021).

Figure 3. Environmental education in the form of Nursery Training and Development by the staff of the Mount Rinjani National Park area

Environmental education is an important thing in realizing the concept of green tourism in order to achieve sustainable tourism. According to Yustina in (Indahri, 2020), Environmental education (PLH) is an important means of producing human resources who can implement the principles of sustainable development. Figure 3 is an activity carried out by officers from the Mount Rinjani National Park Office in order to provide environmental education to young people who care about the environment in collaboration with the manager of Joben Eko Park to realize the common goal of protecting and preserving the environment as a form of our love for the environment which will be passed on to children as future generations. Thus, this is also in line with the concept of sustainable tourism.

Conclusions

The application of the concept of Green Tourism in the Mount Rinjani National Park area has a significant impact, especially on environmental responsibility, where the community, tourism actors and managers of the Mount Rinjani National Park are increasingly aggressively organizing tourist areas by planting trees to prevent deforestation, fragmentation which can lead to forest fires as a result of global warming. In addition, there are strict sanctions for tourists who do not bring their trash down and will be blacklisted for two years and are not allowed to climb. For the socio-culture aspect, there is public awareness in preserving culture by exhibiting the work in the form of weaving products, traditional foods, and souvenirs. While environmental education is being carried out in several tourist areas in collaboration with TNGR officers, community, students, tourism actors (guides, porters), NGOs in preserving the environment. As for the economy as an exception due to non-natural disasters (such as Covid-19).

Some suggestions can be put forward for maintaining the valuable sites. Firstly, the Head of the National Park Office should continue to provide training and direction to tourism actors, communities, visitors how to keep the environment beautiful and sustainable. Secondly, cooperation with the community, government, tourism actors in strengthening forest functions is required in order they remain beautiful and sustainable. Finally, for tourism actors who get an impact of covid-19 pandemic, they should be able to take the positive side of this non-natural disaster by carrying out activities or opening new business opportunities by utilizing information communication technology (ICT) including social media to be more resilient survive and thrive.

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Visitors' brand awareness toward Pohsanten Tourist Village

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Abstract: This study is to determine the level of brand awareness of visitors consisting of top of mind, brand recall, brand recognition and unaware of brand at Pohsanten Tourist Village in Jembrana Regency, Bali, Indonesia. Data were collected by using a questionnaire distributed to visitors to the tourist village of Pohsanten using accidental compenience sampling to 60 respondents. The collected data were analyzed descriptively and quantitatively with frequency. From the results of the analysis it can be concluded that the Pohsanten Tourist Village have reached the Top of Mind in the minds of the respondents. This means that the Pohsanten Tourist Village brand is quite popular in the minds of visitors as one of the tourist villages in Jembrana Regency.

Keywords: tourist village, brand awareness, top of mind, brand recall, brand recognition, unaware of brand.

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Introduction

Pohsanten Tourist Village is one of the villages in Mendoyo District, Jembrana, which has been developed into a tourist village since 2017 (Ernawati, et al, 2018). This village has the potential of agrocaao tourism attraction as a main attraction which is supported by nature with beautiful topographic visual qualities, cultural and artistic potential as well as spiritual tourism.

Various ways had been done to introduce the existence of the Pohsanten Tourist Village, through printed media such as newspapers and brochures, as well as online media using a number of social media platforms such as IG, FB and Youtube, and other ways were making signs, attributes at a number of strategic points in the area around the Pohsanten village (Arjana et al, 2021). Thus, the consumers are expected to be able to remember Pohsanten Tourist Village as a brand for a business activity engaged in tourist village. In addition, the consumers can also be aware of the existence of the Pohsanten Tourist Village in their respective minds. Awareness of the consumers towards tourist village business activities is very important for a tourist village. Isoraite (2018) states that brand is important for both businesses and consumers, it is important for marketers to influence not only the user's mind, but also the heart. Moreover, brand is not just a logo or a name of a company, but also an image or perception (Juliana, 2019).

Brand is a sign worn by entrepreneurs (factories, producers, and so on) on goods produced as identification (Badan Pengembangan dan Pembinaan Bahasa, 2016). The American Marketing Association (AMA) defines a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kumar

& Miesha, 2012). The brand is perception of the consumers towards the firms and always competing with each other within their business category, and at some level, competing with all brands that want the attention of consumers, it is not enough to just be different, but brands need to demonstrate and communicate their difference, making it easy for customers to understand that difference (Isoraite, 2018).

From the above opinions, a brand can be interpreted as an identity that distinguishes a product from competitors, a brand also contains a value and a guarantee or promise from a producer to consumers to consistently provide certain views, benefits, and services to buyers.

Brand awareness is the ability of consumers to recognize or remember brands when making decisions in purchasing certain products or services (Aaker, 1991). Kotler (2016) defined brand awareness as consumer's ability to recognize or recall the brand in sufficient detail to make a purchase. Brand awareness plays an important role in consumer decision (Keller, 1993). In some contexts it can be a driver of brand choice and even loyalty (Aaker, 1996). Another definition states that brand awareness is an issue of whether a brand name comes to mind when consumers think about a particular product category and the ease with which the name is evoked (Shimp & Andrews, 2015). Agnes & Darmawan (2020) identified that brand awareness as a predictor of brand equity, and thus influence the decision to purchase (Ameliawaty & Halilah, 2018). Chernatony, et al (2003) argued that the degree of brand awareness depends on their ability to recall any promotional messages and the brand's availability. Moreover, Sharp (2003) argued that brand awareness should be an important goal of the marketing communications efforts of a firm as it has a number of important functions. It is widely acknowledged that without brand awareness occurring, brand attitude and brand image cannot be formed.

According to Kotler & Keller (2009), a properly defined and strong brand can create a higher value for a product. Awareness of the consumer's ability to recognize or remember a brand, in turn affects the perception of the brand image and consumer associations with the brand (Keller, 1998). Aaker (1991) measured brand awareness through four levels, namely top of mind, brand recall, brand recognition, and unaware of brand.

Top of mind is describing the brand that is first remembered or comes to mind by respondents, which is the main brand of various brands that are in the minds of consumers. Brand recall describes a brand that can be remembered by respondents after mentioning the brand that was first mentioned without assistance. Brand recognition is a reflection of the existence of the brand being realized by the respondent after being given assistance by mentioning the characteristics of the brand. Unaware of brand is the lowest level in the level of brand awareness which is a brand that remains unknown even though it has been given the help of reminders.

Methodology

This research is a survey research that aims to measure the level of brand awareness of Pohsanten Tourist Village. The number of samples determined was 60 respondents. Data were collected by distributing questionnaires to visitors to the Pohsanten Tourist Village.

The sample method used in this study is accidental convenience sampling, which is to determine the sample based on coincidence or what is considered suitable as a data source (Sugiyono, 2010). The collected data were analyzed using frequency descriptive data analysis.

Results and discussions

Top of mind, is the main brand of various brands that exist in the mind of a consumer, namely the tourist village which is the first most remembered or mentioned by the respondents when asked about the name of a tourist village.

Table 1. The first most remembered places by respondents

Tourist village name	Frequency	Percentage
Pohsanten Tourist Village	43	71%
Palasari Tourist Village	3	5%
Rambut Siwi	2	3%
Bunut Bolong	2	3%
Gumbrih Tourist Village	2	3%
Blimbingsari Tourist Village	1	1%
Pendem Village	1	1%
Petapan Village	1	1%
Medewi Beach	1	1%
Perancak Village	1	1%
Dangin Tukad Aya	1	1%
Ekasari Tourist Village	1	1%
There is not any yet	1	1%
Total		100%

(Source: Primary data processed, 2022).

Table 2. The second most remembered places

Tourist village name	Frequency	Percentage
Pohsanten Tourist Village	6	13.9%
Dangin Tukad Aya	1	2.3%
Baluk Village	1	2.3%
Blimbingsari Village	2	4.6%
Gilimanuk Village	1	2.3%
Gumbrih village	1	2.3%
Medewi Village	2	4.6%
Pendem village	2	4.6%
Perancak Tourist Village	4	9.3%
Bunut Bolong	2	4.6%
Palasari	4	9.3%
Yeh Embang Kangin	1	2.3%
Karang Sewu	1	2.3%
Green Cliff	1	2.3%
Pendem Village	2	4.6%
Baluk Rening Beach	1	2.3%
Mendoyo	1	2.3%
Pengeragoan Beach	1	2.3%
Puncak Mawar	3	6.9%
Pasatan Temple	1	2.3%
Rambut Siwi Temple	1	2.3%
West Bali National Park	2	4.6%
Yeh Kuning	1	2.3%
Mesehe Waterfall	1	2.3%
Total	43	100%

(Source: Primary data processed, 2022).

Brand recall, is a recall of a brand, namely the names of the tourist villages that are remembered in the minds of the respondents after mentioning the name of the tourist village that was first mentioned.

Brand recognition, is awareness of the existence of a tourist village after being reminded or given assistance (klu).

Table 3. The awareness of respondents after being reminded

Question	Frequency	Percentage
a. Yes, I know and have written about it above.	51	85%
b. Yes, I know after filling out this questionnaire.	8	13%
c. Don't know at all.	1	2%
Total	60	100%

(Source: Primary data processed, 2022).

Unaware of brand, is the brand awareness with the lowest level of brand awareness where the name of the tourist village remains unknown even though it has been given reminders. The measurement results unaware of the brand with the results of brand recognition. There is 1 person (1.6%) of respondents who do not know the name of the Pohsanten Tourist Village even though they have been given reminders.

Source of information of the places in Pohsanten Tourist Village can be seen in Table 4.

Table 4. The sources of information of the places

Resources	Frequency	Percentage
Name plank	0	0
Brochure	3	5%
Social media	10	17%
Website	4	7%
Newspaper	0	0
Friend	15	25%
Other	28	46%
Total	60	100%

(Source: Primary data processed, 2022).

The data in this study were obtained from 60 respondents by distributing questionnaires directly to respondents by chance or deemed suitable as a data source. The results of the questionnaires that have been distributed, in general, the characteristics of the respondents can be viewed from several demographic variables, namely through the variables of gender, age, type of work and the last education of the respondent. Respondents in this study were dominated by women, as many as 37 people (61.6%) and 23 people (38.4%) were male. Most of the respondents in this study were aged between 14-27 years as many as 51 people (85%) and the rest aged 30-58 years as many as 9 people (15%).

The majority of respondents are still students/college students, as many as 40 people (66%), civil servants as many as 3 people (5%), have jobs as private employees, BUMN and other jobs as many as 12 people (20%), while the rest do not have jobs as many as 4 people (6%). The majority of respondents with diploma/equivalent education dominated the study with a total of 39 people (65%), then the rest, with the last education of high school/equivalent as many as 7 people (12%), S1 (bachelor de-

gree) as many as 9 people (15%), and S2 (master degree) and S3 (doctor degree) as many as 3 people (5%) and 2 people (3%).

Based on the data obtained, brand awareness in the Pohsanten Tourist Village at the top of mind level has reached 71%. This means that the Pohsanten Tourist Village is the first tourist village that is most remembered or mentioned by the majority of respondents when asked about the name of a tourist village.

While at the Brand recall level, the overall name of the Pohsanten Tourist Village is in the good category. This can be seen in the results of respondents' responses to the Pohsanten Tourist Village after mentioning the name of another tourist village that was first mentioned. When compared to other tourist villages, Pohsanten Tourist Village is the village that respondents remember the most, as many as 13.9% without being given any help (clue).

At the Brand Recognition level, the awareness of the existence of the Pohsanten tourist village after being reminded or given assistance (clue) was 51 respondents (85%). This means that the level of brand recognition of the Pohsanten Tourist Village is in the good category.



(Documentation: Arjana, 2022).

Figure 1. Activities in Pohsanten Tourist Village

On the other hand, based on the results of unaware of the brand measurement, there is still 1 person (1.6%) of respondents who do not know the name of the Pohsanten Tourist Village even though they have been given reminder assistance. Some activities related to Pohsanten tourist village is on Figure 1.

Conclusions

The overall brand awareness of the Pohsanten Tourist Village is in the good category. The level of brand awareness of the Pohsanten Tourist Village reached 71% at the top of mind level, 13.9% at the brand recall level and 85% at the brand recogni-

tion level. However, on the other hand, based on the results of unaware of the brand measurement, there is still 1 person (1.6%) of respondents who do not know the name of the Pohsanten Tourist Village even though they have been given reminder assistance. This means that Pohsanten Tourist Village still needs to make efforts to build brand awareness of the consumers so that Pohsanten Tourist Village is better known and no longer has an unaware of brand value.

Based on the conclusion stated above, the authors can provide several suggestions that he thinks can be useful for Pohsanten Tourist Village. Pohsanten Tourist Village is advised to further improve the marketing mix strategy that has been declared good according to respondents' responses, so that in the future it can be better. The village is advised to pay attention to other factors not examined in this study that have an influence on increasing brand awareness of Pohsanten Tourist Village.

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Tri Hita Karana as a form of pro-environmental behavior in Bindu Traditional Village

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Abstract: This research aims to describe the pro-environment behavior based on the Tri Hita Karana concept in Bindu Traditional Village, Badung, Indonesia. This type of research uses a qualitative descriptive method to explain Tri Hita Karana as a form of pro-environmental implementation in Bindu Traditional Village. The results show that the implementation of pro-environmental behavior in the form of Tri Hita Karana teachings in people's lives in the Parhyangan (aspects of God) is realized by worshipping and serving the God, in the Pawongan (aspects of human) by helping each other and working together with humans, and in the Palemahan (aspects of natural environment) by preserving nature.

Keywords: traditional village, tourist attraction, pro-environmental behaviour, local wisdom.

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Introduction

Historically Balinese culture can be said to be an amalgamation of various cultural elements that have crossed over thousands of years. Intensive contact between Bali and the world has occurred thousands of years ago. Balinese culture is complex and dynamic (James, 1977). Balinese culture emphasizes more on balance and harmony. This balance can be seen from the concept of Tri Hita Karana. This concept states that true happiness can only be achieved if humans live in balance and harmony: a balanced relationship between humans and supernatural beings; between humans and the environment; and among humans themselves. Basically, the term Tri Hita Karana is not mentioned explicitly in the Vedic scriptures and other Hindu literature. However, Hindu teachings are grounded through the process of induction into the concept of Tri Hita Karana and give birth to other concepts (Suidarma, 2019).

The Hindu concept of happiness is only realized if there is a harmonious relationship among man and God, man and man, and man and nature. This teaching is called Tri Hita Karana. Humans have a major role in realizing harmony between these three factors. In Bali, the concept of Tri Hita Karana is reflected in the way of life of the Hindu community which includes three parts, namely: Parhyangan is a holy place to worship Ida Sang Hyang Widhi Wasa, the God Almighty. Pawongan is a group of people or people who live in the village area as an embodiment of the human element. Palemahan is the area of a village that includes a place to live, the surrounding environment, a garden as an embodiment of its natural elements. In relation to Tri Hita

Karana, Parhyangan (God), Pawongan (humans), Palemahan (nature) with pro-environmental behavior are things that are related to one another.

Pro-environmental behavior is the one that pays special attention to the environment in activities of daily life, such as reducing energy consumption, maintaining resources, reusing, and recycling, and preserving flora and fauna life (Bechtel & Churchman, 2003). In the context of pro-environmental behavior, Tri Hita Karana plays a major role as a basic guideline for Hindus in supporting the pro-environmental behavior movement in a cultural context. Parhyangan which means that humans should maintain harmony with God can be implemented through religious ceremonies, prayers, almsgiving, and others. Pawongan can mean that humans should maintain harmony between fellow humans, as we know that humans are social creatures who need each other through mutual tolerance interactions and good communication in society. Palemahan means that humans should maintain harmony with nature or the environment, for example preserving nature so that its beauty is maintained.

Tri Hita Karana teaches about how a person is able to establish a harmonious relationship with God, fellow human beings, and the natural environment. The implementation of Parhyangan, Pawongan, and Palemahan aims to foster harmony. If people live in harmony, harmony will be built.

Several previous studies related to Tri Hita Karana were used as a reference in writing this research, the first study by (Sukerada et al, 2013) entitled "Implementation of Tri Hita Karana in Agroarea of Buyan and Tamblingan in Pancasari Village, Sukasada subdistrict, Buleleng Regency", showed that the implementation of Tri Hita Karana consisting of Parhyangan, pawongan, and palemahan simultaneously has a positive and significant effect on Buyan/Tamblingan agro-tourism area. In "The Implementation of Tri Hita Karana Values on Tourist Attraction in Pura Desa and Puseh Batuan Traditional Village" (Wisnawa et al.2020), it was found that the implementation of Tri Hita Karana values in tourist visits to Puseh Village and Pura, Batuan Pakraman Village, Sukawati District, Regency Gianyar, covering implementation in the fields of Palemahan, Pawongan, and Parhyangan. Its implementation is carried out by preserving sacred activities and cleaning. The last research "The Tri Hita Karana concept in the Implementation of Hindu Cultural Tourism" (Sudiarta, 2021) stated that the Tri Hita Karana concept could be described in the implementation of Hindu cultural tourism. In addition, you can find out how to maintain the existence and maintain the sanctity of the holy place in the Parhyangan Tri Hita Karana section.

Based on the description of the background above, the authora are interested in compiling a study entitled Tri Hita Karana as a form of pro-environmental implementation in Bindu Traditional Village (Desa Adat Bindu), Badung Regency, Bali.

Methodology

This research uses a descriptive method to explain Tri Hita Karana as a form of pro-environmental implementation in Bindu Traditional Village. Qualitative research is research that produces data or information that can describe social reality and related events in people's lives, the research process is cyclical, not linear like quantitative (Sugiyono, 2013).

While the approach used in this research is the ex post facto approach, which is an approach to examine a problem that is carried out after the incident occurred.

Results and discussions

Pro-environmental behavior can be interpreted as actions aimed at minimizing environmental damage, or improving the environment, such as minimizing environ-

mental harm, namely minimizing environmental damage, reducing home energy use, namely reducing energy use, composting, namely composting and engaging in more sustainable forms of transportation. namely engaging in better and more sustainable forms of transportation (Scannell & Gifford, 2010).

Pro-environmental behavior is independent of the contemporary conditions in which social studies environmental behavior. In a period when society noted the ongoing environmental, ecosystem, biosphere, and climate changes with respect to human activities, professionals focused primarily on such environmental behaviors related to energy use, raw materials, waste production, and pollution. Therefore, environmental behavior, in the narrow sense is behavior that has a significant impact on the environment. In this sense, the term "environmentally relevant behavior" is also sometimes used (Bechtel And Churchman, 2003). Over the last few decades, researchers have used a variety of terms to describe actions that include behaviors that are similar to those of the environment (Larson et al., 2015).

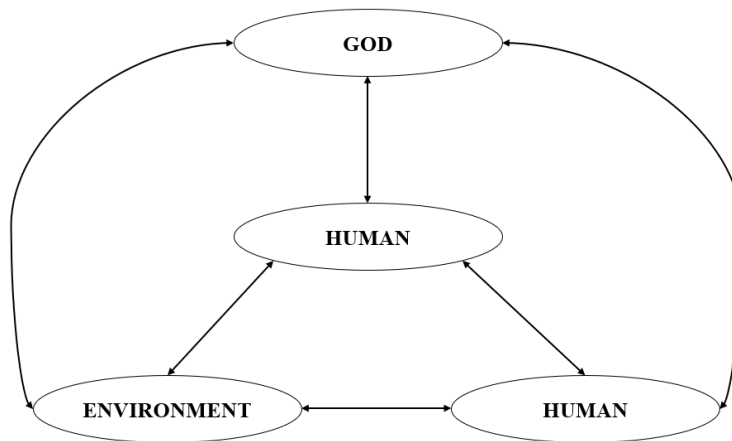
Pro-environmental behavior is behavior that harms the environment as little as possible but brings great benefits for the environment (Steg & Vlek, 2009). Pro-Environmentally behavior including energy conservation, mobility, and transportation, avoid waste, recycling, consumerism, and conservation (Kaiser et al., 2007).

Based on several definitions of pro-environmental behavior that have been described, it can be seen that pro-environmental behavior is human behavior or action in reducing or minimizing environmental damage and improving the environment related to the behavior of energy-saving, mobility, and transportation efforts, preventing the occurrence of waste, recycling waste recycling, responsible consumption, and environmental conservation activities.

Tri Hita Karana (THK) is one of the local pearls of wisdom of the Balinese people, the heritage of their ancestors (ancestors) based on Hinduitis. Tri Hita Karana can be interpreted as three causes for the realization of happiness. Happiness in question is happiness physically and mentally. Hita means harmony, Karana means cause, so Tri Hita Karana means three causes of harmony (Palguna, 2011) THK has been a guide and way of life for Balinese people since time immemorial. THK is a philosophy as well as a way of life for Balinese people in all aspects of life. THK contains elements of severe yangan (harmonious relationship between humans and God), pawongan (harmonious relationship between humans), palemahan (harmonious relationship between humans and the environment), which are basically analogous to the cultural system (Windia dan Dewi, 2007).

The term Tri Hita Karana appeared in 1969, in a seminar on traditional villages. On that occasion, according to Kaler in Wiana (2004), Tri Hita Karana was implemented in the form of spatial planning and activities in traditional villages. Tri Hita Karana comes from Sanskrit, from the word Tri which means three, Hita which means prosperous, and Karana which means cause. Understanding Tri Hita Karana are three main things that lead to the welfare and prosperity of human life (Wirawan, 2015).

Tri Hita Karana consists of three elements, namely establishing a harmonious relationship with God or referred to as Parhyangan, establishing a harmonious relationship with humans or referred to as Pawongan, and establishing a harmonious relationship with nature or referred to as Palemahan.



(Source: Suja, 2011)

Figure 1. Tri Hita Karana Cultural Approach

Basically, the essence of the teachings of Tri Hita Karana according to emphasizes three human relationships in life in this world (Wiana, 2004). The three relationships include relationships with fellow human beings, relationships with the natural surroundings, and relationships with God that are interrelated with one another. Every relationship has a way of life respecting other aspects of its surroundings. The principle of implementation must be balanced, in harmony with one another. If the balance is achieved, humans will live with restraint rather than all bad excesses, then their lives will be balanced, peaceful, and peaceful. The relationship between humans and the natural environment needs to be harmoniously established, if that harmony is damaged by ignorant hands, it is not impossible that nature will be angry and hostile to it.

The Tri Hita Karana classification consists of three relationships include Parhyangan, Pawongan, and Palemahan (Astiti, 2011). Parhyangan is a harmonious relationship between humans and Ida Sang Hyang Widi Wasa/Brahman the creator/God Almighty. As a religious community, based on the theological concept that he believes, especially Hindus, the first thing to do is how to try to relate to the Creator through hard work according to his abilities. Pawongan is a harmonious relationship between fellow human beings. In this case, it is emphasized that fellow religious people always maintain harmonious communication and relationships through Sima Krama Dharma Santhi (gathering activities). This activity is seen as important and strategic considering that human beings always live side by side and cannot live alone. Therefore, the ties of friendship and brotherhood must remain well established. Palemahan is a harmonious relationship between humans and their natural environment. This teaching emphasizes human beings to maintain the preservation of the surrounding natural environment so that natural harmony is realized and the balance of the ecosystem is maintained.

In Bindu Tri Hita Karana Traditional Village, it is implemented in the form of village awig-awig, literally awig-awig can be interpreted as a provision that regulates the manners of social life in society to realize a stable life order in society. Awig-awig in Bindu Traditional Village as the basis for implementing pro-environmental behavior is the basic foundation for creating harmony in life. Awig-awig was made with the aim of giving awareness to the people of Bindu Traditional Village of the importance of the three harmonious relationships that must be maintained. Awareness that needs to be

re-instilled regarding the importance of Tri Hita Karana for the life of Bindu Traditional Village community. The form of the Tri Hita Karana teachings that are implemented in Bindu Traditional Village is in the form of awig awig which functions to regulate the basic life of the community in Bindu Traditional Village, Badung Regency.

The forms of Tri Hita Karana as a form of pro-environmental implementation in Bindu Traditional Village are as follows. The form of the teachings of Tri Hita Karana in Parhyangan which is implemented in Bindu Traditional Village in the form of religious ceremonies and ceremonial facilities. In Bindu Traditional Village awig-awig regulates the process of carrying out religious ceremonies, starting from preparation, implementation to closing which is charged to the residents of the Bindu Traditional Village community.



(Source: Bindu Traditional Village, 2021)

Figure 2. Puseh Temple, Bindu Traditional Village

The form of the teachings of Tri Hita Karana in the field of Parhyangan which is implemented by the residents of Bindu Traditional Village is to maintain the cleanliness and sanctity of the temple in Bindu Traditional Village. The use of plastic-based materials is prohibited in the temple area, both as facilities and infrastructure for ceremonies and for worshipers. In addition, visitors who perform prayers are asked to dispose of garbage in the places provided, the available trash cans have been categorized according to the type of waste.

The form of the teachings of Tri Hita Karana in Pawongan which is implemented in Bindu Traditional Village is in the form of religious harmony, especially that which regulates human relations with life in the real world in mutual assistance activities in terms of metulung, such as between residents and residents who hold religious ceremonies in each other. Each family in Bindu Traditional Village communicates with fellow residents of Bindu Traditional Village.

The implementation of the Pawongan field in Bindu Traditional Village is by forming an organizational group or known as sekaa in Balinese tradition. Each Sekaa has its own tasks and learning, for example, the Sekaa Teruna Teruni group in Bindu Traditional Village which is a forum for teenager associations that have the function and purpose as a forum for developing youth creativity. In Bindu Traditional Village, Sekaa

Teruna Teruni has various routine activities, one of which is mutual assistance in cleaning the village.

In addition, in Bindu Traditional Village, there is a Sekaa Suka Duka, namely a group of residents who are married (married) and are a joy and sorrow group, as the main mover in the life of the people of Bindu Traditional Village in relation to the Pawongan field, community members mutually understand in every religious and daily activity in Bindu Traditional Village.



(Source: Bindu Traditional Village, 2021)

Figure 3. Road Repair by Bindu Traditional Villagers

The group in Bindu Traditional Village is a group formed as a result of the interaction between the residents and the community of Sengkidu Village who adhere to the teachings of the Pawongan field which are mutually honing, compassionate, nurturing, as residents of Desa Adat Bindu who have the same goal of establishing a harmonious relationship, harmonious and balanced between fellow human beings.

Palemahan is a harmonious relationship between humans and their natural environment. This teaching emphasizes human beings to maintain the preservation of the natural environment so that natural harmony is realized and the balance of natural ecosystems is maintained. The form of implementation of Palemahan in Bindu Traditional Village is in the form of carrying out village awig-awig which is about preserving and maintaining palemahan so that it remains beautiful and beautiful to the eye, namely in the form of arranging home pages, gardens, village garden fields, planting shade trees and making trash bins to accommodate garbage.

The implementation of the teachings of the Palemahan field in Desa Adat Bindu, Badung Regency which is outlined in activities in preserving Palemahan by carrying out namely: Mutual cooperation is carried out every two weeks in Bindu Traditional Village environment, reforestation is carried out by residents of Bindu Traditional Village community by working together and planting shade trees in places that are barren to green, such as in temple areas and village land, where later these trees can be used for the benefit of Bindu Traditional Village as, in addition to creating a cool temple environment, planting trees (the Upakara trees) are also useful during ceremonies at local temples. In the maintenance of the environment, it is known as the telajakan system. Every member of the community or every family gets a share to maintain the telajakan in front of his house who happens to live on the side of the road.



(Source: Bindu Traditional Village, 2021).
Figure 4. Cleaning Activities on Bindu River

As a manifestation of the implementation of the Palemahan concept, it is reflected in caring for the preservation of nature and maintaining the cleanliness of the surrounding environment. Environmental cleanliness is done by not throwing garbage in any place, in ditches, on the side of the road. Collaborating with related agencies for waste management and providing trash bins in appropriate places as garbage collection sites.

Conclusions

Tri Hita Karana as a form of Pro-Environmental implementation in Bindu Traditional Village has gone quite well. Tri Hita Karana aims to preserve nature (sustainability) through a balance of three aspects, namely Prahyanan, Palemahan and Pawongan. The people of Bindu Traditional Village with their cultural symbols have proven that the harmonious relationship between humans and their God, humans with each other, and humans with nature is the key to sustainability. The people of Bindu Traditional Village with their cultural symbols have proven that the harmonious relationship between humans and their God, humans with each other, and humans with nature is the key to the sustainability of Balinese people in their behavior to support the environment.

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Analysis of room attendant service quality towards guests' satisfaction during the Covid-19 pandemic

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Abstract: This research aims to analyse room attendant service quality towards guests' satisfaction at a 3-star hotel in Yogyakarta, Indonesia, especially at the moment of Covid-19 pandemic. The research method used are service quality and importance-performance analysis method from January until first April 2021 with 80 guest staying in the hotel. It is by measuring five dimensions of service quality: tangible, reliability, responsiveness, assurance, empathy. The results of the assessment show that the average room attendant performance is lower than the average guest expectation, so guests staying at the hotel are less satisfied with the service of the room attendant. Increasingly intense competition in the service industry makes the hotel strive to improve the quality of service in accordance with customer demand at present (short term), as well as future (long term) so that customers feel satisfied and continue to use the service.

Keywords: room attendant, service quality, customer satisfaction.

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Introduction

The Covid-19 pandemic that hits the world today has had a huge impact on the hospitality industry in Indonesia. The news coverage in the mass media related to the closure of hotel businesses in Yogyakarta and other cities, has made this Covid-19 pandemic a disaster for the hospitality industry in Indonesia. Various ways have been carried out by hoteliers, tourism entrepreneurs, hotel associations and the government in reducing the impact of losses on the hotel industry, especially in Indonesia. Many industries are not running according to the initial target. The hospitality industry is an industry that has been hardest hit and has had a huge impact in this pandemic (Diayudha, 2020).

The number of passenger arrivals through Adisutjipto Airport and Yogyakarta International Airport in February 2020 was recorded at 277,456 people. The number of foreign tourist visits or foreign tourists to Yogyakarta through the Adisutjipto entrance in February 2020 decreased by 15.18 percent compared to the number of visits in January 2020, from 8,371 visits to 7,100 visits. Meanwhile, when compared to February 2019, the number of foreign tourist visits in February 2020 decreased by 26.07 percent (Badan Pusat Statistik Provinsi D.I Yogyakarta, 2019).

This pandemic also has an impact on accommodation facilities in this area. One of them is XYZ Hotel Yogyakarta (it is not a real name) which is located in Mantrijeron, Yogyakarta City. This hotel is a 3-star hotel that has 100 deluxe rooms and 1 suite type rooms with traditional decorations ranging from floors to paintings on the walls. This

hotel is one of the hotels affected by this pandemic and was closed for 1 month. Of course, all hotels will provide maximum service. Of all the good things, it's room service and hotel supporting facilities. This guest satisfaction can be seen from the quality of service provided by hotel employees. One of the sections that deal directly with guests is the room attendant who is under the auspices of the Housekeeping Department. To provide quality room service standards, the behavior and actions of the room attendant must be considered properly where the room attendant must understand and understand the guests who use room service services because providing quality service to guests has the aim of winning business competition.

In the current era of globalization, only with the physical facilities of a hotel or offering the perfect beauty of the room does not guarantee that guests will choose it, as long as there are funds to provide physical facilities, a hotel can compete because facilities and equipment can be provided and provided. However, these facilities and equipment will not mean anything if the room attendant cannot liven up the atmosphere of luxury presented. As someone who works in the Hospitality Industry, the room attendant must be able to create a good impression on his guests, the department and himself. In carrying out his duties the room attendant is directly related to all hotel guests, therefore as a good room attendant must be able to give a positive first impression, because the room attendant does not only represent himself but in essence also represents his company.

Based on the results of interviews with the Housekeeper Manager at XYZ Hotel Yogyakarta and also looking at the results of guest comment data, there are complaints every month with a different number of complaints. This can be seen from several guest complaints in Table 1.

Table 1. Types of complaints

No.	Complaints
1	The effects of the pandemic. A bit of a decline in room service at the hotel.
2	The exhaust in the bathroom smells burnt.
3	I have spent 30 minutes for disappointment, the room is not ready even after 30 minutes.
4	Rooms are not fully cleaned.
5	The sheets and pillowcases had glaring dirt and stains on them.
6	The bed is a bit noisy.
7	I will give 5 stars if they fix the blower in the bathroom. It's very noisy like diesel engine.
8	The toilet is dirty.
9	The bathroom floor is slippery

(Source: Traveloka guest comments, accessed in 2021).

Based on Table 1, it greatly affects the rating of the hotel itself. This can be seen from the decline in the rating of the hotel on the Traveloka online application, which is from 8.7 to 8.5.

Methodology

This research was conducted at XYZ Hotel Yogyakarta which is located on Jalan Jogokaryan, Mantrijeron, Yogyakarta City. The hotel has 100 deluxe rooms and 1 suite type rooms. The reason the researchers conducted research at the hotel, was due to the large number of complaints from guests caused by the decreased quality of service

provided by the room attendant. This research was conducted during field work practice in the period January 2021 to April 2021.

In this study the variables in question are: quality of service which has 5 sub-variables, reliability, responsiveness, assurance, empathy, tangible. In this study there are two kinds of variables, namely the dependent variable is a variable that depends on other variables and the independent variable is a variable that does not have a dependency on other variables. There are 2 types of data used, namely quantitative and qualitative. Quantitative data is data in the form of numbers and can be calculated, directly, in the form of information or explanations expressed in numbers or in the form of numbers (Siyoto & Sodik, 2015).

Quantitative data in this study are the answers to the questionnaires given to respondents (overnight guests). Qualitative data is data that is not in the form of numbers but in the form of information related to the things studied (Siyoto & Sodik, 2015). The qualitative data of this research is in the form of an overview of the XYZ Hotel Yogyakarta, the existing facilities at the hotel and the organizational structure.

The primary data included are data obtained from distributing questionnaires to respondents, namely guests who stay overnight to determine the level of guest satisfaction with room attendant services at XYZ Hotel Yogyakarta. Secondary data is data obtained indirectly from the first source (company) or through intermediaries (Sugiyono, 2012; Sugiyono, 2014: 59; Sugiyono 2015; Sugiyono, 2016). In this study, secondary data included information regarding the general description of the research location, the history of the establishment of XYZ Hotel Yogyakarta, facilities owned, organizational structure and information related to research.

According to Tjiptono (in Tuwin, 2018: 31-32), the servqual model is based on the assumption that consumers compare service performance on relevant attributes with ideal/perfect standards for each service attribute. If the performance matches or exceeds the standard, the perception of the overall service quality will be positive and vice versa. In other words, this model analyzes the gap between two main variables, namely the expected service and the customer's perception of the service received (perceived service) by customers in this case are guests staying at XYZ Hotel Yogyakarta. To find out whether all important service quality characteristics have been analyzed using importance-performance analysis. The level of the elements will be described and divided into four parts or quadrants in this Cartesian diagram is a building divided into four parts bounded by two lines that intersect perpendicular to the points (X, Y).

Results and discussions

This research was conducted by distributing questionnaires to 80 respondents (guests) who visited or stayed at the XYZ Hotel Yogyakarta and felt the services of the Room Attendant. The data obtained can be explained descriptively by reviewing it in the form of simple statistics so that it can be easier to review the description of the research situation carried out at the XYZ Hotel Yogyakarta. Characteristics of respondents are name, gender, age and occupation.

a. Characteristics of respondents by gender

The number of guests staying and having experienced the services provided by housekeeping at XYZ Hotel Yogyakarta, namely: male guests as many as 51.8% or 44 people and female guests as much as 48.2% or 36 people from a total of 80 person.

b. Characteristics of respondents based on occupation

There are several types of work from guests who stay (respondents). Which is where employees 15% or 12 people, entrepreneurs 5% or 4 people, students 33.8% or 27 people, and civil servants 46.3% or 37 people.

c. Characteristics of respondents by age

That there are differences in the type of age of each respondent. Ranging from 18 years to more than 30 years.

Validity and Reliability Test of Perceptions and Expectations

Validity shows the degree of accuracy between data that actually occurs on the object and data that can be collected by researchers. That is, every statement on the perception and expectation questionnaire can reveal with certainty about the quality of service. The validity test was carried out using Pearsons correlation with the help of SPSS 25.0 for Windows.

Table 2. Validity test results

Attribute	r	Reality		Expectation	
		Total Item Correlation	Information	Total Item Correlation	Information
Q1	0,220	0,560	Valid	0,616	Valid
Q2	0,220	0,552	Valid	0,749	Valid
Q3	0,220	0,614	Valid	0,291	Valid
Q4	0,220	0,378	Valid	0,483	Valid
Q5	0,220	0,555	Valid	0,480	Valid
Q6	0,220	0,615	Valid	0,416	Valid
Q7	0,220	0,430	Valid	0,483	Valid
Q8	0,220	0,509	Valid	0,629	Valid
Q9	0,220	0,395	Valid	0,243	Valid
Q10	0,220	0,260	Valid	0,749	Valid
Q11	0,220	0,533	Valid	0,480	Valid
Q12	0,220	0,437	Valid	0,264	Valid
Q13	0,220	0,509	Valid	0,439	Valid
Q14	0,220	0,378	Valid	0,661	Valid
Q15	0,220	0,341	Valid	0,693	Valid
Q16	0,220	0,533	Valid	0,417	Valid

(Source: Output SPSS 25.0, 2021).

A valid decision criterion is stated if the total item correlation value is greater than 0.220. Based on the output in Table 4, the total item correlation value for all questionnaire items is greater than 0.220 so that all items on the perception and expectation questionnaire regarding service quality are declared valid to be used in this study.

After the validity test and the results of the questionnaire were declared valid, it is continued with the reliability test. The reliability of the research instrument is assessed through the magnitude of the Cronbach's alpha coefficient, which shows the internal consistency of the items that underlie a variable. Calculation of the Cronbach's alpha coefficient using the SPSS 25.0 for Windows program is shown in Table 3.

Table 3. Reliability test results

Attribute	Reality		Expectation	
	Cronbach's alpha	Information	Cronbach's alpha	Information
Q1	0,746	Reliable	0,775	Reliable
Q2	0,749	Reliable	0,768	Reliable
Q3	0,741	Reliable	0,801	Reliable
Q4	0,760	Reliable	0,787	Reliable
Q5	0,746	Reliable	0,787	Reliable
Q6	0,740	Reliable	0,797	Reliable
Q7	0,758	Reliable	0,787	Reliable
Q8	0,751	Reliable	0,775	Reliable
Q9	0,766	Reliable	0,804	Reliable
Q10	0,773	Reliable	0,768	Reliable
Q11	0,749	Reliable	0,787	Reliable
Q12	0,760	Reliable	0,800	Reliable
Q13	0,751	Reliable	0,793	Reliable
Q14	0,760	Reliable	0,771	Reliable
Q15	0,768	Reliable	0,769	Reliable
Q16	0,749	Reliable	0,791	Reliable
Cronbach's alpha	0,766		0,796	

(Source: Output SPSS 25.0, 2021).

Table 3 shows that all reality and expectation variables have Cronbach's alpha of 0.766 and 0.796 values greater than 0.60. An instrument is said to be reliable if it has a reliability coefficient or Cronbach's alpha of 0.60 or greater than 0.60. So, it can be concluded that the questionnaire of expectations and reality variables is declared reliable so that it can be used in this study.

Servqual Quality Results (Servqual)

The calculation of the servqual score shows the service quality of the Room Attendant at XYZ Hotel Yogyakarta. A negative servqual score (-) indicates that there is an indication of a gap in the quality attribute, while a positive servqual score (+) indicates an indication of quality that is satisfactory to customers.

From the results of the SPSS output, it shows the results of guest perceptions and the average score of expectations and the gap on the quality of room attendant

service at XYZ Hotel Yogyakarta on the tangible dimension (physical evidence) which consists of 4 indicators. In the tangible dimension (physical evidence) there are 2 indicators that are negative and 2 indicators that are positive.

Table 4. Servqual Count Result

No	Attribute	P	H	GAP	Inf.
Tangible					
Q1	Cleanliness of the hotel area and hotel rooms	3.75	3.84	-0.09	Negative
Q2	Condition of hotel facilities (hotel building, parking lot, lobby area).	3.93	4.30	-0.38	Negative
Q3	Using modern equipment and technology (elevator, AC, TV).	3.68	3.53	0.15	Positive
Q4	Clean and tidy appearance of employees	4.40	3.46	0.94	Positive
Reliability					
Q5	Provide timely and fast service	3.65	3.56	0.09	Positive
Q6	Hospitality of employees in providing services to guests	3.64	3.54	0.10	Positive
Responsiveness					
Q7	Always willing to help overcome the difficulties the guests face	4,35	3,46	0,89	Positive
Q8	Provide service to guest complaints	4,25	4,14	0,11	Positive
Q9	Provide information clearly and easy to understand	3,26	4,41	-1,15	Negative
Assurance					
Q10	Employee knowledge about hotel environment	4,35	4,30	0,05	Positive
Q11	Provide a guarantee of security for the services provided to guests	3,64	3,56	0,08	Positive
Q12	Employees are polite, friendly and patient with guests.	3,76	3,39	0,38	Positive
Q13	Always be honest with guests	4,25	3,55	0,70	Positive
Emphaty					
Q14	Have good communication skills with guests	4,40	3,74	0,66	Positive
Q15	Understanding guest needs and expectations	3,76	4,36	-0,60	Negative
Q16	Giving special attention to guests	3,64	3,73	-0,09	Negative

(Source: Output Excel, 2021).

The following is an explanation of the results of the servqual calculation for each dimension.

1. Tangible (physical evidence)

a. The Q1 indicator produces a negative gap of 0.09 which means that guests are not satisfied with the cleanliness of the hotel area and hotel rooms, this is because the hotel area is surrounded by plants where there is strong wind, the leaves will fall, for the room, it is caused because every hotel room is only swept not in a mop, so there is a possibility that dust is not swept clean.

b. The Q2 indicator produces a negative gap of -0.38 which means that guests are not satisfied with the hotel building, this is because the hotel building is built with a traditional theme, so it looks less modern.

c. The Q3 indicator produces a positive gap of 0.15 which means that guests are satisfied with the modern facilities provided by the hotel.

d. In the Q4 indicator which produces a positive gap of 0.94, which means that guests are satisfied with the appearance of a neat and clean room attendant.

2. Reliability

From the results of the SPSS output, it shows the results of guest perceptions and the average score of expectations and the gap on the quality of room attendant service at XYZ Hotel Yogyakarta on the reliability dimension which consists of 2 indicators. In the dimension of reliability (reliability) there are 2 indicators that are positive.

a. The Q5 indicator produces a positive gap of 0.09, which means that guests are satisfied with the timely and fast service provided by the room attendant.

b. The Q6 indicator produces a positive gap of 0.10 which means that guests are satisfied with the friendly attitude of the room attendant when providing services to guests.

3. Responsiveness

From the results of the SPSS output, it shows the results of guest perceptions and the average score of expectations and the gap on the quality of room attendant service at XYZ Hotel Yogyakarta on the dimension of responsiveness (responsiveness) which consists of 3 indicators. In the dimension of responsiveness (responsiveness) there are 2 indicators that are positive and 1 indicator that is negative.

a. The Q7 indicator produces a positive gap of 0.89, which means that guests are satisfied when they are given assistance by the room attendant when experiencing difficulties.

b. The Q8 indicator produces a positive gap of 0.11 which means that guests are satisfied with the service to the problems that guests complain about.

c. The Q9 indicator produces a negative gap of -1.15 which means that guests are not satisfied with the information provided by the room attendant, this happens because of frequent miss communication between room attendant staff, so that misinformation is often conveyed, it is also not uncommon for guests to ask for places which is outside the hotel which is rarely known by the staff.

4. Assurance

From the results of the SPSS output, it shows the results of guest perceptions and the average score of expectations and the gap on the quality of room attendant service at XYZ Hotel Yogyakarta on the assurance dimension (guarantee) which consists of 4 indicators. In the assurance dimension, there are 4 positive indicators.

a. The Q10 indicator produces a positive gap of 0.05 which means that guests are satisfied with the knowledge of the room attendant about the hotel environment.

b. The Q11 indicator produces a positive gap of 0.08, which means that guests are satisfied with the guarantee of security provided by the housekeeping staff.

c. The Q12 indicator produces a positive gap of 0.38 which means that guests are satisfied with the attitude of the room attendant who is polite, friendly, and patient when serving guests.

d. The Q13 indicator produces a positive gap of 0.70 which means that guests are satisfied with the honesty of the staff.

5. Empathy

From the results of the SPSS output, it shows the results of guest perceptions and the average score of expectations and the gap on the quality of room attendant service at XYZ Hotel Yogyakarta on the empathy dimension which consists of 3 indicators. In the dimension of empathy (empathy) there are 2 indicators that are negative and 1 indicator that is positive.

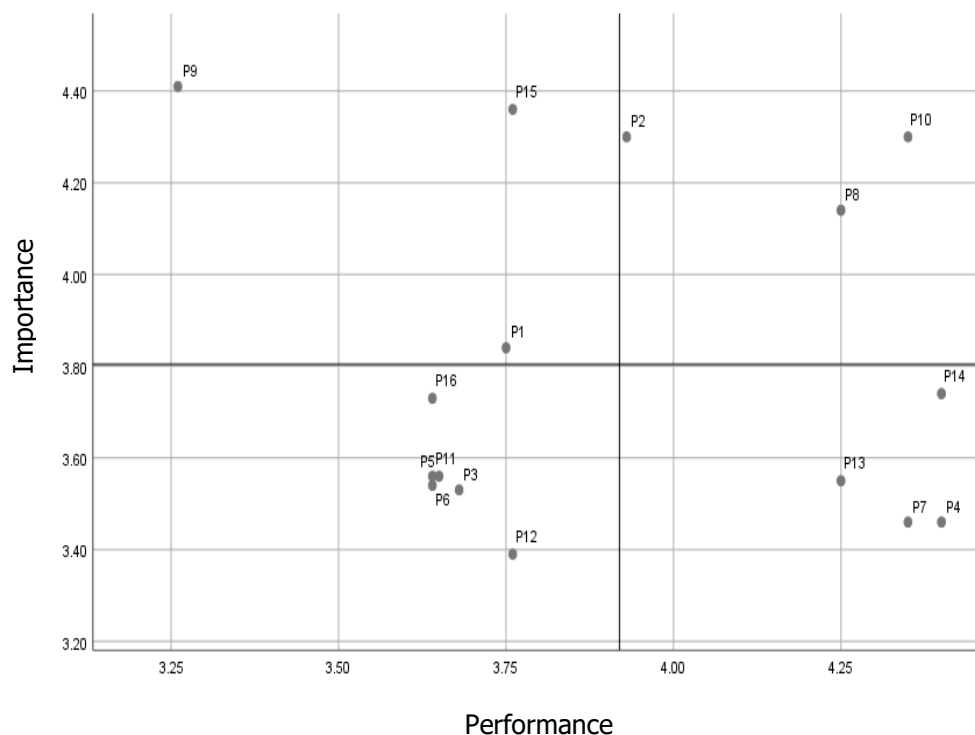
a. The Q14 indicator produces a positive gap of 0.66, which means that guests are satisfied with the good communication skills possessed by the room attendant.

- b. The Q15 indicator produces a negative gap of -0.60 which means that guests are not satisfied with the sensitivity of the staff to the needs of guests, this happens because of the staff's lack of understanding of the needs of guests.
- c. The Q16 indicator produces a negative gap of 0.09 which means that guests are not satisfied with the attention given to guests, this is due to the lack of housekeeping staff which causes a lack of attention given to guests.

Indicators that Need to be Improved and Maintained

Important performance analysis is used to determine which service indicators need to be improved and need to be maintained in the quality of service to guests by the room attendant at the XYZ Hotel Yogyakarta, which is presented in the form of a Cartesian diagram. The Cartesian diagram consists of four quadrants.

- a. Quadrant A is the main priority, which means that the indicators in this quadrant are the indicators that most need to be improved.
- b. Quadrant B shows that the indicators contained in this quadrant already have good service so it is necessary to maintain achievement.
- c. Quadrant C is a low priority, meaning that the indicators in this quadrant have little effect on guest satisfaction.
- d. Quadrant D shows that all indicators in this quadrant are considered excessive in their implementation. The following is a Cartesian diagram table:



(Source : Output SPSS 25.0).

Figure 1. IPA test results

To find out the service indicators that need to be improved and maintained and the quality of service performed by the room attendant at the XYZ Hotel Yogyakarta, an important performance analysis is calculated which is presented in the form of a Cartesian diagram. From the calculation of important performance analysis, it was

found that there are 3 indicators in quadrant A, 3 indicators in quadrant B, 6 indicators in quadrant C, and 4 indicators in quadrant D. The position of the four quadrants is used as a strategy in improving the quality of room attendant services for customer satisfaction at XYZ Hotel Yogyakarta. Figure 6 shows the position of each indicator that affects customer satisfaction at XYZ Hotel Yogyakarta in their respective quadrants. An explanation of the important performance analysis can be seen in the following quadrants.

a. Quadrant A (top priority)

1. Cleanliness of Hotel area and Hotel Room (Q1)

Cleanliness is in quadrant A, because the average value of guest expectations is greater than the reality value of guests, so guests are not satisfied with the cleaning service of the area and hotel rooms by the room attendant. This is because in the process of cleaning hotel rooms, only use a broom because the floor uses ceramic tiles, so there is a possibility that dust is not swept away. Also the influence of the lack of staff room there is no attendant who sometimes doubles up in the public area so that room cleaning is less effective. To overcome this, it is necessary to increase the number of room attendants and also the housekeeping staff of the public area so that the work of the room attendant can focus on the room section so that the work of the room is more effective.

2. Provide clear and easy-to-understand information (Q9)

Submission of clear information is in quadrant A, this is because the average value of guest expectations is greater than the reality value of guests, so guests are not satisfied with the delivery of information by the room attendant. This happens because of frequent miss communication between room attendant staff, so that misinformation is often conveyed, it is also not uncommon for guests to ask for places outside the hotel that are rarely known by the staff.

To overcome this, the staff should pay more attention to places around the hotel, ranging from entertainment venues, places that are the center of attention of guests so that guests are not confused when they want to visit the place they want to go.

3. Understanding guest needs and expectations (Q15)

An understanding of the needs and expectations of guests is in quadrant A, this is because the average value of guest expectations is greater than the reality value of guests so that guests are not satisfied with the needs and expectations that cannot be met by the room attendant. This is because sometimes guests want something that is not yet in the hotel, but the room attendant provides other alternatives to the needs of guests but does not meet the expectations of guests.

To overcome this, the hotel should meet the needs of guests, such as hair dryers and irons which are often borrowed by guests but sometimes the stock is still lacking.

b. Quadrant B (maintain achievement)

1. Condition of hotel facilities (building, parking, lobby area) (Q2)

Being in quadrant B, this indicates that guests are satisfied with the state of the hotel building even though it is in a traditional design and looks old-fashioned, because it is the desire of the owner.

2. Provide services to guest complaints (Q8)

Being in quadrant B, this indicates that guests are satisfied with the services provided by the room attendant for the problems that guests complain about.

3. Employee knowledge about the hotel environment (Q10)

Being in the B quadrant, this indicates that guests are satisfied with employees' knowledge of the hotel environment.

c. Quadrant C (low priority)

1. Using modern equipment and technology (Q3)

The equipment owned by the hotel already uses modern technology that is in accordance with 3 star hotel standards. This indicator is in quadrant C, because the average value of guest reality and the average value of guest expectations is quite low, so this indicator is not very influential and considered unimportant.

2. Provide timely and fast service (Q5)

The service provided by the room attendant staff is quite timely and fast, but this indicator is in quadrant C, because the average value of guest perceptions and the average value of guest expectations is quite low, so this indicator is not too influential and is considered not too important.

3. Hospitality when serving guests (Q6)

The hospitality provided by the room attendant staff is quite satisfactory but this indicator is in quadrant C, which means that the increase in the variables included in this quadrant can be reconsidered because its effect on the benefits felt by customers is very small.

4. Provide a guarantee of security for the services provided (Q11)

The guarantee of a sense of security has been felt by the guests, but this indicator is in quadrant C, which means that this quadrant is not very important to guest satisfaction.

5. Employees are polite and friendly when serving guests (Q12)

A polite and friendly attitude has been felt by guests, the gap value on this indicator gets a positive value but this indicator is in quadrant C, which means this indicator needs to be reconsidered because its effect on the benefits felt by customers is very small.

6. Giving special attention to guests (Q16)

Special attention to guests has not been felt by guests, it can be seen from the gap results which show negative results. This indicator is in quadrant C, which means this indicator needs to be reconsidered because its effect on the benefits felt by customers is very small.

d. Quadrant D (excessive)

1. Employee appearance is clean and tidy (Q4)

In accordance with the situation at XYZ Hotel Yogyakarta, the room attendant staff always looks clean and tidy. The guests considered that the attributes in quadrant D had been implemented well by the room attendant staff, but these attributes were considered excessive in their implementation. However, this is not a significant problem because customers are still satisfied with the service they feel.

2. Always willing to help overcome the difficulties that guests face. (Q7)

In accordance with positive ratings from guests, it indicates that the room attendant staff always helps to overcome guest difficulties. The guests considered that the attributes in quadrant D had been implemented well by the room attendant staff, but these attributes were considered excessive in their implementation. However this is not a problem.

3. Always be honest with guests (Q13)

An honest attitude has been applied by the room attendant staff because this must be done by the room attendant and has become commonplace. The guests considered that the attributes in quadrant D had been implemented well by the room attendant staff, but these attributes were considered excessive in their implementation. However, this is not a problem because customers are still satisfied with the service they feel.

4. Have good communication skills (Q14)

The ability to communicate has been implemented well, it can be seen from the gap that has a positive value. The guests considered that the attributes in quadrant D had been implemented well by the room attendant staff, but these attributes were considered excessive in their implementation. However, this is not a significant problem because customers are still satisfied with the service they feel.

Conclusions

Research on the level of guest satisfaction with the quality of room attendant service at XYZ Hotel Yogyakarta shows that the positive gap is more than the negative gap. So that the services provided by the room attendant to guests are satisfactory. From these results, customer expectations for perceived service perceptions have been met so that guests feel comfortable and satisfied with the services provided by the room attendant staff. For example, the room attendant staff is always friendly and polite to guests who stay or visit the XYZ Hotel Yogyakarta.

In accordance with the results of the importance performance analysis, there are 3 indicators of service quality that must be improved, namely indicators regarding the cleanliness of the hotel area and hotel rooms, providing clear and easy-to-understand information, and understanding the needs and expectations of guests. As well as indicators that need to be improved and maintained in room attendant service as many as 3 indicators: (1) the condition of hotel facilities (building, parking, lobby area), (2) providing services to guest complaints, and (3) employee knowledge about the hotel environment.

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