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Green human resources management application to enhance environmental performance in Hotel Le Morgane, France

Ni Made Arisani Dewi [1]*, Sylvine Pickel-Chevalier[2], Ni Nyoman Triyuni[3], I Gede Mudana[4]

[1,2]ESTHUA (Faculté de Tourisme, Culture et Hospitalité) Université d'Angers, France
[3,4]Tourism Department, Politeknik Negeri Bali, Indonesia
*Corresponding Author: *arisani147@gmail.com*

Abstract: This study aimed to determine the application of green human resource management at Hotel Le Morgane, France, and to analyze the hotel's environmental performance through the application of green human resource management. The method used is descriptive statistics by distributing questionnaires to 42 employees. Data collection methods used in this study were observation, a document study, a literature study, interviews, and questionnaires. The results of study indicate that green human resources application at Hotel Le Morgane starts with Green Recruitment and Selection, Green Training and Development, Green Performance Assessment, and Green Reward and Compensation. The hotel needs to pay attention to environmental performance indicators in practices carried out by human resources.
Keywords: environmental performance, green human resource, management.

Introduction

Understanding environmental sustainability is one of the solutions to reduce the effects of global warming. Environmentally sustainable is the quality of not being harmful to the environment or depleting natural resources, and thereby supporting long-term ecological balance. In order to improve environmental performance in the tourism industry, especially the hospitality industry, companies need qualified human resources to train and manage their employees to support the environment. The literature indicates that green human resources management (GHRM) represents the environmental management aspect of human resources management (HRM) by focusing on the role of HRM in preventing pollution through an organization's operational processes. (Renwick et al., 2013).

In this case, the hotel industry needs Green Human Resources (GHR) as a key to environmental management because HRM plays a crucial role in achieving the organisation's environmental goals (Umrani et al., 2020). In the hotel industry, green practice to support a sustainable environment includes saving energy and water, managing waste, and educating guests and employees about the environment (Rahman et al., 2012). However, as time goes by, the quality of the environmental performance in the hotel still needs some improvement to support the environment.

Hotel Le Morgane is one of the hotels in France that obtained the European Ecolabel and the Green Globe certification. In 2010, the hotel was an eco-responsibility one. This hotel's market is international, mainly tourists from England, Switzerland, and Italy. They come to ski, and the hotel is located near tourists attraction and offers a room's view of Mont Blanc and Brevent. The hotel gives the training program continuously at the beginning of the new season to their employee to gain knowledge about the environment. This result is in line with their goal of running a business that offers a unique experience while facing environmental sustainability challenges and social responsibility towards society. Today most consumers look for companies which adopt environmental standards (Cherian & Jacob, 2012). As a green hotel, Hotel Le Morgane must maintain its label to run the hotel as green as possible. In this case, the hospitali-

ty industry requires Green Human Resources as the key to environmental management because HRM has a vital role in achieving organizational environmental goals (Umrani et al., 2020).

Methodology

This research was conducted in Hotel Le Morgane, France. This hotel is a 4-star hotel under Temmos Group. This research was conducted for five months, from March to July 2022. Hotel Le Morgane was chosen as the location of this research because this hotel has never done any research about green human resources management to enhance environmental performance.

Data collection methods were observation, a document study, literature review, interview and questionnaires. The method used for this research was a descriptive statistic by distributing questionnaires to 42 employees. The questionnaire consists of 32 questions in English and French with four indicators of Green Human Resources Management and eight indicators of Environmental Performances, as described in Table 1.

Table 1. Green Human Resources Management Measures

Green Human Resources Management	Practices
Green Recruitment and Selection	Selecting and recruiting employees in Hotel Le Morgane who are supportive and interested in the environment. Selecting and recruiting employees in Hotel Le Morgane who are supportive and interested in the environment or in the other word recruitment must include environmental criteria. In the job analysis phase, job descriptions and individual specifications should explain and emphasize environmental aspects, green achievements and explain what is expected of green employees in the future.
Green Training and Development	Hotel Le Morgane do training, development and learning plans programs, workshops and sessions to enable employees to develop and gain knowledge in environmental management
Green Performance Assessment	Hotel Le Morgane identifying employee strengths and weaknesses, and provide performance feedback.
Green Reward and Compensation	Hotel Le Morgane give reward and compensation to their employees for their commitment to environmental practices.

(Source: Isrososiawan et al., 2020)

Table 2. Environmental Performance Measures

Environmental performance	Practices
Significant reduction in environmental incidents	Reduction in the number of environmentally harmful accidents
Continuous improvement	Continuously achieving and/or exceeding environmental targets
Recycling performance	Significant improvement in the recycling of materials (solid, liquid, and gas)
Stakeholder perception	Use of feedback of environmental performance from the surrounding community and interests group
Independent audits	Use of independent assessment and report of environmental performance
Waste reduction	Significant reduction of waste
Resource consumption	Significant reduction in resource consumption (water, energy, steam, solid, and fuel)
Cost savings	Significant reduction in costs due to environmental projects and activities

(Source: Roscoe et al., 2019).

Results and Discussion
Results
Application of Green Human Resources Management

In this research, validity test is used to determine whether each item in the instrument is valid or not. The R-table of 42 respondents is 0,304 using significance level of 0,05.

Table 3. Validity Test

Variables	Statement	Item total corelation	R-Table	Description
Green Recruitment and Selection	Q1	0,656	0,304	Valid
	Q2	0,646	0,304	Valid
	Q3	0,335	0,304	Valid
	Q4	0,592	0,304	Valid
	Q5	0,646	0,304	Valid
	Q6	0,414	0,304	Valid
	Q7	0,607	0,304	Valid
	Q8	0,673	0,304	Valid
Green Training and Development	Q9	0,538	0,304	Valid
	Q10	0,76	0,304	Valid
	Q11	0,496	0,304	Valid
	Q12	0,57	0,304	Valid
	Q13	0,592	0,304	Valid
	Q14	0,595	0,304	Valid
	Q15	0,591	0,304	Valid
	Q16	0,691	0,304	Valid
Green Performance	Q17	0,497	0,304	Valid

Assessment	Q18	0,654	0,304	Valid
	Q19	0,636	0,304	Valid
	Q20	0,492	0,304	Valid
	Q21	0,543	0,304	Valid
	Q22	0,458	0,304	Valid
	Q23	0,543	0,304	Valid
	Q24	0,631	0,304	Valid
	Q25	0,853	0,304	Valid
	Q26	0,822	0,304	Valid
	Q27	0,82	0,304	Valid
Green Reward and Compensation	Q28	0,762	0,304	Valid
	Q29	0,859	0,304	Valid
	Q30	0,809	0,304	Valid
	Q31	0,749	0,304	Valid
	Q32	0,805	0,304	Valid

(Source: Data Processed, 2022)

The statement can be said to be a valid statement if the R-value is greater than the R-table. The questionnaire result shows that all statements have an R-value of more than 0,304 (R-Table), so all statements are valid.

After the validity test, the reliabity test is done. The instrument is reliable if the Cronbach Alpha value is more significant than 0.60. According to Sugiyono (2017), if the Cronbach Alpha is less than 0.60, the instrument is considered not reliable.

Table 4. Reliability Test

Variables	Cronbach's Alpha	Description
Green Recruitment and Selection	0,712	Reliable
Green Training and Development	0,753	Reliable
Green Performance Assessment	0,68	Reliable
Green Reward and Compensation	0,925	Reliable

(Source: Data Processed, 2022)

The reliability test results in Table 4 show that each variable has a Cronbach's Alpha value greater than 0.60. So, the data in this study are reliable.

The questionnaire was shared with 42 employees in Hotel Le Morgane regarding simple descriptive statistics. The data was collected online by google form. To analyze the results of the questionnaires, the data was processed and counted with the following formula:

Percentage "Yes" answer $= \frac{\text{Total of "Yes" answer}}{\text{Total score}}$ x 100%

If the answer is "Yes" will be given score 1, and if the answer is "No" will be given score 0. Based on Arikunto (Arikunto, 2016) the result of the score will be classified in 5 criteria as follows:

1. 81-100% = Very appropriate

2. 61-80%   = Appropriate
3. 41-60%   = Appropriate Enough
4. 21-40%   = Less Appropriate
5. 0-20%   = Inappropriate

Green Recruitment and Selection

Hotel Le Morgane hired new employees every season, both winter and summer. The recruitment system starts with interviewing the candidate. The new employee will be interviewed directly by the department. The Green Recruitment and Selection includes the interview question and the hotel's green practices. The interview is about why the employee is interested and motivated to perform recycling, reduce waste, and reduce resource consumption. This data is already processed; the result can be seen in Table 5.

Table 5. Result of The Questionnaire of Green Recruitment and Selection

Question	Statement	Percentage (%)	Criteria
Q1	Hotel selecting and recruiting employees in Hotel Le Morgane who are supportive, interested, and motivated to reduce the environmental accident	60	Appropriate enough
Q2	Hotel select and recruiting employees in Hotel Le Morgane who are supportive, interested, and motivated to do continuous improvement regarding to environmental concern	79	Appropriate
Q3	Hotel select and recruiting employees in Hotel Le Morgane who are supportive, interested, and motivated to do recycling performance in the hotel	86	Very appropriate
Q4	Hotel select and recruiting employees in Hotel Le Morgane who are supportive, interested, and motivated with the feedback of environmental performance from the surrounding community and interest group	36	Less appropriate
Q5	Hotel select and recruiting employees in Hotel Le Morgane who can use independent assesment and report of environmental performance	55	Appropriate enough
Q6	Hotel select and recruiting employees in Hotel Le Morgane who are supportive, interested, and motivated to do reduction of waste	79	Appropriate
Q7	Hotel select and recruiting employees in Hotel Le Morgane who are supportive, interested, and motivated to reduce resource consumption (water, energy, steam, solid, and fuel)	86	Very appropriate
Q8	Hotel select and recruiting employees in Hotel Le Morgane who are supportive, interested, and motivated to reduce in costs due to environmental project and activities	69	Appropriate

Hotel Le Morgane also provides apartments for their employees that are located near the hotel for free and puts this benefit on its job vacancy brochure to attract the candidate to apply for the job in the hotel. In green recruitment and selection, applications are invited via online mediums such as email, online application forms or global talent pools. Where possible, telephone or video-based interviews are conducted to minimize the environmental impact associated with the trip (Saini & Shukla, 2016). The candidates will be informed by email to their email address, and the applicant and the hotel management will decide on the interview date. The interview was done by telephone with the candidates and interviewed directly by the head of the department.

Green Training and Development

Every season the hotel hires new employees. In this case, the hotel always gives the manager a training program that is not only to develop and gain knowledge about the business but also all environmental issues, both locally and globally, caused by hotel businesses. The company gave Training and Development to the manager and the supervisor as a leader of the department and leader of the section, and all employees through their manager in every department. Table 6 shows the Green Training and Development application in Hotel Le Morgane.

Table 6. Result of The Questionnaire of Green Training and Development

Question	Statement	Percentage (%)	Criteria
Q9	Hotel do some learning, training, and developmentplan programs, workshop or sessions to enable employees to develop and gain knowledge about reduction in the number of environmental harmful accidents	76	Appropriate
Q10	Hotel do some learning, training, and developmentplan programs, workshop or sessions to enable employees to develop and gain knowledge about the continuous improvement and or exceed environmental targets	69	Appropriate
Q11	Hotel do some learning, training, and developmentplan programs, workshop or sessions to enable employees to develop and gain knowledge about recycling performance	83	Very appropriate
Q12	Hotel do some learning, training, and developmentplan programs, workshop or sessions to enable employees to develop and gain knowledge about stakeholder perception	48	Appropriate enough
Q13	Hotel do some learning, training, and developmentplan programs, workshop or sessions to enable employees to develop and gain knowledge about independent assessment and report of environmental performance	69	Appropriate

Q14	Hotel do some learning, training, and developmentplan programs, workshop or sessions to enable employees to develop and gain knowledge about the importance of waste reduction and how to optimally reduce the waste	79	Appropriate
Q15	Hotel do some learning, training, and developmentplan programs, workshop or sessions to enable employees to develop and gain knowledge about the importance reduction of resource consumption or how to reduce the resource consumption (water, energy, steam, solid, and fuel)	76	Appropriate
Q16	Hotel do some learning, training, and developmentplan programs, workshop or sessions to enable employees to develop and gain knowledge about the importance of reduction in costs due to environmental projects and activities or how to optimally reduce costs due to environmental projects and activities.	67	Appropriate

This training and development were carried out directly to employees by improving their performance and providing knowledge during work. For the new employees, the supervisor will pay attention and teach green practices by teaching how to process waste and work efficiently by paying attention to energy consumption, such as saving water and electricity. The hotel had a reminder on the wall on every side of the hotel, such as a restaurant, kitchen, swimming pool, laundry, toilets, and many other places. This reminder has a function to remind the employees to turn off the lights if they are not using them, turn off the computer, and reduce water consumption. The manager, who is the department's leader, will give instructions for what things can be done and what things are prohibited in their department regarding environmental concerns. The supervisor in the section will do the same thing to all employees and control more during the work. The housekeeping department uses many chemicals to clean the hotel area. The hotel management placed the waste chemical reminder to give the knowledge and reminder to reduce the use of the chemical in the housekeeping department.
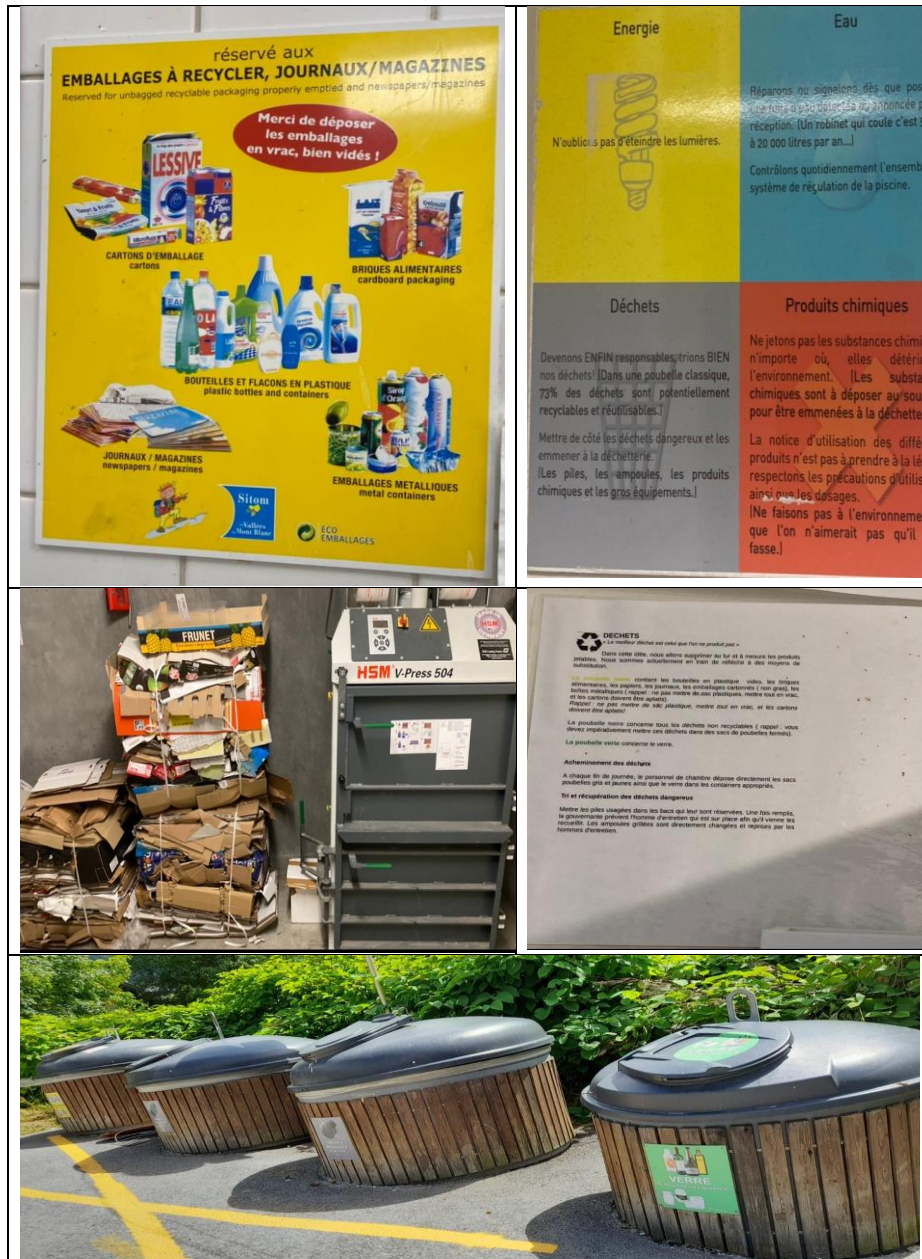
(Source: Hotel Le Morgane, 2022)
Figure 1. Recycle-able waste reminder (left-up), energy, water, waste reminder (right-up), carton folding machine (left-center), chemical products reminder (right-center), different trash can for different waste (bottom)

Green Performance Assessment

Performance assessment significantly enhances employees' motivation toward organizations eco-initiatives (Jabbar & Abid, 2015). In order to know more about the application of Green Performance Assessment at the hotel, Table 7 is the result of the questionnaire.

Table 7. Result of the Application of Green Performance Assessment

Question	Statement	Percentage (%)	Criteria
Q17	Hotel identifies employee strengths and weaknesses, and provide performance feedback regarding to employee's activities that reduce the number of environmentally harmful accidents	64	Appropriate
Q18	Hotel identifies employee strengths and weaknesses, and provide performance feedback regarding to employee's activities that do continuous improvement to achieve or exceed environmental targets	69	Appropriate
Q19	Hotel identifies employee strengths and weaknesses, and provide performance feedback regarding to employee's activities that do improvement in the recycling performance	76	Appropriate
Q20	Hotel identifies employee strengths and weaknesses, and provide performance feedback regarding to employee's activities that use feedback of environmental performance from the surrounding community	48	Appropriate enough
Q21	Hotel identifies employee strengths and weaknesses, and provide performance feedback regarding to employee's activities that use independent assessment and report of environmental performance	74	Appropriate
Q22	Hotel identifies employee strengths and weaknesses, and provide performance feedback regarding to employee's activities that do significant reduction of waste	71	Appropriate
Q23	Hotel identifies employee strengths and weaknesses, and provide performance feedback regarding to employee's activities that do significant reduction in resource consumption (water, energy, steam, solid, and fuel)	74	Appropriate
Q24	Hotel identifies employee strengths and weaknesses, and provide performance feedback regarding to employee's activities that do significant reduction in costs due to environmental projects and activities	48	Appropriate enough

Hotel Le Morgane identifies the strengths and weaknesses of its employees concerning its activities that care about the environment. Each department leader exercises this authority to see an increase in environmental care activities carried out by employees. Briefings are held every morning before starting work and in the afternoon or evening after finishing work by discussing what needs to be improved, what needs more attention to protect the environment, and what is the solution for the problem.

Green Reward and Green Compensation

Some company's employees are financially rewarded by giving the incentives, bonuses, cash etc., for their good environmental performance. In some other compa-

nies, employees are non-financially rewarded (awards/special recognitions/honors/prizes) for their good environmental performance (Arulrajah, 2015).

Table 8. Result of the Application of Green Reward and Compensation

Question	Statement	Percentage (%)	Criteria
Q25	Hotel gives reward and compensation to the employees for their commitment to reduce the number of environmentally harmful accidents	40	Less appropriate
Q26	Hotel gives reward and compensation to the employees for their commitment to continuously achieve and or exceed environmental targets	38	Less appropriate
Q27	Hotel gives reward and compensation to the employees for their commitment to do significant improvement in the recycling performance	48	Appropriate enough
Q28	Hotel gives reward and compensation to the employees for their commitment to use feedback of environmental performance from surrounding community	36	Less appropriate
Q29	Hotel gives reward and compensation to the employees for their commitment to use independent assessment and report of environmental performance	45	Appropriate enough
Q30	Hotel gives reward and compensation to the employees for their commitment to do significant reduction of waste	43	Appropriate enough
Q31	Hotel gives reward and compensation to the employees for their commitment to do significant reduction in resource consumption (water, energy, steam, solid, and fuel)	43	Appropriate enough
Q32	Hotel gives reward and compensation to the employees for their commitment to do significant reduction in costs due to environmental projects and activities	48	Appropriate enough

Table 8 shows the low percentage in every environmental performance indicator through Green Reward and Compensation. All of the statements are under 50 percent and Appropriate criteria. This result means Hotel Le Morgane needs to implement the Green Reward and Compensation better. Rewards can be in the form of monetary-based environmental management rewards (e.g. bonuses, cash, premiums), non-monetary-based rewards (e.g. sabbaticals, leave, rewards), recognition-based environmental management rewards (e.g. awards, dinners, publicity, roles external and daily praise), and positive environmental management rewards e.g. feedback (Opatha, 2013). In Hotel Le Morgane, rewards and compensation are given more for the employee's ability and accomplishment than for the employee who does the green practice. The hotel management often gives recognition-based rewards such as dinners to the employees who have accomplished making the hotel's service run better. Accomplishments are often given to hotel staff who perform well, such as sorting waste according to its type, utilizing used paper, providing ideas for reducing waste in hotels, and other green practices.

Discussion

Enhancing Hotel Environmental Performance through Green Human Resources Management

In the environmental criteria on recruitment and selection process, employee motivation for environmental efforts appears to be the most important driver for their commitment to environmental performance (Pham & Paillé, 2020). The motivation of the candidates will be seen in the interview process. Even if Hotel Le Morgane did the interview based on the environmental aspect, it has to be more specific and detailed with the interview questions to ensure that the candidates are motivated to reduce environmental incidents.

In the environmental criteria on training and development to the employees, all staff should be engaged from top management to frontline employees in addressing environmental issues (Jabbar & Abid, 2015). Providing environmental training to the organizational members (non-managerial employees and managers) to develop required skills and knowledge is an important function of Green Human Resources Management (Arulrajah, 2015). This result means the training and development program should be held for all employees, not only the managers but also all the hotel's staff.

In the environmental criteria on performance assessment to the employees, according to Jabbar & Abid (2015), to keep employees motivated towards managing an organization's environment, it is important that the way employee performance is assessed. Based on Arulrajah (2015), employee green performance evaluation should be conducted separately or at least as part of an organization's performance evaluation system and employee green performance measurement criteria should be carefully aligned with the organization's environmental performance criteria.

In the environmental criteria on reward and compensation to the employees, the availability of financial and non-financial rewards in the organization sends strong signals to employees that pro-environmental behaviors are encouraged, appreciated, and rewarded (Ari et al., 2020). According to Yousaf et al (2014), the financial rewards include pay, bonuses, allowances, insurance, incentives, promotions and job security, whereas the non financial rewards include appreciation, meeting the new challenges, and caring attitude from employer, appreciation and recognition motivates the employee. In fact, Hotel Le Morgane only gave rewards and compensation for the employee's ability and accomplishment in general and not for the employee that do the practice that supports environment. According to (Jabbar & Abid, 2015) organizations can use green reward management practices through linking participation in green initiatives with promotion or career advancement by providing incentives to encourage environmentally friendly practices such as recycling and waste management. Communication of green schemes, performance indicators and standards to all levels of staff through performance evaluation system and establishing firm-wide dialogue on green matters are also needed to materialize targeted environmental performance (Renwick et al., 2013).

The hotel management must pay attention to the environmental performance indicator that the hotel should improve to enhance environmental performance such as:

a. Significant Reduction in Environmental Incidents

Environmental incidents are incidents of the entry of toxic and hazardous substances into the air, water, soil, and other environmental media as a result of pollutant discharge, natural disasters, production safety accidents, and other problems, which cause a sudden decline in environmental quality (Cao et al., 2018). Environmental risk

refers to the possibility of environmental pollution events caused by natural causes or human activities (Du et al., 2020). This result means employees take a vital role in reducing environmental incidents. Once employees become concerned about the environment, they are likely to become environmentally responsible and contribute to the organization's environmental performance (Umrani et al., 2020). There will be less waste of time and effort means that there will be less supervision because a well-trained employee will not cause a serious accident (Abogsesa & Kaushik, 2017).

b. Continuous Improvement

In literature, employees' eco-friendly behavior is considered as the key to achieving environmental performance (Umrani et al., 2020). Based on Okumus et al., 2019 it assumed that employee-related factors toward ecological behavior include three items: environmental knowledge, environmental awareness, and environmental concern. It illustrated the relationship between three items: environmental knowledge, environmental awareness, and environmental concern and employees' intentions to implement green practices in the hotel industry. It can conclude that environmental knowledge, awareness, and concern can influence employees' intentions to implement green practices in the hotel.

c. Recycling Performance

In France, according to the collection system implemented by local authorities (which usually have legal responsibility for the management of household waste collection and treatment services), different packaging waste materials can be collected via three main methods: (1) bi flow (consisting of a glass and multi material), (2) tri flow (represented by glass, multi material packaging, and newspaper/magazine flow), (3) corps creux/corps plat (represented by tri flow which is composed of flowing glass, paper/cardboard, and newspapers/magazines, and a third stream of metal and plastic packaging) (Cabral et al., 2013).

d. Stakeholder Perception

Stakeholders are the main drivers of environmental performance (Mensah, 2014). Community influence has recently become necessary as a source of pressure on companies as people are increasingly informed about the environment. Communities provide social legitimacy by 'moving public sentiment, changing accepted norms and changing people's perceptions' (Kramar, 2014). Another improvement that the hotel should make is that the selection and recruitment process as the starting line to choosing the human resources have to search the applicant that motivated to know the stakeholder roles in enhancing environmental performance in the hotel. Once the applicant is chosen as the employee, they must gain more knowledge about the stakeholder perception.

e. Independent Audit and Report of Environmental Performance

In Hotel Le Morgane, the environmental performance report needs to be optimally implemented. The hotel does not count how much waste affects the environment. Otherwise, to protect the environment and reduce environmental incidents, the hotel should have an environmental performance report to enhance the hotel's environmental performance. According to Jiang et al., (2012), metrics must be defined for environmental performance to evaluate the environmental impact associated with manufacturing processes. Once these metrics are in place and environmental performance has been assessed for all operations in the process plan, the decision maker must then look at the overall environmental performance (for all operations in the process plan and all inter-est environmental measures) and identify what actions to take.

f. Waste Reduction and Resource Consumption

Effective waste reduction management brings direct benefits (e.g. financial gains through waste minimization, cost savings through recycling) and indirect benefits (e.g. improved corporate image, positive eco-conscious customer responses, local government support) to hotels (Singh et al., 2014). Energy efficiency is described as the improvement in practices and products that allow more to be done with less energy. It reduces the energy necessary to provide energy services like lighting, cooling, heating, cooking etc., without compromising the quality of the services, thereby leading to the conservation of available energy resources (Oluseyi et al., 2016).

g. Cost Saving

The cost savings due to environmental projects and activities have an extensive relationship with reducing waste and resource consumption. Energy efficiency measures have the prospect of promoting economic development and saving personal income (Oluseyi et al., 2016). To improve the hotel's environmental performance, Hotel Le Morgane must manage and optimize the reduction of waste and resource consumption. According to Yildiz Çankaya & Sezen (2019), choosing the right supplier significantly affects realizing a company's environmental goals. The other way to save costs is by applying cost management in the hotel. According to Sevima & Korkmazb, (2013), cost management can be listed such as determining the cost of goods as far as possible with cost factors, evaluating the life cycle performance of goods or services, realizing and evaluating processes and activities accurately, determining the efficiency and productivity of activities, controlling and managing costs, facilitating performance evaluation, and supporting strategy implementation organization.

Conclusions

Green Human Resources Management at Hotel Le Morgane has yet to be applied optimally. Green Recruitment and candidates are invited through online media such as email and online application forms. Telephone interviews were conducted to minimize the environmental impact associated with the trip. Interviews discussed how employees are interested and motivated to perform recycling, reduce waste, and reduce resource consumption. Hotel Green Training and Development provides training program managers to develop and gain knowledge about the business and the environment posed by the hotel business. The application of the Green Performance Assessment at Hotel Le Morgane is in the form of directions, suggestions, and feedback from the management to the employees at the hotel. The application of Green Reward and Compensation at Hotel Le Morgane is in the form of non-financial rewards in the form of achievements given to people who carry out green practices.

To improve environmental performance, Hotel Le Morgane has to improve several practices due to environmental performance. Hotel management must pay attention to environmental performance indicators such as recycling, reducing waste, reducing incidents that damage the environment, stakeholder perceptions and cost savings, independent audits, environmental performance reports, and resource consumption through human resource practices.

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Three-keys digital media in strengthening brand awareness at The Vibes Night Club, France

Putu Rian Arde Surya[1]*, Alain Fournier[2], I Ketut Sutama[3], Muhamad Nova[4]
[1,2]Groupe Immovation, France
[3,4]Politeknik Negeri Bali, Indonesia

***Corresponding Author**: rianarde@gmail.com

Abstract: In order to reach and influence potential online customers, there was often an overlap among paid media, owned media, and earned media at The Vibes Nightclub, France. Solving this problem required the integration of campaigns, resources, and infrastructure, which could develop online products, services, and brand awareness. The methodology used in this study is qualitative, using the descriptive approach with display and verification technique analyses at The Vibes Nightclub. The results showed that paid media is done through activities such as Search Engine Marketing (SEM). Further, owned media focus on Facebook, Instagram, and Google pages owned by the club, like Search Engine Optimization (SEO). Earned media includes word of mouth on social media, live, and conversations. Their activities had a significant effect on strengthening brand awareness. In this regard, consistency and optimism in digital marketing activities need to be maintained because these things can improve and maintain existence and sustainability. Furthermore, using more digital platforms and analytics digital should be improved for the targeted results and sustainability of the business.

Keywords: nightclub, digital marketing, three-keys digital media, brand awareness.

Introduction

To achieve marketing objectives, digital marketing uses digital media, data and information, and technology (Chaffey & Ellis-Chadwick, 2019; Grossberg, 2016; Mandal & Joshi, 2017; Chaffey & Ellis-Chadwick, 2019; Zhu & Gao, 2019; Olson et al., 2021). It focuses on how to manage various online presences, such as corporate websites, mobile apps, and corporate social media pages, which are integrated with online communication techniques, including Search Engine Marketing (SEM), social media marketing, online advertising, email marketing, and regulatory partnerships with other websites. These techniques are used to support the goals of acquiring new customers and providing services to existing customers that help develop customer relationships through customer relationship management (CRM). To make digital marketing successful, it is still necessary to integrate these techniques with conventional media such as print, TV, direct mail, and sales and human support as part of multichannel communications.

In supporting multichannel (omnichannel) marketing, the role of an integrated digital platform continues to repeat itself. Online channels can also help the entire buying process, from pre-sales to sales to post-sales, and further customer relationship development. Developing a digital sound strategy today involves understanding a more complex, more competitive buying environment than ever, with customer journeys involving many different forms of an online presence. In order to develop a strategy to reach and influence potential online customers, it is prevalent to refer to three main types of digital media channels, as shown in Figure 1.

16
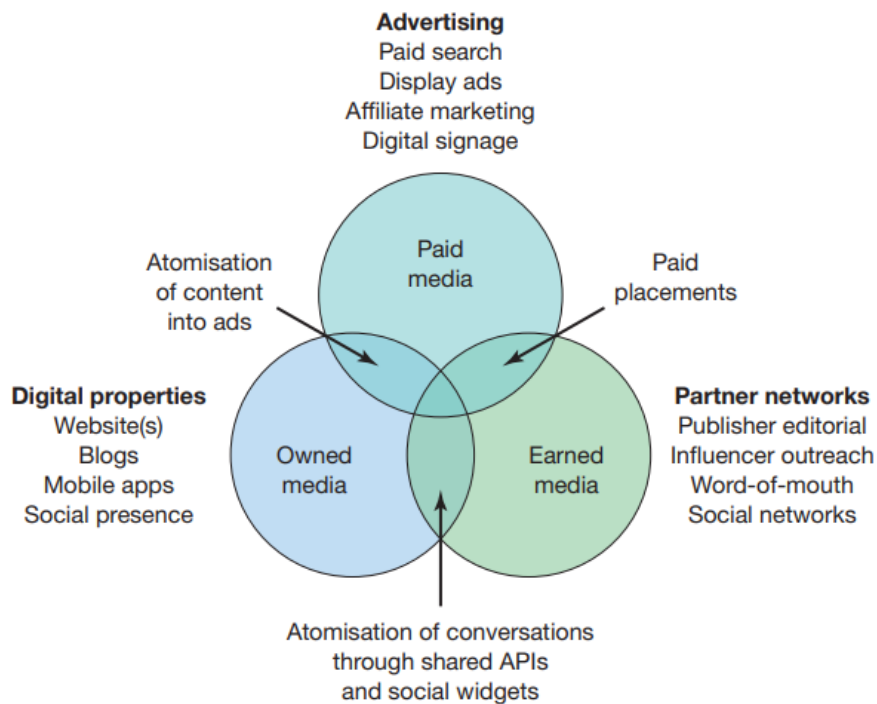
(Source: Chaffey & Ellis-Chadwick, 2019)
Figure 1. Three-Keys Digital Media Types

Figure 1 shows the three-key digital media for strengthening brand awareness: paid media, owned media, and earned media overlap. Addressing this overlap requires the integration of campaigns, resources, and infrastructure. Content on a content hub or site can be broken down (sometimes described as microcontent) and shared among other media types via program-powered widgets and application programming interface (APIs) data exchanges such as the Facebook API. These media carry out digital marketing activities to promote the club through various digital platforms. Categorization of modern marketing technology options – digital platforms include Instagram, Facebook, and Google, as shown in Figure 2.
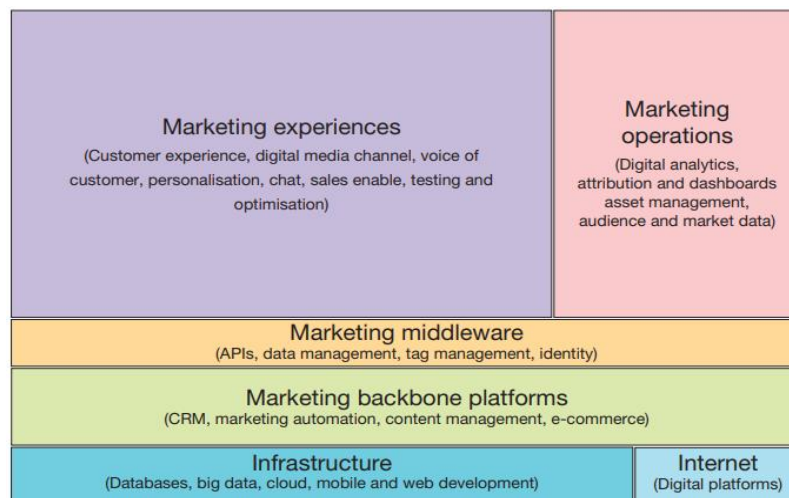
(Source: Chaffey & Ellis-Chadwick, 2019)
Figure 2. The Categorization of Modern Marketing Technology Options

The categorization of modern marketing technology options aims to know the experience of digital marketing activities and this effect in strengthening brand awareness. Digital Marketing is essential thing in the marketing mix. It is an approach, a strategy, or a branding and marketing exercise using digital platforms. It is about developing online products, services, and brand awareness (Mandal & Joshi, 2017).

Brand awareness refers to whether consumers can remember or recognize a brand, or simply whether consumers know about a brand or not (Keller, 2008). Brand awareness comes before brand equity. The brand name provides a memory node in the minds of consumers (Aaker, 1991), and consumers link the brand knowledge to the brand name, which culminates in brand equity (Aaker, 1991; Keller, 1993). Brand awareness provides a learning advantage for the brand (Keller, 2008) and influences consumer decision-making. Brands that consumers know are more likely to be included in their consideration set (Hoyer and Brown, 1990; MacDonald and Sharp, 2000).

Consumers may use brand awareness as a purchase decision heuristic (Hoyer & Brown, 1990; MacDonald & Sharp, 2000). Brand awareness tends to increase brand market performance. Surprisingly, research on brand awareness could be more extensive. For instance, the influence of brand awareness on decision-making is explored using only lab experiments at the individual consumer level (MacDonald & Sharp, 2000). The relationship between brand awareness and actual market outcome is researched mainly in the service business (Kim & Kim, 2005; Kim et al., 2003). Furthermore, the direction of causality between brand awareness and brand market outcome is unexplored (Srinivasan et al., 2008; Yoo et al., 2000).

It is now believed that strong brand awareness is coherent with Digital Marketing activities, which are essential in the marketing mix (Product, Price, People, and Promotion). It has proliferated in recent years as more and more businesses have realized the importance of an excellent online presence. Promotion as advertising creates and enhances brand awareness by exposing brands to customers (Aaker, 1991; Batra et al., 1995; Keller, 1993; Rossiter & Percy, 1987; Yoo et al., 2000). Advertising increases the brand's likelihood of being included in consumers' consideration set, thereby improving market performance of the brand (Krishnan & Chakravarti, 1993).

The location of this research is The Vibes Nightclub, owned by Groupe Immovation, France. It is because digital marketing activities on paid media, owned media, and earned media could strengthen the brand awareness of the club. Groupe Immovation manages the Vibes Night Club, with an area of 2.300 m2, as a multisector company focusing on real estate, hotels, restaurants, bars, and night club. Groupe Immovation also managed Royal Hotel Angers, Wink Hotel Juvisy, B&B Chatellerault, Ibis Budget Chatellerault, La Scala Nightclub, The Artist Restaurant & Bar, and Apérock Café. Groupe Immovation is located at 10 rue Dupetit Thouars, 49100 Angers, and The Vibes Nigh Club on Les Mardelles, 53810 Changé.

Methodology

The methodology used in this study is qualitative, using the descriptive approach to explain the three-keys digital media used by Groupe Immovation to strengthen the club's brand awareness. This study reported on the result with a systematic, factual, and accurate description of facts related to three-keys digital media and brand awareness. This study uses a case study to learn intensively about background conditions and position and the environment interaction within. This study was very detailed on the implementation of three-keys digital media done by Groupe Immovation to advertise its product optimally. The technique of data collection is done

using primary and secondary data. The primary data consisted of semi-structured interviews with 5 internal interviewees about implementing three-keys digital media. At the same time, the secondary data was obtained through documents, reports, and various literature studies, along with research articles on three-keys digital media and brand awareness. The data was analyzed using display and verification techniques. The researchers analyzed the display data associated with the observation and interview results from the digital platform.

Results and Discussion
Results

In strengthening brand awareness, The Vibes Night Club, owned and managed by Groupe Immovation, uses several digital platforms to promote and advertise activities and products. This phenomenon brings an excellent effect to make the brand sustainable and compete in the high competition. As the biggest search engine many people use, Google presents a piece of complete information that the customer needs before going to a tourism destination such as a nightclub, as shown in Figure 3.
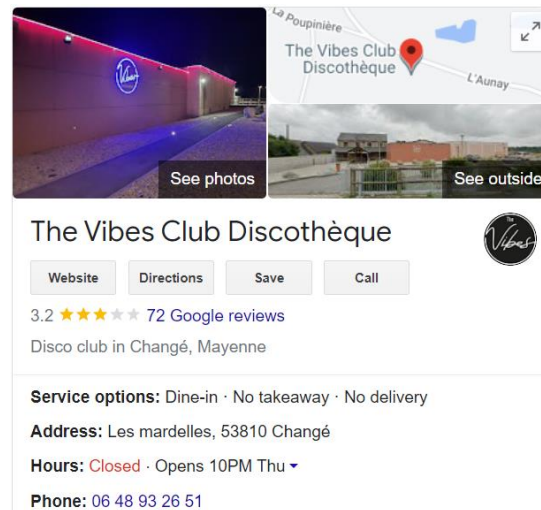
(Source: Groupe Immovation, 2022)
Figure 3. Google Landing Page of The Vibes Nightclub

Figure 3 shows the club's landing page on Google with a 3,2-star rating from 72 Google reviews. This phenomenon shows that the rating on the excellent level, further many services, and the club's products should be improved. Otherwise, the promotion and advertisement activities will not mean for the visitor. The digital platform used is Facebook and Instagram.
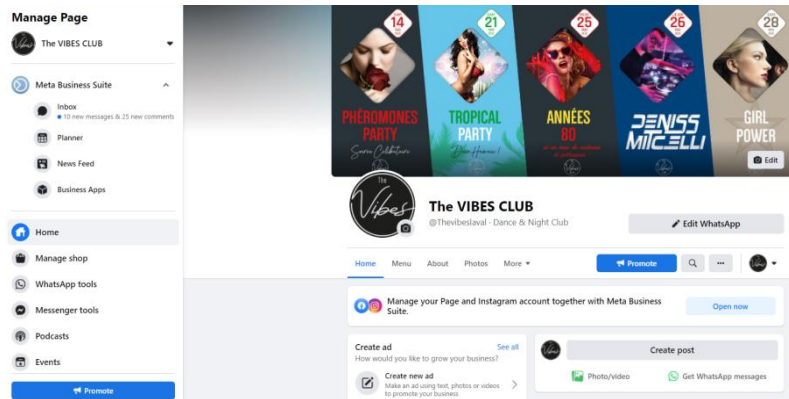
(Source: Groupe Immovation, 2022)
Figure 4. Facebook Fanspage of The Vibes Nightclub

Figure 4 shows the Facebook fan page of the club with 25.099 likes. This finding means the club has a good engagement and impression with the guest. Any digital marketing activities which already been posted with good feedback and interaction. This could support the communication by both parties, either from the club to inform of any advertisement or activities and from the customer if they have any advice or something to ask regarding the event.
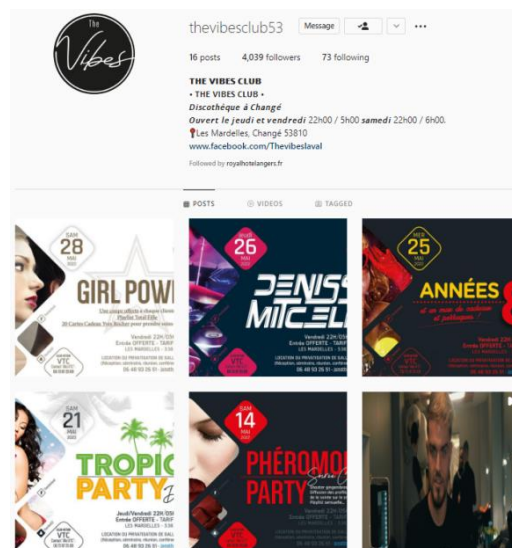
(Source: Groupe Immovation, 2022)
Figure 5. Instagram of The Vibes Nightclub

Table 5 shows Instagram with 4,039 followers. Instagram has excellent work interacting with guests through images, promotional flyers, short videos (Reels), or IG TV. The brochure with an eye-catching design and stunning vibes to encourage the customer to visit the club. On Instagram, the guest has a good impression and daily engagement in digital marketing activities. Hence they could update the upcoming event in the club.

Discussion

Figure 1 shows thee-keys digital media in strengthening the brand awareness at The Vibes Night Club. This will be the main activities of the company to do the digital marketing action plan.

Paid media

Paid media is a bought media. In this case, there is investment to pay for visitors, reach or conversions through search, display ad networks or affiliate marketing (Chaffey & Ellis-Chadwick, 2019). The club conduct Display Ads and affiliate marketing through the online media such as in Francebleu.fr during the re-opening of the club.

Figure 6. Reopening of Nightclub:
The Vibes in Changé is one of the first in Mayenne this Thursday

This paid media provokes customer decision-making, meaning it significantly impacts brand awareness: consumers use brand awareness as a decision heuristic. Over an unknown one, a known brand has a much better chance of being chosen by consumers (Hoyer & Brown, 1990). That is why digital marketing should be boosted in pre-opening the club as the preliminary on the customer side. The customer will know the current situation and note it on their agenda before visiting this club.

Owned media

Owned media means the brand owned the media. The digital marketing activities focus on the online media such as Facebook, Instagram, and Google page, which owned by the brand (Chaffey & Ellis-Chadwick, 2019). Social media now cannot be separated from the daily life of millennials. Facebook has a vast number of users. Nowadays, having an extensive network of users is the same as money and marketing opportunities. A strategy is needed to use the Facebook platform as a digital marketing tool in an online marketplace that is increasingly developed. Facebook Fanspage as a user's interaction with brand-related activities affects brand perception and ultimately affects consumer purchasing decisions.

Figure 4 shows the positive influence of fanspage engagement on consumer brand awareness, activity of WOM (word of mouth), and intention to purchase. The findings further suggest that less and less regular marketing activity has an impact on fan page commitments, on page actions, page views and reach. From a theoretical

stand point, the results of this study contribute to an understanding of the potential for increased value from social media campaigns, content and activities.
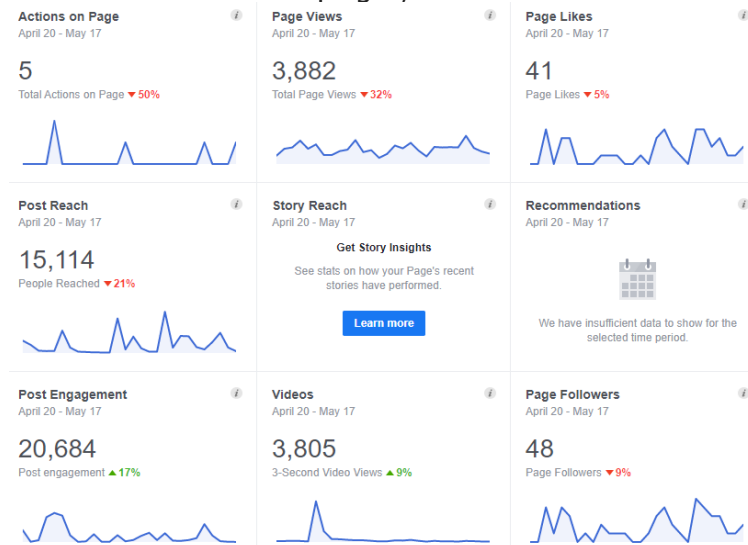
(Source: Groupe Immovation, 2022)
Figure 7. Insight in Facebook fanspage of The Vibes Nightclub

The digital marketing activities influence the online performance. This well-known brand likely performs better in the marketplace compared to a lesser-known brand. Further, brand awareness measures are generally classified into three subsets: customer mindset measures, brand performance measures, and shareholder value measures (Keller & Lehman, 2003). As a digital platform, Google could present insight and analysis to know the customer. Customer mindset measures gauge customers' general attitude toward a brand and include two essential components. The components are brand awareness and brand association. Brand association means any brand knowledge relating to the brand in the customer's mind. This knowledge represents overall brand awareness in the customer's mind. The researchers know the way the customer finds The Vibes Nightclub. In Figure 8, the customer search for the club direct, discovery, or branded, which is already presented in Google analytics. This finding could improve search visibility, called SEO (Search Engine Optimization).
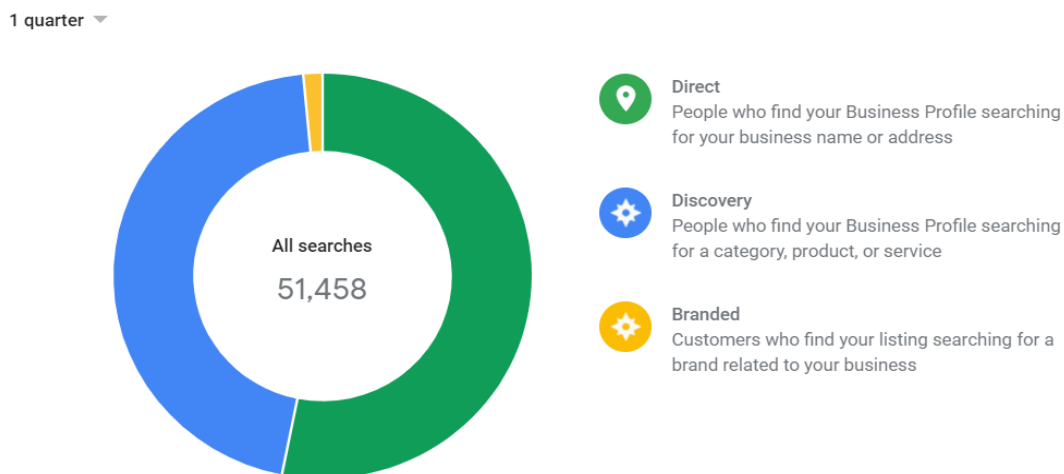
(Source: Groupe Immovation, 2022)
Figure 8. Customers Search of The Vibes Nightclub
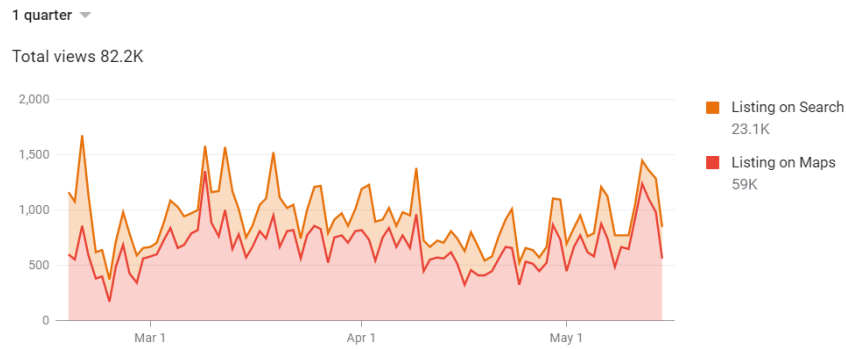
(Source: Groupe Immovation, 2022)
Figure 9. Customers View of The Vibes Nightclub on Google

Advertising through digital channels is known for its transformative impact on companies and its tremendous impact on brand-consumer relationships, as it enables interaction with customers anytime and anywhere.

Figure 9 shows the customer find The Vibes Nightclub from the search engine and followed by in the listing on Google Maps. Customers view the brand either to get any information or take any actions.
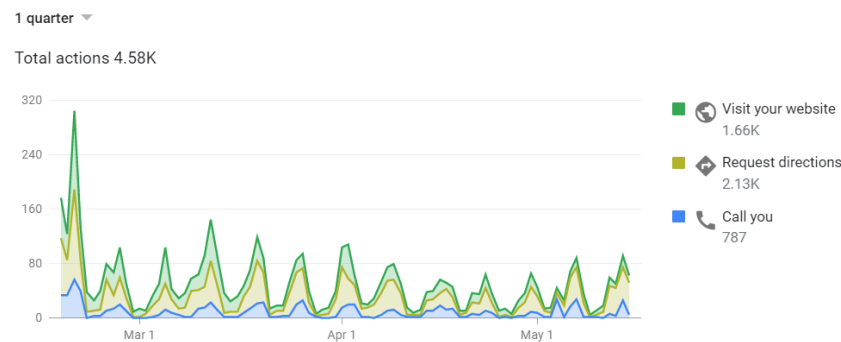
(Source: Groupe Immovation, 2022)
Figure 10. Customer Actions for The Vibes Nightclub

The strength of brand awareness is the first and most important stage of marketing. As a marketing tool, Google is digitalized in the millennial era and has become more critical by providing interactivity to both consumers and the company in the marketing process. In Figure 10, the customer could act directly. The customer could visit the website, request directions to the club's location, and take a call to learn any information.
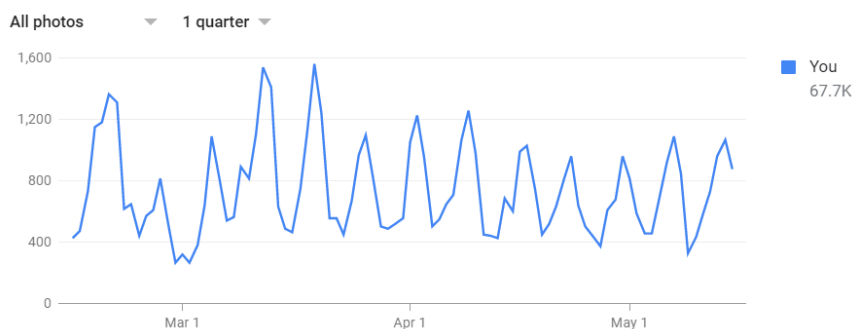
(Source: Groupe Immovation, 2022)
Figure 11. Photo Views for The Vibes Nightclub

Brands are investing in content marketing within digital communication channels such as Google, yet there needs to be a greater understanding of the effectiveness of this content on consumer engagement. Content marketing, such as photos of the club, examines how consumer engagement and impression of the brand. In Figure 11, photos of the club have been viewed by the customer, which means this provokes and influences the customer to visit the club.

Earned media

Earned media is publicity generated through PR. Such a media is to target influencers to increase brand awareness. Now it covers word of mouth which can be developed through viral way and social media as well as conversations in social networks, blogs and other communities (Chaffey & Ellis-Chadwick, 2019).

The Vibes Night Club generates the brand awareness from the social network from the blogs of Barpubmeta.com, meanwhile using the influencer to promote from mouth to mouth in direct live or scheduled posting.

(Source: Barpubmeta.com, 2022)
Figure 12. The Vibes Club

Conclusions

Technology's rapid development and improvement cannot be separated from the aspect of human life. It has a very close relationship with the internet as the most valuable and popular technology globally for sustainability. Digital platforms through paid media, owned media, and earned media develop a strategy to gain and influence potential online customers. In this case, there is an overlap between the three different types of media, so campaigns, resources, and infrastructure need to be integrated.

Digital marketing develops an online product, service, and brand awareness. Brand awareness refers to whether consumers recall or recognize a brand, influencing consumer decision-making. Digital marketing activities had a significant effect on strengthening brand awareness. In this regard, consistency and optimism in digital marketing activities must be maintained because this thing can improve and maintain existence. Furthermore, using more digital platforms and analytics digital should be improved for the targeted results. Meanwhile, the attitude of pessimism and intimidation must be reduced because it can slow the harmony to optimizing brand awareness. Meanwhile, digital marketing activities differ from sales activities which can get instant money.

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Green tourism practices through Odesa social media storytelling method

Fitra Ananta Sujawoto[1]*, Tata Kartasudjana[2], Kumiko Shishido[3], Ni Luh Ayu Kartika Yuniastari Sarja[4]

[1]Politeknik Pariwisata NHI Bandung, Indonesia
[2]Universitas Pasundan, Indonesia
[3]Language Department, Osaka University, Japan
[4]Politeknik Negeri Bali, Indonesia
*Corresponding Author: fitrasujawoto@gmail.com

Abstract: This study aimed to describe how Odesa Indonesia, Bandung, effectively uses the storytelling communication method to introduce its programs on social media. A qualitative method presents a description of the storytelling communication method carried out by Odesa Indonesia in its green tourism practice. In contrast, the data collection and analysis process uses the content analysis method. Odesa Indonesia has practiced four elements of the storytelling communication method: identifiable character, authentic emotion, significant moments, and specific details. Apart from these four elements, in the variety of social media content, there are also three round structures of the storytelling communication method: the normal phase, the explosion phase, and the new normal phase. The writers arranged these three phases in narrative relationships that are in line with the framework of the green tourism concept, namely ecology, sanitation, literacy, and solidarity. Based on the findings of this study, the use of storytelling communication methods is not only limited to being a mere promotional differentiator but, at the same time, can be the most effective way to convey the dimensions of green tourism, not only at the level of the program but also to convey the transformation process that will and has been carried out through the practice of green tourism.

Keywords: green tourism, social media analysis, storytelling communication method.

Introduction

Discussing the history of Bandung City seems like tracing the history of Bandung tourism. The growth of various kinds of tourist attractions in the city of Bandung cannot be separated from the historical factor of the city, so it was known as Parijs van Java in the colonial period of the Dutch East Indies. Starting from the range of traditional and even international culinary delights the visitors can find in this city, the main thing is, of course, still the beauty of its natural charm that has been known since the beginning of the city of Bandung was started to be built by the colonial government. Starting from plantations, it would be a brief history of how the city of Bandung grew into one of the tourist destinations where colonial tourists were interested in finding leisure and pleasure. In the pre-World War I period, one of the most sought-after plantation products in the international market came from the Priangan region (Sunjayadi, 2019). Commodities such as tea and coffee, which then became the prima donna of the international market, brought high economic benefits to Preanger Planters as plantation entrepreneurs in the Priangan Region (Kunto, 2008).

The plantation area developed by the Preanger Planters until now can still be traced, starting from the West Bandung area, East Bandung, North Bandung, to South Bandung. The growth of the plantation industry with commodities that were global at that time, encouraged entrepreneurs in the tourism sector to building hotel

accommodation facilities in the city of Bandung, including Savoy Homman, Preanger, Wilhelmina, Flat-Complex Olcott Park, Pension van Rhijn, Villa Isola, Pension van Hengel (Kartodiwirio, 2006). Even the two hotel names mentioned earlier still exist today, namely Hotel Savoy Homman and Preanger which changed their name to Grand Preanger.

In terms of the level of tourist visits, an interesting note was also found, Almanac voor Bandoeng in 1941 wrote that the number of tourist visits was almost equivalent to the population of Bandung at that time, namely 200,000 tourist visits while the city population was 226,877, which is even mentioned contributed 5,000,000 guilders and that does not include income from foreign tourists (Kunto, 2008).

Looking at the initial development of Bandung tourism, of course, it is natural that even today, the tourist visits to Bandung remain high, even crowded, when entering the holiday season. In 2021, BPS West Java Province said 4,432,044 tourists traveled to Bandung with a distribution of three administrative areas, namely Bandung City, Bandung Regency, and West Bandung Regency (BPS Propinsi Jawa Barat, 2022). Although it seems to have decreased compared to the years before the pandemic, it seems to have experienced a significant increase compared to 2019 or 2020, when there were no records of tourist visits at all.

Referring to the long historical journey and numerical data records, does it mean that every stretch of Bandung tourism impacts its citizens? Is the green tourism scheme also one of the tourism concepts encouraged to grow in the three administrative areas? Call it, for example, the destination areas of Lembang, Pangalengan, Ciwidey, and mountainous areas or other plantations. There are always new attractions or destinations offered by Bandung tourism every year. They can be found by doing a simple search via google or getting it through social media content, be it Instagram, Youtube, or TikTok. However, again, do the offers of new attractions and destinations meet the rules and principles of green tourism? Or is it just a form of tinkering with mass tourism?
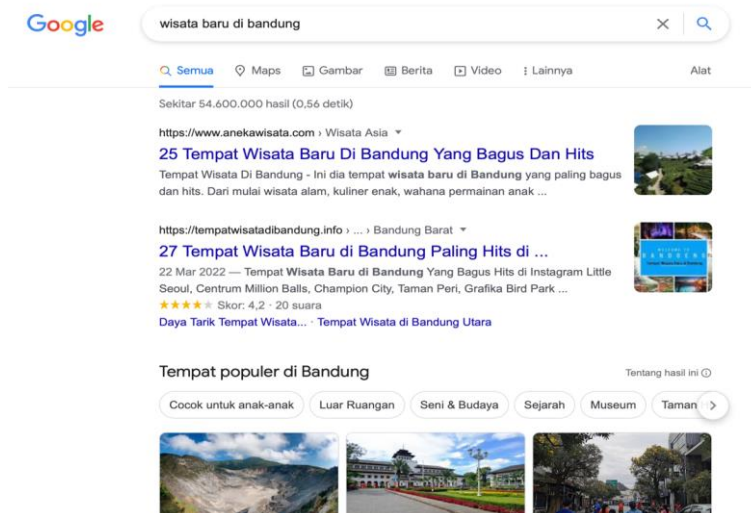
(Source: Sujawoto & Kartasudjana, 2022)
Figure 1. New tourist information in Bandung

By doing a simple search on search pages or social media that continue to offer new attractions or destinations, it can be assumed that interest in Bandung tourism is very high. Of course, it should also be considered for the development of more sustainable attractions or destinations. It is especially considering that the city of

Bandung itself is currently the 2nd most populous city in Indonesia after Jakarta (BPS Propinsi Jawa Barat, 2022).

Green tourism that carries the spirit and framework of tourism development by referring to the sustainable tourism development model by paying attention to the balance between nature and humans can create novelty in the economic order (Dowling & Fennel, 2003). At least green tourism can be a new offer for the high level of tourism visits to Bandung, which may eventually lead to a tourism saturation point when referring to the life cycle of the tourism area, according to Richard Butler (Butler, 1980).

How can an attraction or destination be classified as a green tourism development model? Four dimensions are critical to green tourism's feasibility: nature-based, supporting conservation, program sustainability, and environmental education (Weaver, 2012). When referring to the four dimensions, green tourism is a tourism development model that must prioritize nature and its ecological sustainability while encouraging the tourism community and tourists to understand the sustainability of a program based on environmental education.

(Source: Sujawoto & Kartasudjana, 2022)
Figure 2. Website Odesa Indonesia Foundation

Concerning the concept and dimensions of green tourism, the Odesa Indonesia Foundation, located in Cikadut Village, Cimenyan District, Bandung Regency, can be considered to have carried out green tourism practices. Although far from the frenetic Bandung tourism route, since 2016, Odesa Indonesia has consistently and persistently focused on three main areas: economy, education, and health.

Figure 3. Vision of the Odesa Indonesia Program

In simple terms, Faiz Manshur, Chairman of Odesa Indonesia, said that in principle to carry out the three main areas is to implement the principle of "getting things done with humans if you want to clean up nature".
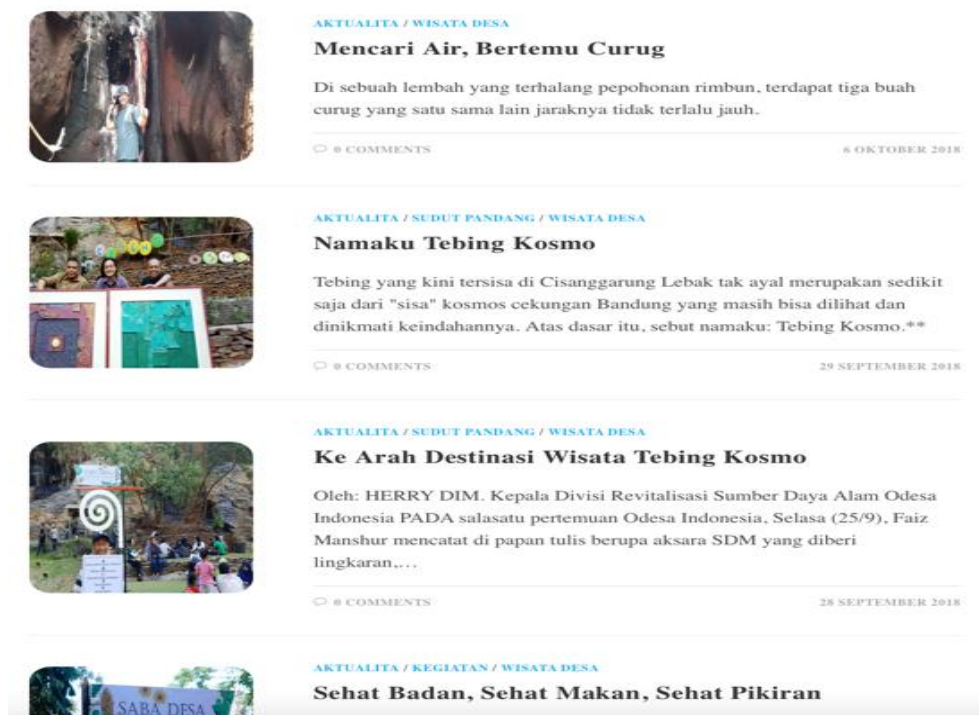
Figure 4. Village package tours in Odesa Indonesia

It is impossible to carry out sustainable development if the visitor only manages nature and vice versa. It is also impossible if the visitor only takes care of humans. So, creating a balance between the two characterizes each program in Odesa Indonesia which at the same time underlies the Odesa philosophy, which is "grounded in togetherness." The name Odesa Indonesia, with the attribution of the letter "O" in front of the word village, means Organizing, Organic and Online, centered on village independence.Although activities labeled as tourism, namely village tourism, are only a

small part of the variety of activities in Odesa Indonesia, the real spirit of green tourism can be seen implicitly in various Odesa Indonesia activities.
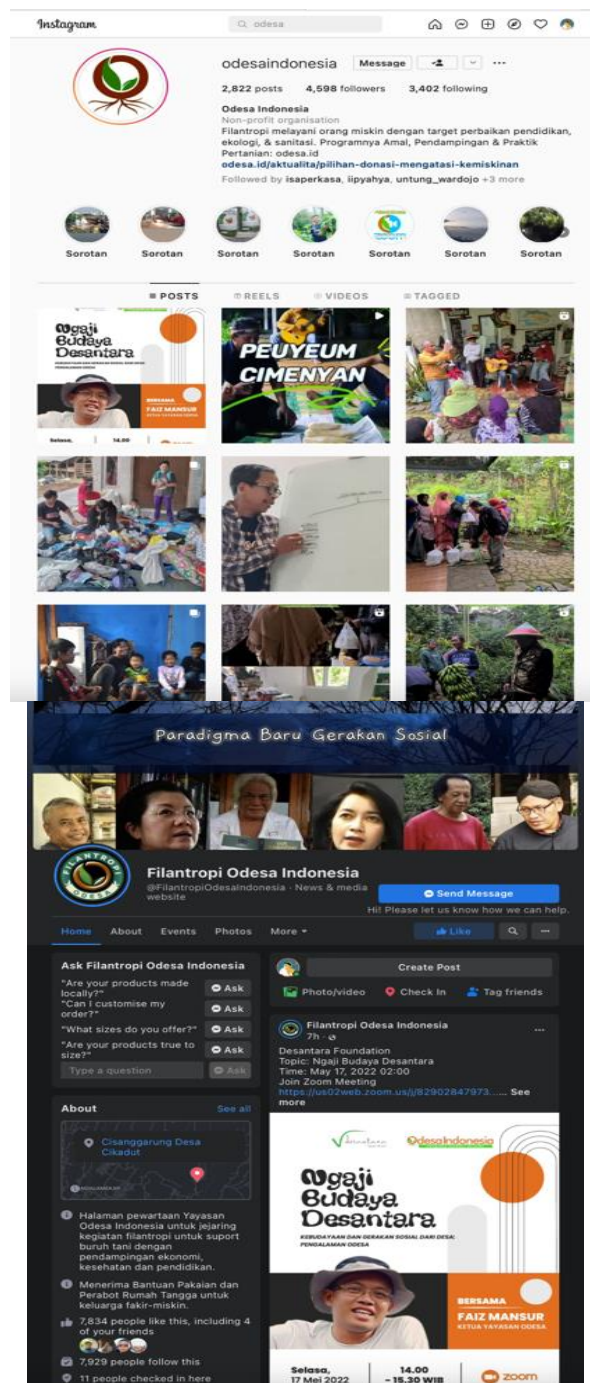
(Source: Sujawoto & Kartasudjana, 2022)
Figure 5. Odesa Indonesia's Instagram and Facebook pages account

For example, in various agricultural activities, which not only focus on improving the economy of its citizens, but also on efforts to prevent erosion damage in their agricultural areas, some of the commodities developed are also based on the ability of the people to manage, such as moringa, sorghum, hanjeli, telang flower to coffee. In the education program, there is also the Sekolah SAMIN *(Sabtu dan Minggu)*

or Saturday and Sunday School which is aimed at improving the quality of local human resources by cooperating with the Odesa network, including outsiders or communities who visit their location. Lastly, apart from ecology and literacy, there are also sanitation-based health programs that focus on efforts to improve bathing, washing, and latrine facilities as well as other services and material assistance to support local residents' health activities.

If an in-depth observation is made, there are principles and frameworks of green tourism in various derivatives of the vision of Odesa Indonesia, be it programs or activities. However, there are differences in how Odesa Indonesia packages its tourism promotion communications, specifically its green tourism, which in our view, is referred to as the practice of storytelling communication. This phenomenon can be seen apart from the variety of content on the official website of Odesa Indonesia. Their social media content, including Instagram and Facebook, can also be seen.

The essential difference seen from the distribution of various Odesa Indonesia content lies in their ability to package feelings that cover the various features of their programs and activities. Suppose in various promotional communications. Tourism activities generally focus on various features of activities, such as itineraries that tourists can enjoy when visiting a destination. This phenomenon will not be found in Odesa Indonesia's content communication because Odesa Indonesia's activities are empowerment activities. At the same time, traveling becomes one of the attractions when empowerment takes place.

The communication pattern carried out by Odesa Indonesia is in line with the statement of Seth Godin, a marketing expert, "Marketing is no longer about the stuff that you make, but about the stories you tell" (Hall, 2019). In the practice of storytelling communication, the ability to understand the context of how a product can be perceived and interpreted by its users is more important than understanding the features of the product itself. So, the practice of storytelling communication is not only limited to telling stories about the sophistication or advantages of a product compared to other products, but focuses on how to make a product understandable in its context, function and benefits in the lives of users (Dahlstörm, 2019).

How do Odesa Indonesia effectively use storytelling communication practices with various typologies and elements in communicating their green tourism activities to transform people's lives in Cikadut Village, Cimenyan District, Bandung Regency? In an effort to answer that question, a study entitled "Green Tourism Practices through ODESA Social Media Storytelling Method " was compiled.

Methodology

To answer how Odesa Indonesia effectively uses storytelling communication methods with various elements and structures when communicating green tourism activities in Cikadut Village, Cimenyan District, Bandung Regency, through social media Instagram and Facebook, this research relied on two frameworks of theory, namely green tourism and storytelling communication methods. While presenting research data, the writers used a descriptive-qualitative method that was previously initiated by extracting and analyzing social media using the content analysis method.

In principle, green tourism is a practice that emphasizes the application of sustainable values in each of its dimensions, be it humans, the environment, or the universe of culture. Likewise, the storytelling communication method emphasizes the delivery of the values of a brand or organization rather than conveying the superior features of a product. Within the framework of two conceptions, the analysis of green tourism practices carried out by Odesa Indonesia with the storytelling communication

method can be parsed from the distribution of Odesa Indonesia content on social media. From the findings, the distribution of Odesa Indonesia's social media content was then analyzed to determine whether it was following the storytelling communication method's essential elements and storyline structure.
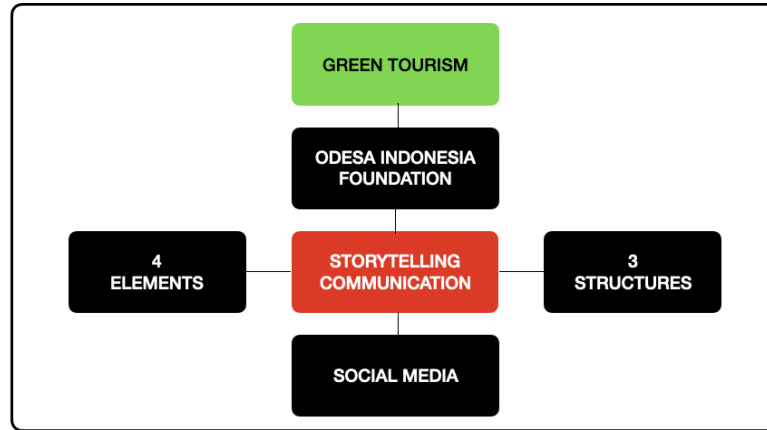
(Source: Sujawoto & Kartasudjana, 2022)
Figure 6. Research Diagram

In contrast to other communication or tourism promotion practices, the method used by Odesa Indonesia tells about the value transformation process carried out in Cikadut Village, Cimenyan District, Bandung Regency. Suppose many tourism village service providers or tour operators promote various attractions or the area's beauty. In that case, Odesa Indonesia introduces more of the programs they have implemented and how it impacts their coverage areas. The storytelling communication method used by Odesa Indonesia in its variety of social media content can be seen in the process of observing and analyzing content that the writers carried out using four essential elements of storytelling communication and three structures of storytelling communication stages from Odesa Indonesia.

Results and Discussion
Results

The concept of green tourism has continued to change over time since the 1980s (Hasan, 2015). At first, green tourism was regulated as small-scale tourism that visited natural tourism areas with a reduced impact on the biological environment. Over time, green tourism is often used interchangeably with ecotourism, nature tourism, or rural tourism (Hong et al, 2003). Even in academic areas, green tourism often exchanges diction with other alternative concepts, such as ecotourism and sustainable tourism.

In their study, the United Nations on World Tourism Organization or UNWTO (2012) helped to expand the scope of green tourism, stating that the concept of sustainable tourism or sustainable tourism is not only about the environment, but also social, economic and cultural (UNWTO, 2012). In addition to UNWTO, there is also UNEP (United Nations Environment Program) which holds that green tourism is a key component to creating a sustainable economy centered on improving the quality of human resources and social equality, while significantly reducing environmental risks and ecological scarcity (UNEP, 2011).

The development of the tourism industry, which is influenced by various considerations of sustainability, contributes to the growth of the potential for the

development of green tourism that can provide positive benefits for a destination, both in terms of humans and the environment. The role of green tourism in this regard includes job creation, local economic empowerment, efforts to reduce hunger levels and the cost of energy use, as well as improving water quality, including the preservation of biodiversity and local cultural heritage (Pintassilgo, 2016).

While in business practice, the concept of green tourism is adopted as a tourism activity that is carried out economic development while maintaining the ethical principles of environmental, social and cultural conservation. When referring to the growing interest of tourists related to green tourism, whether using the term ecotourism, rural tourism or sustainable tourism, it is natural that various tourism business organizations, whether in the form of public or private businesses, begin to develop in various ways, both in the form of accommodation, attractions, transportation or other tourism supporting facilities.

The Storytelling Communication Method

The storytelling communication method currently being discussed in social media or digital media today is not an entirely new practice because humans have been very close to storytelling communication methods since the beginning of civilization. Various forms of stories, such as fairy tales, myths, or legends, have even become a way of communication used by various generations to share their values or life philosophy with their listeners or even the next generation (Dahlstörm, 2019).

Today, storytelling communication is also the most effective or effective way to communicate the values of a product (Hall, 2019). The question is, has the storytelling communication method really been practiced well? Does the use of storytelling communication by various products and organizations on social media to promote their programs and products fulfill the elements of storytelling itself? Because, if the elements and elements are not met, the storytelling communication method that is spread on social media today will actually cause antipathy for the audience or listeners targeted by the product or organization (Hall, 2019).

Any good story can definitely grab the attention of the audience and resonate with them (Dahlströrm, 2019). A storyteller or narrator must be able to capture the imagination of the target audience, so that what they tell can be absorbed by the audience (Madiyant, 2020). The writers can see that today, various brands use storytelling communication methods, such as Apple, Google, and Walt Disney, or even local brands, such as Tokopedia, Gojek, Promag, or even Indomie.

The use of the storytelling communication method is not centered on the features of a product or program, but rather focuses on how a product or program can be felt by the benefits and functions of consumers or audiences (Hall, 2019). Is there a standard formulation of the patterns and elements that must exist in a storytelling communication method?

For 2000 years ago, a philosopher named Aristotle has offered an element or mandatory elements that must be present in building a good story, which is then referred to as the 7 Golden Rules of Storytelling. The seven elements referred to by Aristotle include plot, characters, themes, diction, music, decorations and spectacle effects (Dahlströrm, 2019). Aristotle believed that if these seven elements could be present in a story, it would be possible for the audience to understand and be absorbed in the story presented.

Although Aristotle's 7 Golden Rules of Storytelling are still relevant for use today, Kindra Hall conducted a survey (Hall, 2019) that measured what components were needed to develop an effective storytelling communication method in conveying a

brand's message. The survey found several components or elements that must be present in a storytelling communication method, including identifiable characters, authentic emotions, significant moments, and specific details. Suppose these four elements can be presented within a framework of storytelling communication methods. In that case, the stories presented will be easier not only to attract the audience's interest but also to influence and even transform the story's audience.

An identifiable character is not a company name, a hero, or a value that a person is attached to, and it does not even depend on the size of a group. The assumption that every story needs a hero character will present a story that is often intimidating for the audience because the primary purpose of building an identifiable character is to make the audience feel part of a story (Hall, 2019).

The next is authentic emotion. This component is essential because if a story runs statically, it is not a story. However, the assumption that presenting an authentic emotion must go through a process of excessive dramatization is also not valid. Authentic emotions can be simple, general situations and build curiosity from the audience. It must also be underlined that authentic emotion is not the emotion felt by the audience of a story but rather the emotion felt by the character and attached to the situation that is present in a story (Hall, 2019).

The third component of storytelling communication is a significant moment. A condition in which there is a situation of space, time and circumstances where making a story look different from everyday life is an important component (Hall, 2019). Because it is a way to provide a generic descriptive picture and sharpen the viewer's view of the audience in seeing a new view or perspective on how a story can change their lives. Similarly, when the writers look at a map and then find a special icon symbol to indicate the existence of a big city on the map so that it makes us interested to take a closer look, that is the function of a significant moment in a story.

The last component is the specific details. The presence of specific details. build stronger connections with the audience (Hall, 2019). These specific details may include the use of things or images that describe a situation, such as the boombox tape property in 80s-style commercials or the importance of the cowboy hat in the Marlboro Man icon. Why are specific details needed in the storytelling communication method? Because again, if the writers place ourselves as a storyteller and are telling stories about our first experiences when the writers entered school, then the specific things the writers tell, such as the uniforms and shoes the writers were wearing, will make it easier for our audience to hear and imagine. into the story the writers tell it.

In addition to the prerequisites for the 4 components that must be present in the storytelling communication method, there is also a device prepared by Hall (2019) which functions to map the content or flow of storytelling communication carried out by a brand, including: normal phase, explosion phase, and new normal phase.

What Hall conveys in his book Stories that Stick: How Storytelling Can Captivate Customers, Influence Audience and Transform your Business (Hall, 2019) is actually a contextualization of the plot theory of a 3-act drama which also belongs to Aristotle. In the plot theory of the 3-act drama, Aristotle says that every story must have a beginning, middle and end. What is the difference between Aristotle and Hall in the context of storytelling communication which is often used in today's communication media?

First, the normal phase is a phase that is often not taken seriously by a storyteller, even though the normal phase plays an important role in building closeness with the audience (Hall, 2019). In the normal phase that is presented properly, it will make the audience feel part of the story and want to invest their emotions in the story

because they have managed to identify themselves with the early stages of a story. The normal phase is the part where the writers give reasons for our audience to care about a story, and when a story is underestimated when compiling this normal phase, it is impossible for the audience to dissolve and become part of a story.

Next, is the explosion phase, which is the story stage where something happens and changes normal conditions at the beginning of the story. Even though Hall (2019) calls it an Explosion, what is then told does not have to be bombastic because something that changes the storyline can be small and not have to be big, and it can also be a good or a bad thing. So, the main point, a part of the story considered the explosion phase, should provide an overview of why something has changed. It does not matter whether it is related to good or bad things.

The last phase is called the new normal phase, the final part of the story that will describe what happened after the explosion, what differences are present compared to the normal situation. Will the characters in the story become wiser or stronger at the end of the story? Why is he getting stronger now? Or how did he end up being strong? The writers present the overall results of these questions at the end of the story which is called the new normal phase (Hall, 2019). In it there can also be a call to action or a happy situation that is felt by the client, but whatever the writers then insert at the end of this story, the main thing is not only to create a pleasant spectacle but also how to insert a message so that it becomes a decision. transformation, or if the context is the sale of a product, consumers must be compelled to buy while enjoying the end of the story.

When it is reviewed how a good storytelling communication practice is carried out, the presence of four elements and three-phase structures of storytelling becomes essential. These two concepts can be used as analytical tools to measure whether the content communicated through social media channels owned by a brand or organization uses a storytelling communication framework. Although Hall offers several other analytical tools in his book, the two concepts above are considered to represent an analytical tool.

Through the two concepts offered by Hall, namely four storytelling elements and three phases of storytelling structure, the social media content of the Odesa Indonesia Foundation will be analyzed. The process of extracting social media data samples from Odesa Indonesia was carried out purposively by looking for patterns of categorical relations and patterns of narrative relationships that matched the two literary theory concepts used, namely four elements and three storytelling communication structures. Meanwhile, in the process of submitting research data using descriptive-qualitative methods with reference to three main elements, namely data processed from various sources, analysis procedures and interpretation processes used to obtain findings, both in written and oral form (Corbin & Strauss, 2003).

Odesa Indonesia Storytelling Communication Elements

In 2019, Kindra Hall provided an analytical offer to measure storytelling communication by referring to the communication elements used in its communication practice (Hall, 2019). There are four elements that are required to be present to carry out a good storytelling communication method, namely identifiable character, authentic emotion, significant moment and specific details. Referring to the offer of analytical elements, the writers carry out content groupings or categorical processes to analyze the distribution of content from Odesa Indonesia on Instagram and Facebook to measure how the storytelling communication method they practice, and whether these practices help communicate the values of green tourism with storytelling method.

Identifiable Character

The first storytelling communication practice the writers identified was the use of identifiable character elements in various Odesa Indonesia social media content. In addition to showing how visitors will be involved in an empowerment program, subjects who really need the program are also shown. From the distribution of the content, it can be seen that various subjects in Cikadut Village require the presence of ecological, literacy, sanitation and solidarity programs from various parties. The presence of the next identifiable character encouraged emotional involvement from the audience to take part in green tourism programs in Odesa Indonesia.
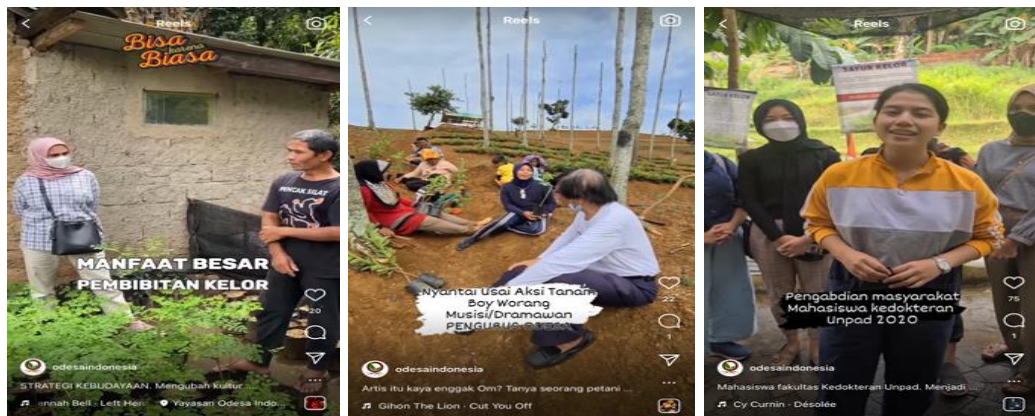
(Source: Sujawoto & Kartasudjana, 2022)
Figure 7. Identifiable character of Odesa Indonesia

In the content related to the literacy program, both sides of the subject are shown, namely the subject of the empowerment actor and the subject of the empowerment recipient. So that the audience can imagine where they are and what they will do when watching the content. Likewise, in screenshots related to ecological programs, the audience is given the space to identify themselves as part of the farmers who can later be involved in the distribution of tree seedlings. It is not just a mere tourism activity; what they do will have an ecological impact that is positive for the destination in the Cikadut Village. Our interpretation of the variety of content that represents identifiable character elements is in line with the opinion of Kindra Hall, which states that an identifiable character (Hall, 2019) does not have to be the name of a company or a hero because its function is to make the audience enter and become part of a story.

Authentic Emotion

The second element of storytelling communication that the writers explored and analyzed was authentic emotion because this element is needed to build curiosity from the audience, although it should be underlined that it does not need to be over-dramatized. From the various contents of Odesa Indonesia, an illustration was given of how the subjects in Cikadut Village can benefit from empowerment programs or green tourism that have been, are being and will be implemented.

Figure 8. Authentic emotion of Odesa Indonesia

For example, on an activity poster commemorating International Biodiversity Day, the public is invited to carry out various activities together with the recipients of the empowerment program. Interestingly, the poster also displays photos of activities that provide an illustration of how these activities can provide benefits for recipients of the empowerment program from Odesa Indonesia. In line with this practice, some content that involves visitors to Odesa Indonesia programs is also given context in order to present more authentic emotions when watched and read by the audience, for example on video content of students taking the youth oath while carrying out reforestation activities in the North Bandung area. The same pattern is also shown in other content related to literacy and ecology programs, such as content that features musician Ferry Curtis enjoying Moringa drinks with Samin Odesa School students.

Significant Moment

In every storytelling communication, a condition or space is needed which invites the audience to see something that looks different from their daily life. The situation is referred to as a significant moment which is described descriptively and generically in order to make the audience find a new perspective on a story that can change their lives. When promoting mass tourist attractions or destinations, audiences are usually invited to experience individual experiences, such as fun or other entertainment. So, in the practice of green tourism communicated by Odesa Indonesia, the public is invited to feel something wider than themselves, so that the practice of traveling is not only beneficial individually, but also ecologically.

Figure 9. Significant moment at Odesa Indonesia

The writers found this in some of the content above, which invites the public to understand that the activities they will do later will also positively impact the environment, for example preventing erosion, food, and even improving the literacy level of the local community. This significant moment element is spread in Odesa Indonesia's content on social media. They use this element to report an activity program or campaign for the benefit of their activities. Compared to other tourism promotion practices in Bandung, there will be a significant difference because even though Odesa Indonesia is located in a hilly area, they are more focused on conveying the values of human and environmental empowerment rather than telling stories about the coolness or beauty of the area.

Specific Details

The presence of specific things or details is essential in storytelling communication because it will make it easier for the audience or audience to imagine and enter into the story being conveyed. Suppose it is associated with tourism promotion practices. In that case, it relates to the details presented to become later the part where tourists identify what they do at a destination or attraction. If it is specifically narrowed to the practice of promoting green tourism, iconic details of information are needed to connect a tourism empowerment program with the knowledge of the target audience.
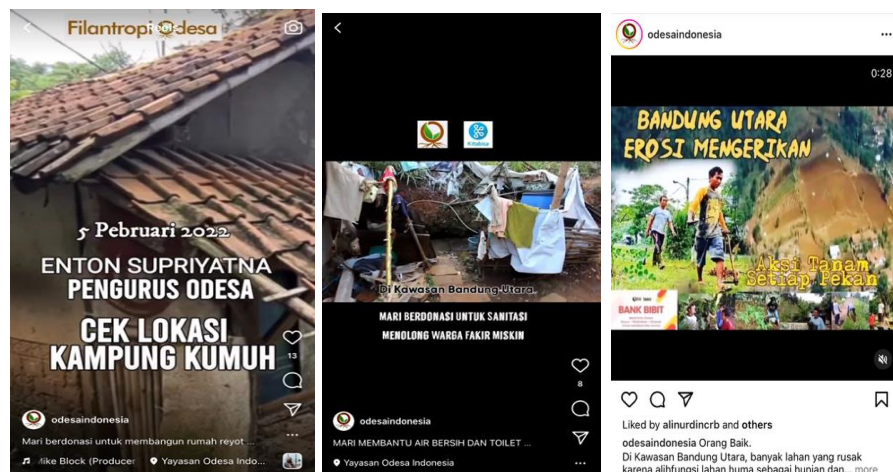
(Source: Sujawoto & Kartasudjana, 2022)
Figure 10. Specific details of Odesa Indonesia

In some of its contents, Odesa Indonesia describes the situation in the Cikadut Village area, Cimenyan District, Bandung Regency. Apart from the lack of sanitation, there is also specific information about the ecological conditions that are undergoing the process of erosion. The content that displays information related to these details explicitly describes the existing sanitation condition and the situation of the hills in North Bandung, which are experiencing erosion. The existence of content that displays specific details also strengthens the reason for the audience to support Odesa Indonesia's activities through various community empowerment and green tourism programs.

Discussion

Odesa Indonesia Storytelling Communication Structure

If in analyzing the communication elements of Odesa Indonesia storytelling the writers used a categorical process or grouping similar content based on typological relationships or characters, in analyzing the communication structure of Odesa Indonesia storytelling the writers grouped content based on narrative relationships or analyze content that is considered to have mutually sustainable issues. The writers compiled the process of determining the narrative relationship using the dimensional framework of green tourism, namely nature-based, supporting conservation, program sustainability and the presence of environmental education (Weaver, 2012). From building the narrative framework, which is also manifested in the vision and spirit of Odesa Indonesia, four narrative relationships are formed: ecology, sanitation, literacy, and solidarity. Next, the writers analyzed the four narrative relationships using the framework of the three stages of storytelling communication, namely normal, explosion, and new normal (Hall, 2019).

Ecological Narrative Relations

Erosion due to land changes, forests are cleared and converted into agricultural land resulting in several disasters that can be fatal. One of them is flash floods due to uncontrolled soil erosion. This affects the existence of people living under mountains, soil from forests and bare hills that are carried into the current resulting in strong currents and worsening at lower altitudes.

| Normal Phase | Explosion Phase | New Normal Phase |
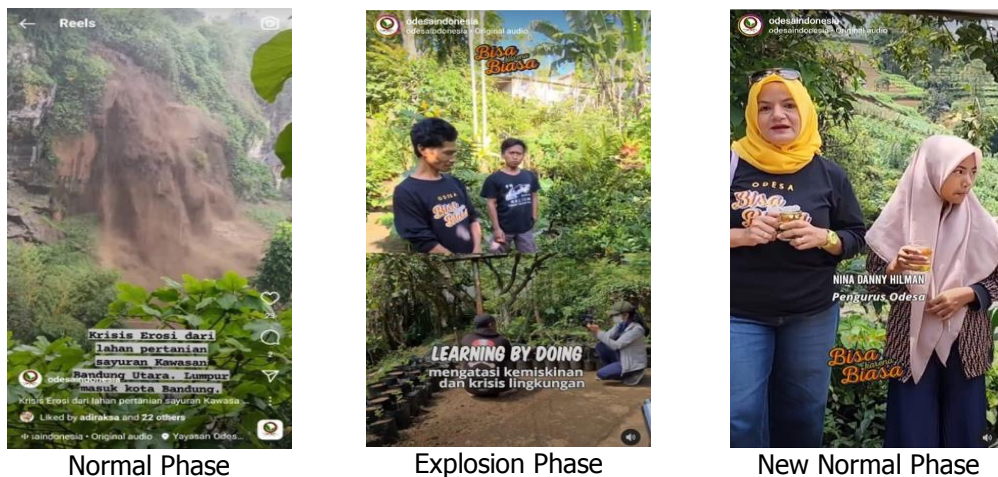
(Source: Sujawoto & Kartasudjana, 2022)

Figure 11. The ecological narrative storytelling communication structure

These ecological changes may not have much impact on communities around mountains and hills, but they can have a major impact on the communities living below, dangerous silt erosion.

Communities living around hills and mountains can economically manage their environment into a productive source of life because of knowledge of economic-based environmental management. The invitation to plant Moringa is one of the efforts and options for the community in addition to the usual gardening method. The gardening they have been doing so far is bad for the environment and the future of the next generation. Planting Moringa, besides changing the direction of a friendly environment, also leads to sustainable economic agriculture. Moringa plants from various research results allow it to be used as a healthy food ingredient.

The encouragement of sufficient knowledge and references, as well as building motivation that is continuously carried out, especially for children, can change the

paradigm of thinking. Moringa turns out to be an alternative food ingredient that can be made in a variety of ways. Besides having sufficient nutritional and nutritional value, Moringa plants are also environmentally friendly. Continuous efforts are made in the awareness process, bringing fresh air to the environment and changing thinking.

Sanitation Narrative Relations

Another problem with the existence of the Cimenyan community is poor sanitation and toilets. This of course has an effect and has an impact on public health conditions.

| Normal Phase | Explosion Phase | New Normal Phase |
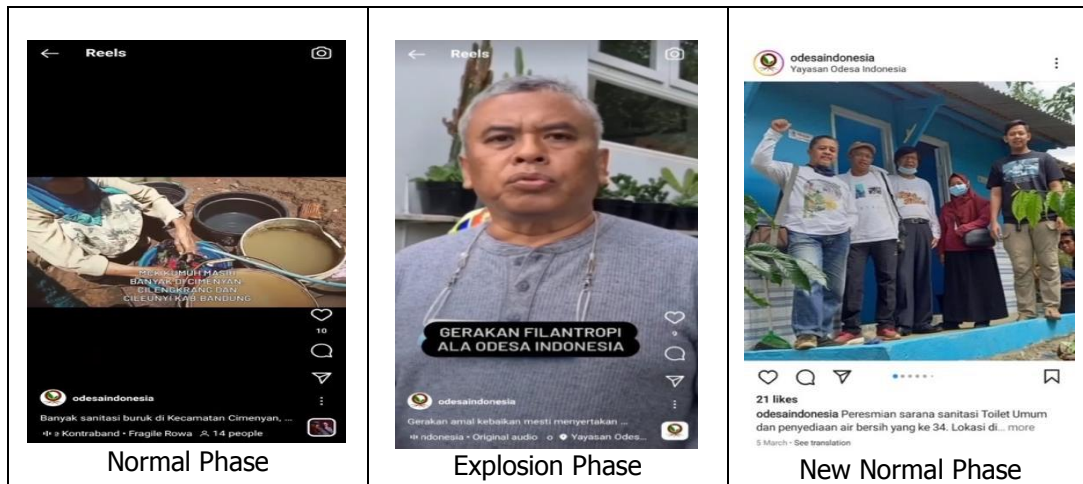
(Source: Sujawoto & Kartasudjana, 2022)

Figure 12. The sanitation narrative storytelling communication structure

Water that is difficult to reach and management of toilets that are not carried out correctly is risky and vulnerable to various diseases. It affects people's lives, either directly or indirectly.

Awareness of the broader community as a form of philanthropy to share by building MCK (Mandi-Cuci-Kakus or bath-wash-toilet) or sanitation facilities for the community around Mekarmanik village is a pattern of community existence based on the wishes of the crowd in various aspects. In addition to stopping the spread of disease, with a healthier pattern, Odesa Indonesia also builds social piety that erases social class by caring for others. Communal MCK is a solution based on togetherness and sharing among the community without coercion, purely social affairs, and building empathy that life is togetherness.

Literacy Narrative Relations

The world of education is not just a matter of formal schooling, but beyond that, it needs encouragement for children to want to read, whether it is reading books or what they are interested in reading. Conditions that have been made worse by the pandemic have also worsened the transfer of knowledge, so efforts are needed to improve this and encouragement to change the future of children by having the desire to continue reading with a mentoring pattern.

| Normal Phase | Explosion Phase | New Normal Phase |
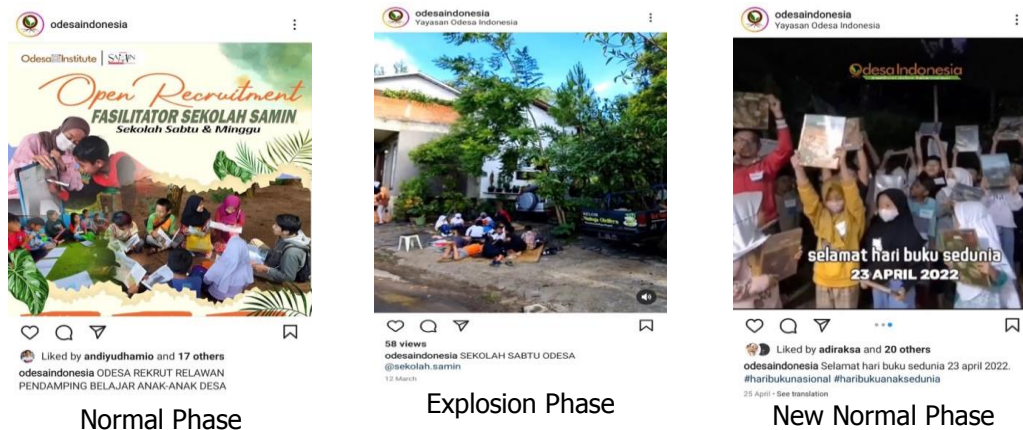
(Source: Sujawoto & Kartasudjana, 2022)

Figure 13. The literacy narrative storytelling communication structure

Conditions that have been made worse by the pandemic have also worsened the transfer of knowledge, so efforts are needed to improve this and encouragement to change the future of children by having the desire to continue reading with a mentoring pattern.

The involvement of volunteers who contribute knowledge and participate in Saturday and Sunday schools in Odesa Indonesia is a form of service to others. Without saying a lot of words but carrying out activities aimed at contributing to the younger generation. As for literacy skills that can be developed, the discourse that children are willing and able to read and write is a lamp in the dark, the desire to seek and satisfy their curiosity through reading and convey it back through writing is something to be proud of and a glimmer of freshness to see the future.

Solidarity Narrative Relations

Poverty has hit the point where people can only accept their fate with empty hands. In fact, all poverty relations exist around our lives, but sometimes the writers are not touched by that atmosphere, because maybe people are busy with their own lives. The house is unfit for habitation and is inhabited by many heads of families, one example.

| Normal Phase | Explosion Phase | New Normal Phase |
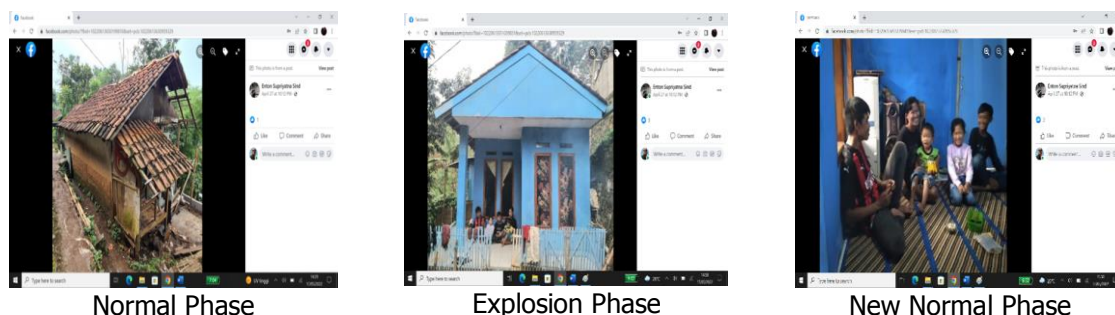
(Source: Sujawoto & Kartasudjana, 2022)

Figure 14. The solidarity narrative storytelling communication structure

This situation is often seen in rural areas around tourism destinations, which need more economic permeation of tourism development. Based on community concern echoed by Odesa, there is a form of concern from the community, namely

dissecting houses, a form of social piety where people want to pay attention to one another and give to each other.

The result of the house that has been repaired and reoccupied by the family concerned may increase personal and communal happiness where this happiness hopes will affect the overall social understanding, and there is a pattern of mutual concern for each other.

Conclusions

Green tourism has begun to be practiced or at least discoursed since the 1980s, and the concepts and dimensions have grown more complex to date, as well as the storytelling method of communication. The practice of storytelling has existed for much longer, namely since the beginning of human civilization, then Aristotle began to design the pattern around 2000 years ago. Interestingly, suppose green tourism is full of values to transform a destination condition or mass tourism practice. In that case, the storytelling communication method can convey the transformation process to the audience or audience.

Furthermore, amid hectic promotions or marketing campaigns of various destinations and attractions that claim to implement the principles of green tourism amid competition for attractions or mass tourism destinations, the storytelling communication method can be a differentiator as well as a measuring tool as to whether a destination is implementing it. Green tourism practices with various dimensions that surround it or not. Why is that so? That is because, in the storytelling communication method, there is a framework or flow structure that can be used to compile as well as measure how a green tourism practice is carried out, starting from a description of the initial conditions, then the presence of a program, to how a program can benefit a destination.

This situation is also what Odesa Indonesia communicates through its social media in order to foster tourism interest as well as the ability to provide emotional interpretation space for potential visitors. They not only convey what visitors can enjoy when they come to a destination but also provide an overview of why a destination needs to be visited and how the benefits of the visit can be felt by the visitor and the people he visits. Even so, in the elements of storytelling communication presented by Odesa Indonesia, the writers can see how the presence of identifiable characters, authentic emotions, significant moments, and specific details are present in their storytelling communication practices to introduce green tourism to their audiences.

So, amid the dense flow of information about destinations offered on social media, especially in the Bandung Tourism area, the storytelling communication method carried out by Odesa Indonesia in its green tourism practice is not only a compelling differentiator but can also offer value at the same time, which is more transformative and sustainable when it finds the right target audience. In the end, if green tourism is about efforts to maintain the sustainability of a multidimensional destination, the storytelling communication method can be appropriately used to tell stories about the transformative processes that occur, starting from changes in the normal phase, the presence of the explosion phase, to the realization of the new normal phase, both in terms of narratives of ecology, sanitation, literacy, and solidarity. In the overall conclusion, what is far more critical is that storytelling and communication skills can arouse tourists' emotional interest in green tourism because visitors will not only attend and see but will also try to be involved in various aspects of environmental and human empowerment programs.

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The effect of green products on sustainable tourism through green marketing in natural tourism destinations in Garut, West Java

Helin G. Yudawisastra[1]*, Jajang Burhanudin[2], Artarina D. Samoedra[3], Mihai Voda[4]

[1,2]Universitas Muhammadiyah Bandung, Indonesia
[3]Universitas Widyatama, Indonesia
[4]Department of Geography, Dimitrie Cantemir University, Romania

*Corresponding Author: yudawisastra.helin@umbandung.ac.id

Abstract: This research aimed to see the influence of green products on sustainable tourism through green marketing in Garut, West Java, Indonesia. Garut has many tourist destinations, both natural and artificial. Awareness of environmental issues has created new markets that produce environmentally friendly products and services. The method of analysis using multivariate data analysis includes factor analysis with SEM-PLS covariance. The results showed that green products affect sustainable tourism through green marketing as an intervening variable. More awareness is needed for marketing ecosystems with minimal environmental impacts. This research was conducted during the Covid-19 pandemic. The results represent the condition of tourist destinations in Garut affected by the pandemic.

Keywords: green marketing, green product, sustainable tourism.

Introduction

The tourism sector has experienced a decline in the number of tourists due to Covid-19 pandemic, which is still ongoing. In contrast, the tourism sector is one of the drivers of economic growth and development drivers. One of the tourist areas in West Java that has high potential and tourist attractions is Garut Regency. Garut Regency is one of the areas that can be used as a source of local revenue (PAD/*pendapatan asli daerah*), ranging from coastal tourism, mountain tourism, and artificial tourism. The tourism sector in Garut area has become an alternative tourist destination that is easy to visit for some residents of Bandung and Jakarta every weekend. Various tourist attractions are known as mountains, jungles, seas, beaches, lakes, various traditional arts and cultures, and local customs that can be packaged into tourism commodities that can be sold locally, nationally, and internationally (Trihayuningtyas et al, 2019).

Garut area is one of the tourist destinations that attracts local and foreign tourists. It is reflected in the number of tourists who visit various tourist destinations in Garut Region (Figure 1). As a result of the Covid-19 pandemic in 2020, there was a significant decrease in the number of tourists. It is due to a government regulation regarding the Implementation of Community Activity Restrictions (PPKM/*pemberlakukan pembatasan kegiatan masyarakat*) since early 2021 to deal with the Covid-19 pandemic in Indonesia. Prior to the implementation of PPKM, the government had implemented large-scale social restrictions in some areas.
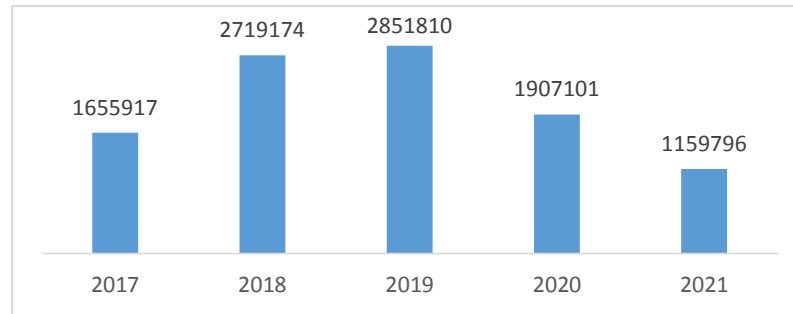
Figure 1. Number of tourists in Garut Region

In tourism, the intention is the attraction felt by tourists to a tourist place with a specific interest (Cahyanti & Anjaningrum, 2017). Managers of tourist destinations in the tourism sector in West Java, especially Garut area, are quite able to prepare residents to educate both local and foreign tourists in maintaining the sustainability of the tourism sector when visiting to increase the intention of tourists to guard against damage (Kalva, 2017). Garut has a tourism sector that shows complex cultural, historical, and natural constructions. The process of branding tourist destinations can help create and market a unique image in the market (Novita, 2013). Based on the data from Garut Regency Tourism Office (Figure 1), the natural and cultural potential of the Garut people has the potential for wealthy and attractive natural resources, friendly people (Someah in Sundanese language), and culinary offerings are attractive and carrying capacity for the potential development of the sustainable tourism sector. Many tourist destinations in Garut Region indicate natural and artificial tourist destinations, educational tourism, shopping, hot springs, and heritage tourism that support ecotourism development. Currently, most tourist destinations are natural, accounted for as many as 133 or 47% of all tourist destinations in Garut.
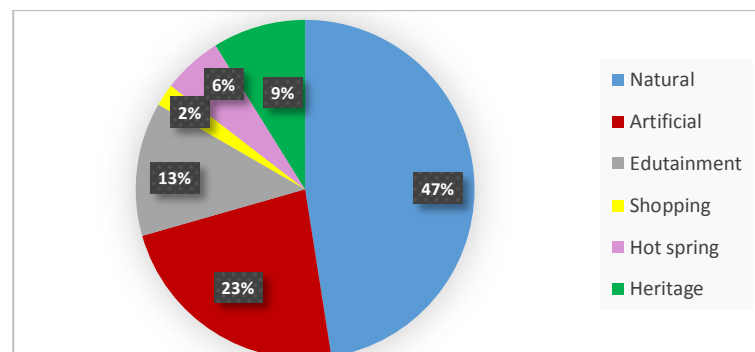
Figure 2. Tourist destinations in Garut

Garut Regency is known as the "Switzerland of Java" because the contours of the city of Garut are surrounded by mountains supported by friendly community interaction patterns. Tourists often visit many natural tourist destinations in Garut, such as Cipanas, Situ Bagendit, Cangkuang Temple, and Santolo Beach (Tetep et al, 2021). The environmental and social issues business impacts are not new and have been the subject of debate by experts for years. Sustainability has entered many disciplines, including marketing (Firmansyah et al, 2022). The current trend globally is toward improved environmental and social performance. With these two potentials, Garut can be used as a very potential capital to be developed and to advance the natural and cultur-

al area of Garut into a tourist destination. It involves the environment, people, and the economy. With the current global spirit of environmental conservation, a sustainable development effort that cannot be separated from the tourism environment, sustainable tourism has become the most important thing. Sustainable tourism benefits residents, respect local culture, and conserves natural resources. The challenge, however, is balancing between meeting tourist satisfaction, raising awareness about environmental issues, and educating residents and tourists. Sustainability in tourism must include socio-cultural, economic, and environmental impacts (Elkington, 1998). The goal is for an innovative and durable balance between these three dimensions. It is also crucial for the tourism sector to consider economic sustainability as an essential factor, especially considering that the welfare of the local community must be considered. Sustainable tourism must respect local culture and traditions. In other words, it does not harm society's social or cultural structure.

According to the European Community Commission, green products use fewer resources, have fewer environmental impacts and risks, and prevent waste generation at the conception stage (Sdrolia & Zarotiadis, 2019). People have started to care about sustainability rather than the conventional, instant destructive concept. The current generation is more committed to maintaining sustainability in all fields. Companies can make green marketing efforts and contribute to tourism sustainability for consumers. If consumers do not change their behavior to be more sustainable, little will be achieved (Gordon et al, 2011). Green marketing is the consistency of all activities that provide facilities and infrastructure to meet tourists' needs and desires without leaving a destructive impact on natural resources (Ottman, 2017). This sustainability refers to Schiffman & Kanuk (2010), which explain that intention is an internal factor that an individual can influence consumer's behavior. It is a basic form of thought from the reflection of the buyer's plan to buy several units in a certain number of several brands available in a period.

The large number of people who start to make online bookings can make the tourism industry more prosperous and efficient in running a business and advancing managed tourist destinations. Online technology can be used to communicate, inform, negotiate, and reduce communication gaps without being hampered by distance and time, creating new structures for tourism development and operation (Hasan, 2015). Tourism promotion through social media can be a relatively new method and significantly impact tourist mobility (Fatanti & Suyadnya, 2015). By using social media, tourists or consumers can share their experiences and social media can also be used as a source of finding information about tourist destinations (Gohil, 2015). This phenomenon shows that the fastest and most reliable way for tourists to reach tourism establishments is through the internet (Trihayuningtyas et al, 2018). Juganaru (2007) argues that sustainable tourism presents a development of tourism and recreational activities in a country, region, or tourist destination by considering the basic principles of sustainable development such as respecting the environment, community, economy, and local culture. In sustainable tourism, there are economic, environmental, and socio-cultural dimensions.

There are still few studies that use the concept of green marketing as an intervening variable to market tourism sector services. This research is about the gap of applying the green marketing concept used to promote the tourism sector, especially in Garut, to influence the intentions of both local and foreign tourists in maintaining sustainability. The arrival of tourists, both local and foreign, by bringing private transportation, both self-owned and rented, results in air pollution that has the potential to damage a green environment and is far from being polluted and congested. Another

change that may occur is that cultural modernization brought by tourists visiting the area around the tourist area has the potential to be imitated by local communities, which in the long term can eliminate the original culture and local wisdom of the area. Through this, it is hoped that tourists will return to tourist destinations visited and try to come to other tourist destinations in West Java, especially Garut area.

Methodology

The method used is descriptive verification with a survey of tourist destinations in Garut Region. This analysis method begins by looking at the characteristics of the data through descriptive statistics. Then multivariate data analysis includes factor analysis using SEM-PLS covariance. The population of businesses for tourism destinations in Garut area is 133, with a random sample technique using the Slovin formula as many as 99. Data analysis uses SEM-PLS covariance. This research was conducted in early 2022 or during the Covid-19 pandemic.

Table 1. Variables and Dimensions in the research

Variabel	Dimensi
Green product (Suki, 2016)	Quality, price, value, reference, benefit, Health
Green marketing (Papadas et al, 2017)	Competitiveness, Climate Change and Global Warming
Sustainable tourism (Sidali et al, 2017)	Experience, adaptation, accommodation

Results and discussion

Results

Testing the variance-based approach was carried out to determine the validity of the research being studied. All indicators have a factor weight of more than 0.70, which means that all indicators used are valid. The reliability score of the construct should be high enough. The composite reliability criterion is > 0.6 (Juliandi, 2018). In this research, the results of composite reliability is high because the value is more than 0.6. It means that the construct used is reliable.
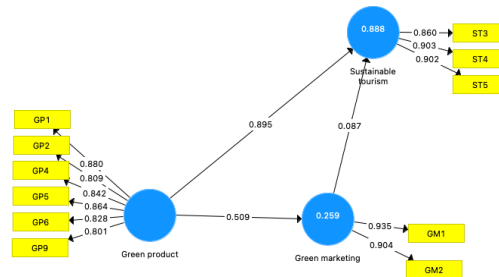
(Source : The results of data processing using smartPLS, 2022)
Figure 3. Indicator validity process

Table 2. Factor loading, CR and AVE on valid and reliable indicators

	Loading Factor	CR	AVE
Green product		0,934	0,702
GP1. Quality is a priority in managing tourist destinations	0,880		
GP2. The selling price charged in the tourist destinations managed is quite competitive	0,809		
GP4. Eco-friendly tourism services have a higher selling value than non-environmentally friendly products	0,842		
GP5. The selection of environmentally friendly tourism services will provide long-term benefits	0,864		
GP6. Believe a green environment will provide the best benefits for the body	0,828		
GP9. Green environment-based tourism destinations provide a	0,801		

long-term guarantee for survival

Green marketing		0,917	0,846
GM1. Realize that the competition for products or services with an environmentally friendly concept is very tight, so supporting marketing is needed.	0,935		
GM2. Green marketing method is one way to tackle climate change and global warming	0,904		
Sustainable tourism		0,918	0,790
S3. The tourist destinations provide a new experience regarding the eco-friendly concept for visitors.	0,860		
S4. Visitors can adjust to the culture in the tourist destinations managed.	0,903		
S5. The tourist destinations that are managed have eco-friendly accommodations.	0,902		

Source: the results of data processing using smartPLS
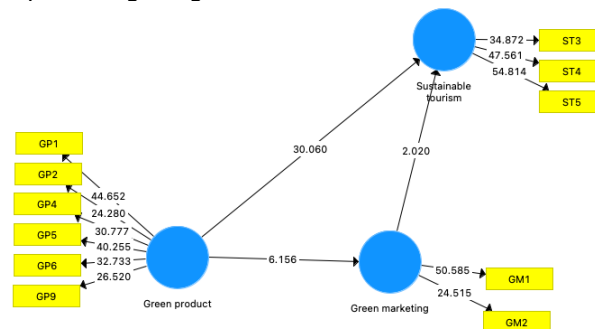
(Source: The results of data processing using smartPLS, 2022)
Figure 4. Inner Model

The model used is suitable. R-square indicates the amount of variance in the construct described by the R-square model indicating the amount of variance explained by the exogenous variable in its endogenous partner (Chin, 1998). The R-square in this research was 0.88. It is because variations can explain sustainable tourism in the value of green products and green marketing by 88%. From the results of the discussion in this research, it is known in testing the hypothesis that the effect of green products on sustainable tourism through green marketing as an intervention variable has a path coefficient of 0.895. It shows that the higher the green product sold by tourism destination businesses, the higher the possibility of achieving sustainable tourism. The value of the significant results from both the t-test calculations with t statistics (30.060) and the p-value (0.000) means that green products significantly affect sustainable tourism through green marketing.

Discussion

The results show that green products significantly affect sustainable tourism through green marketing. When the Covid-19 pandemic research was conducted, the government tightened physical distancing and PPKM per region. The research conducted during the Covid-19 pandemic found that green products affect sustainable tourism directly or through green marketing. In this case, green marketing provides a significant role in creating natural sustainability. The negative impact of natural scrapings can be minimized through environmentally friendly marketing.

In line with research from Meler & Ham (2012), with the significant help of green marketing, green tourism has the potential to be a sustainable form of tourism through managed protection of natural and cultural heritage on the one hand while providing economic benefits and improving the welfare of residents. The role of green

marketing in green tourism is significant for at least two reasons: first, to identify the target consumers, namely user groups, and second, to strategically determine the modalities for satisfying the needs and wants of the community and target groups identified as such in the green marketing sense. It implies primarily an integrated strategic marketing effort for the spatially covered green tourism destinations as well as an integrated strategic marketing effort.

Conclusions

Research shows that green products affect sustainable businesses through green marketing in tourist destinations in Garut Region. It shows that green marketing is needed so that the continuity of eco-friendly tourism is more attractive to local and foreign tourists. This research was conducted at the beginning of 2022 when Badung Regency began to rise from adversity due to the Covid-19 pandemic.

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Sasi local wisdom as a cultural capital for sustainable tourism development in Raja Ampat Regency, West Papua

George Mentansan[1]*, Monica Nauw[2], Rina Awom[3], Musa Ayorbaba[4], Johnli Lumi[5], David Reeve[6]

[1,2,3,4]*Anthropology Department, Universitas Papua, Indonesia*
[5]*English Department, Universitas Papua, Indonesia*
[6]*Department of Arts and Social Sciences, University of New South Wales, Australia*

*Corresponding Author: *georgementansan@gmail.com*

Abstract: This research aimed to describe the development of tourism in Raja Ampat, West Papua, Indonesia, which has entered its 19th year, which is developing and still exists with the support of local wisdom of coastal and island communities called *sasi*. This research was conducted by applying ethnographic methods and triangulation of field data to gather data on local wisdom of indigenous peoples in Raja Ampat. Results of the research showed that *sasi* as a form of practice for protecting and conserving marine natural resources has traditionally been carried out for generations in Raja Ampat, and has various local terms such as *kalad*/*bu*, *kabus*, and *samson*. *Sasi* local wisdom as the community's cultural capital has become the basis and strategic issue related to protecting the marine and coastal natural resources in supporting and maintaining

Keywords: cultural capital, local wisdom, *sasi*, sustainable tourism.

Introduction

May 9, 2022 is the 19th anniversary of Raja Ampat Regency, West Papua, which is celebrated with various ceremonies and celebrations. Various cultural attractions and development exhibitions were held to commemorate the 19th anniversary of the birth of Raja Ampat as a maritime district. A myriad of achievements and successes were displayed in the development exhibition, one of which was the coastal waters, seas, and small islands in Raja Ampat, which have high tropical marine biodiversity due to the variety of marine biota and high endemic fish, white sand and clear water, towering karst islands lined up to form a collection of small islands that add to the beauty of tropical marine biodiversity in the waters of Raja Ampat (Allen & Erdmann, 2009)

Raja Ampat's tropical marine biodiversity is believed to be very high because this regency is located in the world's coral triangle, namely the Philippines, Papua New Guinea and Australia (McKenna et al., 2002). In the past, before it becomes a definitive district based on Law number 26 of 2002 regarding the expansion of a new autonomous region in Papua, Raja Ampat was part of the Sorong regency (Mentansan et al., 2021). The waters of Raja Ampat were strategic fishing areas and the best fish producers for fishermen from the city and regency of Sorong, Ternate, and Tidore and several surrounding areas close to Raja Ampat. However, the high intensity of fishing activity by outside fishermen using various modern fishing technologies can damage and destroy the beauty and richness of the area's marine life (Bailey, 2007); (Sjafrie & Giyanto, 2007). This condition is exacerbated by local fishermen collaborating with outside fishermen to jointly use destructive fishing equipment such as potassium, fish poison, bombs, nets, and diving compressors (Veron, 2002; Veron et al., 2009). Damages to the waters and marine life of Raja Ampat occurred due to fishermen's use of destructive fishing

equipment, as mentioned above. Damages to the waters and marine life of Raja Ampat occurred due to fishermen's use of destructive fishing equipment, as mentioned above.

When Raja Ampat was expanded as a new autonomous region in 2002, community development and empowerment began to be carried out with the support and active participation of various parties and other stakeholders (Mentansan et al., 2019), for example, to mitigate and prevent the widespread impact of the practices of outside fishermen and local fishermen who catch fish using destructive fishing gear, preventive actions were then initiated by non-governmental organizations that focus on conservation. Conservation NGOs that are very aggressive and intense in campaigning for the conservation movement and against the destruction of Raja Ampat's marine ecosystems are The Nature Conservancy and Conservation International which have been working in Raja Ampat through research activities since 1998 (Grantham et al., 2013).

Based on the results of studies conducted in collaboration between conservation NGOs (TNC, CI, WWF), Papua University Manokwari, Cenderawasih University Jayapura, LIPI (Lembaga Ilmu Pengetahuan Indonesia) Jakarta, and Raja Ampat regency government, Raja Ampat waters are designated as a conservation area which now has an area of approximately 1.3 million hectares of conserved waters (Mentansan et al., 2019). The declaration of Raja Ampat waters as a conservation area was carried out by the indigenous Ma'ya tribe in Waifoi village on November 15, 2006, to hand over their customary waters as a regional marine conservation area. This declaration was strengthened through the Tomolol agreement on Misool Island, which was echoed by elements of traditional leaders, religion, and the government to establish seven marine conservation areas in Raja Ampat, namely Mayalibit Bay marine conservation area, the Dampier Strait marine conservation area, the Ayau-Asia marine conservation area, the Misool marine conservation area, Kofiau, and Boo marine conservation area and Fam island marine conservation area (Barat & Perikanan, 2019).

The formation of the marine conservation areas mentioned above is determined based on socio-cultural studies of the local wisdoms of the community which were practiced from generation to generation as coastal and island communities. One of the local wisdoms found and seen as being in harmony with the concept of sustainable development in Raja Ampat and as an entry point for the tribes in Raja Ampat to quickly accept and make modern conservation concepts in the form of zoning accepted is sasi (McLeod et al., 2009; Ainsworth et al., 2008) as the culture of the maritime community in maintaining, protecting and managing their natural resources so that it does not become extinct due to destructive fishing activities by outside fishermen. Sasi and zoning have become foundation and the basic concepts for the protection and preservation of Raja Ampat's marine natural resources to support sustainable tourism development in the marine regency of Raja Ampat. Therefore, this research aims to describe Raja Ampat archipelago and its indigenous people, which is an archipelagic area that has coastal and marine local wisdom as a fishing community. The local wisdom, such as *sasi*, is a prohibition or a form of traditional conservation to protect marine natural resources including fish, sea cucumbers, breed, *lola*, and shrimp. This local wisdom, *sasi*, which is also known as *kalad/bu*, *samson*, is a prohibition on taking fish in a limited marine area for a certain period of time, and has become the cultural capital and the foundation for protecting and preserving the high tropical marine biodiversity in the waters of Raja Ampat, so that the development of sustainable marine tourism continues to this day.

Methodology

This field research is conducted by applying the ethnographic method and carried out in Raja Ampat as a place to practice *sasi* local wisdom. Field data collection was carried out by

triangulation, namely through observation techniques on *sasi* activities carried out by indigenous peoples, especially the indigenous people in Warsambin and Waifoi villages of Teluk Mayalibit bay district, Raja Ampat regency, processions, closing and opening processes of *sasi*. Interviews were conducted to collect data on how the *sasi* procession, requirements, and timing of *sasi* are implemented and how is the implementation of the cultural meaning of *sasi* as well as its contribution to conservation and sustainable tourism. The document analysis technique was carried out concerning research on the potential of Raja Ampat marine biodiversity, local wisdom of Raja Ampat indigenous people, and cultural meanings and sustainable tourism in the practice of community local wisdom concerning their customary waters.

The results of the research analysis are presented in the form of a qualitative descriptive narration of scientific variety to explain local sasi wisdom as cultural capital in the development of sustainable tourism in Raja Ampat Regency.

Results and Discussion

Raja Ampat indigenous people are traditional fishing communities who spend most of their time at sea. However, there are also some fishermen in the villages of Raja Ampat who are skilled in gardening and cultivating sago because they have sago gardens and hamlets. Apart from having a high level of tropical marine biodiversity, it can also be said that Raja Ampat community is a pluralistic society with a high level of socio-cultural diversity because the islands in Raja Ampat are not only inhabited by indigenous people but also inhabited by various other ethnic groups. For example, Biak-Numfor tribe who migrated to Raja Ampat in the 18th century have controlled and inhabited most of the islands with potential marine natural resources. In addition, there are also tribes from Ternate, Tidore and Seram who also come to live on the islands of Raja Ampat. The two tribes above are known as *beser/betew* tribes for Biak-Numfor tribe, and *umka/umkai* for tribes originating from Ternate, Tidore and Seram. After these two tribes reproduced through the marriage process that occurred between them and the native Raja Ampat tribes, other tribes such as Usba tribe, Wardo tribe, and Kafdarun tribe also developed. These five tribes live side by side with the indigenous Raja Ampat tribe, namely *ma'ya* tribe, the indigenous tribe that inhabit the island of Waigeo such as Ambel, Wawiyai, Lanyanyan and Kawe. The others are Matbat, Biga, Matlou tribes on Misool Island, Banlol tribe on Salawati Island, and Batanta tribe on the Batanta island of Raja Ampat.

The plurality of the society in Raja Ampat contributes to the diversity of customs, culture and traditions including local wisdom to protect and preserve marine natural resources from generation to generation which is carried out jointly and led by local traditional leaders.

Sasi Local Wisdom as a Cultural Capital for the Preservation and Protection of Raja Ampat's Natural Resources

Sasi is a term used by coastal and island communities in Maluku and Papua to restrict and prohibit the use of marine natural resources for a certain period of time with certain types of biota (Mentansan et al., 2019; Mentansan et al., 2021). *Sasi* is a culture brought by Christian evangelists from Maluku to Papua's bird's head region to support and obtain money for ministry and evangelism work in coastal areas and islands in Papua. At first, this sasi practice was carried out only for religious purposes, for example, the construction of church buildings, priests' houses, fences, and procurement of church bells, carried out and led by priests for various types of marine biota such as fish, lobster, sea cucumbers, *lola*, clams, and turtles. The results of *the sasi* will then be brought into the church, where the procession is carried out after worship (Mentansan et al., 2019). From inside the church, the pastor and congregation members went together to the beach and prayed and closed the sea area that

would be used as a place for *sasi* by giving a sign in the form of a peg made of mangrove wood and writing the word *sasi*. This sasi activity is usually attended by community leaders, traditional leaders, and government figures.

Figure 1. The closing process of sasi by the church in Raja Ampat

The practice of *sasi* local wisdom to preserve environmental resources, especially in Raja Ampat as a maritime regency, continues to be socialized and practiced by fishing communities in this regency. *Sasi*, as an island tradition, is essential for the people of Raja Ampat, especially the indigenous people as the owners of these marine natural resources in order to maintain the continuity and sustainability of various types of marine life as a source of food for the community and it also to be enjoyed by future generations. *As* a culture of the Raja Ampat community that has been carried out from generation to generation until now, Sasi aims to obtain increased catches and harvests, as told by Marten Ayelo, a traditional leader of the Kawe sub-tribe in Raja Ampat.

A violator would receive some sanctions if he intentionally entered the area under sasi, who took fish, lobster, clams, sea cucumbers, or other marine biotas. The perpetrator would be sick and receive social sanctions from the community, such as being excommunicated from the community's social environment. To atone for the culprit, he must apologize to the priest and society for his transgression.

Based on the results of an interview with Mambrasar, a traditional leader in Kampung Mumes Raja Ampat, *sasi* is very helpful and helps the community in the villages in protecting the sea because the outsiders who come and catch fish usually use the modern fishing gear as well as poison and fish bomb that destroys coral reefs, big fish and small fish. Therefore, destructive actions by outside fishermen must be anticipated by awakening the local wisdom of *sasi* by Raja Ampat people, which has been entrenched to this day. In addition, the support from conservation NGOs through area patrols and community reports, especially from fishermen, is beneficial in protecting the Raja Ampat sea.

(Source: Mentansan, 2019)
Figure 2. Interview with Mambrasar in Mumes Village in 2019

Several other names for the local wisdom of *sasi* in the indigenous people of Raja Ampat are, for example, *Samson* in the language of the Matbat tribe on Misool Island, which means prohibition. Sasi local wisdom or *samson* is a customary regulation mutually agreed upon in the Matbat community to prohibit anyone from disturbing a location that has been closed through a traditional procession for the common good. *Samson* activities are usually carried out once a year, and the closed as sasi areas are usually six to seven months. The leader in the samson ceremony is called *mirinyo* in Matbat language. The *Samson* ritual procession is carried out by reciting mantras and is carried out precisely at sunrise with the *mirinyo* position positioning himself in front of the village and facing the sea by taking a wood from a laurel tree with its branches still intact as a place to hang offerings such as *sababete* (cigarettes, areca nut, tobacco, and red cloth). The *Mirinyo* stuck the log as a symbol of prohibition and a sign that this location had been closed. The prohibition sign stuck by a *mirinyo* is called a *gasamsom*. Immediately, the prohibition for people to enter and take something in the area that has been in *Samson* applies to every community in the village as well as outside fishermen. Suppose it turns out that there is a violation in the *Samson* area. In that case, the violator will be sanctioned to do work that benefits the community's interests in general. All members of the community bear supervision of the Samson area, and everyone must report if there are violations found in the area.

When the time to open the *Samson* has come, it is indicated by various changes in natural phenomena such as good weather and low winds. Then the *samson* will be opened by *Mirinyo* with the same ritual carried out in the morning, and the community members involved face the sea. The traditional leader, called the king, will thank the marine guards, sea dwellers, and ancestors who have died to protect and guard the *Samson* area and give excellent results. The sound of triton shells (a clamshell) being blown by the *mirinyo* loudly became a sign that the *Samson*'s local wisdom had ended. People flocked to find and catch fish, sea cucumbers, and various types of marine life to be sold and partly consumed by the community (Ainsworth et al., 2008).

Kalad/bu is the local wisdom of sasi which is practiced in the life of the community in Mayalibit Bay as the abode of the indigenous Raja Ampat tribe. *Kalad/bu* is carried out to cover some of the waters that have been determined based on the potential of fish, ebi shrimp, mangrove crabs and sea cucumbers in the sea. Usually, *kalad/bu*, which comes from the ambel

language, is carried out because of the needs that must be met by the local community, for example, building a church, building a priest's house, building fences, bell towers, and preparing to welcome guests who will come to their village.

The leader of traditional *kalad* ritual is also carried out in the same way as Matbat community in Misool, which is led by a traditional leader, attended by local and community leaders. *Kalad/bu* is carried out within a period of five to six months by putting signs and writings on prohibited areas using mangrove tree trunks (Suhardjono, 2013). The *kalad/bu* will be opened when the agreed month has been reached and will be harvested by the village community members who carry out the *kalad/bu* and involve the people of the surrounding villages by inviting them to attend the opening ceremony for the *kalad/bu*, and the catch of the community will be sold to the city in Raja Ampat, as well as in Sorong City, some of which are consumed by the community (Situmorang et al., 2015).

(Source: Alfred, 2018)
Figure 3. Open *sasi* traditional ceremony

The Benefits of *Sasi* Local Wisdom for Sustainable Tourism Development

Sasi local wisdom that is owned and maintained and practiced in coastal and island communities in Raja Ampat is a cultural capital that has been used as the foundation and basis for the protection and preservation of marine natural resources as well as a source of food for future generations and as a support for the development of conservation-based sustainable tourism (Anggoro et al., 2016). The fast absorption of modern conservation systems and local wisdom by indigenous people in Raja Ampat is beneficial for preserving and developing local customs. On the other hand, it is the backbone of marine tourism development in Raja Ampat (Mentansan et al., 2019). Below are some of the benefits of *sasi* local wisdom as a buffer for developing marine tourism in Raja Ampat. First, Raja Ampat, as a marine regency with high tropical marine biodiversity, is experiencing a massive threat due to fishing practices using destructive technology (Palomares et al., 2007; Ainsworth et al., 2008) so that local community wisdom in the form of prohibition and closure of certain water areas through *sasi, kalad/bu, samson*, and *kabus* is the right step as a means of protecting and preserving marine biodiversity of indigenous people from the threat of damage and extinction. Second, with the resources of fish, coral reefs, lobsters, mollusks, seagrass beds, and various other marine biota that are protected through the fortress of local wisdom *sasi, kalad/bu, samson*, and *kabus*, there will be tourism products sold by the community and the government, namely marine tourism. Third, the traditions, customs, and culture of the marine community in Raja Ampat will continue to be preserved and developed for generations to come.

Conclusions

Based on the results and discussion above, it is concluded that the local wisdom of *sasi, kalad/bu, samson*, and *kabus* is a way to protect and preserve the natural resources of indigenous peoples in Raja Ampat which is carried out traditionally and has been carried on until now. Local wisdom of the community in Raja Ampat is one of the tools to fortify and maintain tropical marine biodiversity in the sea from the threat of damage done by local fishermen and outside fishermen. The existence of local wisdom that continues to be carried out by the community in Raja Ampat guarantees the sustainability of marine resources as a tourism product in the development of sustainable tourism in the maritime district of Raja Ampat, West Papua province.

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Conformity assessment analysis of self-declare ecolabel criteria for Indonesia's tourism villages development in Cikolelet, Banten Province

Andi Dewi Sartika Syamsul[1]*, Ita Lestari[2], Sukma Arini[3], Dissa Natria[4], Toto Iswanto[5], Budi Utomo[6]

[1,2,3,4,5,6]*SBU Certification and Ecoframework, PT. Superintending Company of Indonesia, Indonesia*

*Corresponding Author: *andi.dewi@sucofindo.co.id*

Abstract: This study aimed to observe the potential of conformity ecolabel self-declaration claims in Cikolelet Tourism Village, Banten Province, Indonesia. The village has an alternative tourism highland nature, unique culture, creative industry, and environmental conservation. Local people and tourism activities impacted the quality of the village, especially waste management. The literature review and field observation were applied to assess the Self Declare Ecolabel Criteria for waste management in Cikolelet using applicable standards and regulations in Indonesia. The scope of waste management applied to the tourism village includes compostable, recyclable, reusable, and waste reduction. According to the result of assessment and observations, generally, Cikolelet Tourism Village has made environmental management efforts. However, some lack of waste management in terms of waste reduction and handling, including sorting, transportation, processing, and final disposal, requires some improvements to comply with environmentally friendly criteria. A strong commitment is required to actualize the scope of the ecolabel self-declaration.

Keywords: self-declared ecolabel, sustainable tourism, tourism village.

Introduction

Indonesia's Ministry of Tourism and Creative Economy has started a time of recovery from the pandemic state. The tourism industry's assignment is to repair Indonesia's tourism image and expand the global market. Indonesia's tourism village (Desa wisata) development initiative is one of the Ministry of Tourism's current priority programs. Nowadays, the village's aspiration to become a tourism village is growing, as shown by the "Indonesian Tourism Village Award" activities in 2021. One thousand eight hundred thirty-one tourism villages took part. This figure surpasses the Ministry of Tourism and Creative Economy's initial aim of 700 villages' participation. For instance, West Sumatra offered 238 tourism villages, South Sulawesi had 190, and Central Java possessed 166 (Kemenparekraf, 2021).

Tourism villages have not only natural and cultural beauty but also distinctive aspects (Rachman, 2014). A tourism village is a collection of attractions, accommodations, and supporting amenities packaged in a pattern of community life that merges with relevant processes and customs to make the village a tourist destination (Rachman & Suprina, 2019; Ningrum & Mustika, 2020). For example, in terms of the creative economy, such as weaving, dance, music, dexterity and martial arts, culinary arts, and traditional architectural styles.

According to the Global Sustainable Tourism Council (GSTC), to increase the quality of tourism villages, it needs to profoundly focus on four pillars and the government's concerns, which are managerial, socio-cultural, economic, and environmental sustainability. Implementing the pillars of sustainable tourism

development is projected to provide value to the local economy in tourist communities. Aside from that, this could improve the community's quality of life, increase local wisdom, and protect the environment (Hutagalung et al, 2021).

Cikolelet Tourism Village is the name of a village that is transforming into a tourist destination due to a diverse range of natural resources, arts and culture, and a thriving creative economy. Cikolelet is located west of the central city of Serang Regency, approximately 42 km from the regency capital and 125 km from Jakarta. It is part of Anyer Cinangka Tourism Zone, Banten Province. The village has a hilly area with natural resources that are utilized as an economic production by the local community for agriculture, plantations, animal husbandry, and tourism. Since 2017, the utilization of the village's resources, such as human and local natural resources for tourism activities, encouraged it to become a tourism village with a community-based tourism concept in its implementation (Rachman & Suprina, 2020).

In addition, Cikolelet Tourism Village has also received assistance programs related to tourism services. These programs include tourism awareness training, homestay management, tour guide training, English language improvement, entrepreneurship, financial management, tour package development, etc. Through the Tourism Village Assistance Program, Cikolelet Tourism Village has been a model for increasing the quality of products and services. Therefore, they experienced an increase in additional economic income while preserving the environment and respecting the socio-cultural community.

Participating in tourism villages to adopt and adapt sustainable tourism can help minimize the negative impacts of climate change since the environmental issues are focused on in the implementation process of activities (Suprina et al, 2019). One of the principles of sustainable tourism is to minimize waste due to tourism activities (Tien et al, 2019). Practically, waste management in many villages still consists of burying, burning, and dumping on unoccupied ground or rivers. These strategies are inefficient and unfriendly to the environment due to the detrimental impact caused by pollution, damage to groundwater supplies and obstruction of river water flows in the surrounding area, which can raise the likelihood of catastrophic events.

They realize it is also difficult to raise public awareness about adequately managing waste. Substantial education and socialization regarding environmentally responsible waste management still need to be improved. They should be followed by government support to start implementing a system so that it becomes not just a working system but also a community culture in the future. one effective way to ensure the system can run consistently is through verification and validation of waste management in tourism villages.

Ecolabel is one of those verification efforts that support the sustainability of the tourism village that already exists in Indonesia. It is a certification for ecologically friendly products or services that are believed to influence the environment positively. Waste management adheres to the ecolabelling principles of reducing, reusing, recycling, and replacing, as well as separating organic and inorganic waste. There are three Ecolabel Types, including (1) Ecolabel Type I: voluntary, multi-criteria based with an independent third party verification process, (2) Ecolabel Type II: self-declared environmental aspect claims with independent third party verification (3) Ecolabel Type III: quantitative information on environmental aspects of the product.

Indonesia has been developing and implementing a type II ecolabel program called "Indonesian Self-Declaration Ecolabel" with a logo, as shown in Figure 1. Indonesian Self-declaration Ecolabel is a program designed by the Ministry of Environment and Forestry (KLHK) to provide customers with information on the

environmental elements of a product manufactured by producers, importers, distributors, retailers, or other interested parties.

Figure 1. Logo of Indonesian Self-Declaration Ecolabel

Ecolabels can be applied to a product or service. Manufacturing products are associated with the manufacturing process or other actions that result in the production of a product. Meanwhile, product services create service items or services such as hotels, travel, tourism, and so on (Utomo, 2021).

Including the ecolabel logo on the consumer side will inform the public and encourage actual actions to alter consumption patterns through purchasing environmentally friendly items. In order to achieve the ideals of a "green lifestyle" and "green consumer,." From the producer's standpoint, adding an ecolabel logo shows gratitude or incentivizes producers who have begun to "green" their goods or services by achieving specified requirements or criteria. Incentives in the form of a positive "image" of environmentally friendly goods and services can boost local and worldwide competitiveness. Ecolabel criteria or standards stimulate innovation and investment in environmentally friendly goods and services.

This study was conducted by making observations in one of the tourism villages in order to identify the potential for implementing ecolabel self-declaration in the tourism village. Even though it is self-declaration, this kind of label can be accounted for and improve its users' reputation due to their efforts to carry out environmentally beneficial actions in line with the specified claims declared. Cikolelet Tourism Village was chosen as the subject of this study because it is an alternative tourism destination in Serang Cikolelet with Puncak Cibaja highland nature, unique cultural, creative industry, and environmental conservation.

From the activities in the tourism villages, waste management is the top priority for meeting the scope of the ecolabel self-declaration. Therefore, this study of ecolabel tourism village's self-declaration is hoped to provide benefits as a reference for tourism villages and the Ministry of Tourism and Creative Economy to improve the quality of the environment and achieve the goal of creating a sustainable tourism ecosystem in Indonesia.

Methodology

This study was conducted by observations at Cikolelet Tourism Village to identify the potential for implementing ecolabel self-declaration in terms of waste management. Some of the information was collected through primary and secondary data. The primary data used in this study is a qualitative approach, conducted by interview and observation of field visits in a tourism village, which is included in the top 10 ranking in the category of pilot tourism village management based on the award given by the Ministry of Tourism and Creative Economy in 2021. The community

samples included the Head of Cikolelet Village and the Pokdarwis (*kelompok sadar wisata/*local tourism community group), who dedicated themselves to developing Cikolelet tourism activities.

The observation was made to determine the current condition of solid waste, waste management systems, and community involvement in the existence of waste management in Cikolelet Tourism Village, as well as the state of infrastructure that supports a waste management system and the potential for Ecolabel Self-Declaration to be implemented in the village. These activities are carried out by recording and observing field circumstances. An observation form, camera, stationery, and a map of Cikolelet Tourism Village are utilized for performing the observations. Meanwhile, secondary data collection entails researching the literature for information. A literature review was applied to assess the fulfillment of the obtained data with the relevant theory and standard, including books, research findings, papers, and credible articles published on the internet and in mass media.

The in-depth interview research instrument covers aspects of ecolabelling, such as the type of waste produced, how to manage organic and inorganic waste in the tourism village, and the sort of handicrafts produced by economic activity that supports the creation of an inclusive and sustainable tourism village.

Data were analyzed with conformity assessments by using Indonesian regulations and standards, including (1) Government Regulation of the Republic of Indonesia No. 18 of 2008 on waste management systems, including waste reduction and waste disposal, (2) Government Regulation of the Republic of Indonesia No. 81 of 2012 on domestic waste management and household types in the execution of waste clauses 10,11,16, (3) Regulation No. 2 of 2004 of the Minister of Environment and Forestry about the inclusion of the Ecolabel Logo, (4) SNI 19-7030: 2004 Specifications for compost from domestic organic waste are used as the compostable criteria, (5) SNI 3242: 2008 on waste management in settlements, and (6) SNI ISO 14021: 2009-Environmental Labels And Declarations-Self-Declared Environmental Claims are referred to as Ecolabel (Type II Environmental Labeling). These references aid in the development of an in-depth study of the following chapters: (1) determining the type of waste produced, (2) identifying community waste management strategies, and (3) fulfillment of Ecolabel Self-Declaration criteria in Cikolelet Tourism Village.

Results and Discussion

Results

Cikolelet Tourism Village has four potential criteria for tourism development, namely cultural traditions, traditional arts, natural and man-made tourist items, as well as creative economy product development (EKRAFT), and cuisine. The village has been prosperous in leveraging its potential to create beautiful tourism products such as Etawa goat's milk production, quail egg breeding, oyster mushroom cultivation, emping, and ceplis chips production, local coffee Robusta Karuhun, lemongrass oil distillation, garden and pot relief crafts, catfish waste, and limbat, as well as processed foods made from oyster mushrooms.

The production activities as a source of income for tourism residents may surely boost the village's economic growth. However, they can also negatively influence the environment if not safeguarded and maintained. Production waste is a prominent feature of the manufacturing process. Production waste management must be noticed since it might lead to the appearance of undesirable occurrences. In addition, tourism may affect the ecosystem due to waste generated on-site. Some likely visitors are littering the village. As a result, there should be a strategy to avoid the likelihood of

tourism-related environmental damage. During a field survey visit, several sorts of waste were discovered near Cikolelet Community. The waste categories in Cikolelet Village are classified by area, which means they are clustered based on the local community-based activities that create typical trash or rubbish, as shown in Table 1.

Table 1. Types of Waste/Waste Produced in Cikolelet Tourism Village

Area	Local Community-based Activities	Types of Waste/Garbage
Area 1	Rice fields, and other crops	Dry leaves and twigs, rotten fruit/unfit to eat, straw and husk generated from paddy harvesting
Area 2	Farm: a. buffalo b. etawa goat c. broiler chicken d. catfish farming	Livestock manure, plastic and used feed sacks
Area 3	Residential houses	Food waste such as rice, sticky rice, coconut dregs, vegetable waste, tea and coffee dregs, cardboard, plastic packaging, bottles, cans, paper, dried leaves and plants, as well as waste from detergents and soaps used by residents for daily toilet needs.
	Office and School	
	Homestays and cottages	
	Restaurant/cafeteria/stall	
Area 4	Tourist attraction site	Plastic waste, packaging, bottles, cans, paper and dry leaves and plants
Area 5	Home industry center: a. coconut, b. citronella oil, c. honey, d. mold, e. chips f. tofu and tempeh g. sugar palm fruit h. pottery making and water hyacinth crafts i. plastic crafts	Coconut fibers and old shells, refined lemongrass leaves, leftover mushroom cultivation media made of sawdust (planting media left over from harvest or production failures), roasted emping skin, remnants of pottery materials, water hyacinth, plastic unfit for production, as well as soybean dregs.

(Source: data processing, 2022)

Based on observation, Table 1 shows that the local community-based activities are grouped according to the similar activities that generate typical solid waste/garbage. Following observation and discussion, each area has a certain type of solid waste, which is detailed in the following paragraphs.

Area 1 consists of activities in the fields and other crops that yield dried leaves and twigs, rotting fruit (unfit to consume), and straw and husk formed as harvest trash. According to Moraes et al (2014) the main waste generated from rice fields activities are the straw and the husk. During the harvest, rice straw is separated from the grain, while the husk is a coating or protective layer formed during grain growth.

Rice straw is commonly burned in the open as a cheap means of disposal as well as to prevent the spread of fungi in the field (Kadam et al, 2000). Meanwhile, for the husk, because of its low nutritional properties and high silica content, it is unfit for animal feed and cannot be used in feed production (Alfaro et al, 2013). Therefore, almost all of this material was used for crops and river banks, increasing the potential for pollution caused by this residue. However, Lim et al. (2012) stated that the practice of random disposal and open space burning has decreased, and there were alternatives explored and developed to manage rice husk, i.e., biomass for power generation. Nevertheless, although the current waste disposal process from rice fields and other crops is still done with burning, in the future, Cikolelet Tourism Village is expected to implement other alternatives to manage the rice husk.

Area 2 includes farm activities from livestock such as buffalo, etawa goat, broiler chicken, and catfish, with livestock manure, plastic, and used feed sacks as types of waste being observed. Animal wastes are pollutants of increasing concern because they have the potential to contaminate both surface and groundwater (Gerba & Pepper, 2009). Adejumo & Adebiyi (2020) stated that animal production solid wastes which are generated from the production of livestock for whatever purposes, such as bedding/litter, animal carcasses, damaged feeders, water-troughs, etc. The wastes produced from livestock farms in Cikolelet Tourism Village are in line with the proposed idea of Balaman (2019), who concludes that the most common sources of animal wastes include dairy shed effluent (containing urine, dung, wash water, residual milk, and waste feed), dairy manure, poultry litter (a mix of manure, water, spilled feed, feathers, and bedding material), renderings, and other wastes from livestock finishing operations. However, from the observation, only three kinds of main wastes were found, which are manure, plastics, and used feed sacks, due to the size of farming, which is limited to personal ownership rather than a big industry.

Area 3: In Area 3, there are four sources of generating waste namely residential houses, office and school, homestays and cottages, as well as restaurants, cafeterias and stalls. According to Damanhuri et al (2009), solid waste from residential houses consists of organic waste, inorganic waste (plastics, glass, paper, textiles, rubber, metals), and others. According to the observations, the waste generated from residential houses in Cikolelet Tourism Village was cardboard, plastic packaging, bottles, cans, paper, dried leaves, and plants, as well as from detergents and soaps. In contrast, for food waste from restaurants, cafeterias, and stalls, Cikolelet Tourism Village produces leftover rice, sticky rice, coconut dregs, vegetable waste, and tea and coffee dregs. Offices, schools, homestays, and cottages generate comparable quantities of waste to residential dwellings. People have begun to bring their shopping bags and have made efforts to decrease plastic consumption, following the fact that society's regulation on restricting disposable plastic trash has a good influence on decreasing plastic waste (Agustina & Aprinica, 2021).

Area 4 is Puncak Cibaja Highland Nature and other distinctive cultural tourist attractions, which are among the well-known attractions in Cikolelet Tourism Village. The growing number of visitors results in increased traffic, noise, and air pollution, as well as a growing volume of waste requiring collection and disposal (Marks, 2008). As a result, it contains rubbish or wastes that tourists, such as plastic waste, packaging, bottles, cans, and paper, primarily generate. Plants and dried leaves are also two more sorts of garbage. Plastic waste, as we know, takes 200-1000 years to degrade. Plastic garbage has the potential to pollute soil, groundwater, and subterranean organisms. Even when consumed by animals or plants, PCB chemicals (Polychlorinated Biphenyls) cannot be degraded (Purwaringrum in Qodriyatun, 2018). Previously, some regulations

governed tourist activities and enforced them through fines or sanctions because tourist activities generated much waste. Meanwhile, the latter was done through incentives, education programs, offered guidelines, facility upgrades, and maintenance enhancement (Needham & Rollins, 2009; Needham & Szuster, 2011).

Area 5 consists of many different types of potential home industries which have been raised at Cikolelet Tourism Village. Coconut, citronella oil, honey, mold, chips, soybean tofu and tempeh, sugar palm, pottery production, water hyacinth crafts, and plastic handicrafts are areas centered in Area 5. During the observation, it was discovered that the industries left some types of garbage/waste, such as a bulk of coconut fibers and old shells, delicate lemongrass leaves, leftover mushroom cultivation media made of sawdust (planting media left over from harvest or production failures), roasted emping skin, pottery remnants, water hyacinth, unfit for production plastic, and soybean dregs. Even though they are small businesses, they continue to create their items regularly. Each firm generates different sorts and amounts of waste. The scale of the industry, the customer, and the production strategy are the primary elements that may influence the type of trash (Cheaper Waste, 2021). For example, according to Redmond et al. (2008) the type of waste produced by small and medium enterprises incorporates cardboard, steel, plastics, wood, batteries, rubber, and liquids.

Furthermore, the findings divided the waste produced at Cikolelet Tourism Village into three (three) types: (1) organic waste, including livestock manure, leaves, dry twigs, rotten/unfit to eat fruit, straw and husk generated from paddy harvesting, food waste such as rice, sticky rice, coconut dregs, vegetable waste, tea and coffee dregs, coconut fibers and old shells, leftover lemongrass leaves refining, the rest of the growing media for mushroom cultivation is made of sawdust, usually harvested or failed production, emping skin, remnants of pottery, water hyacinth, and soybean dregs, (2) non-organic waste, including plastic packaging, bottles, cans, sacks, (3) domestic waste, including waste from detergent and soap for daily toilet needs.

(a)

(b)

(c)

(d)
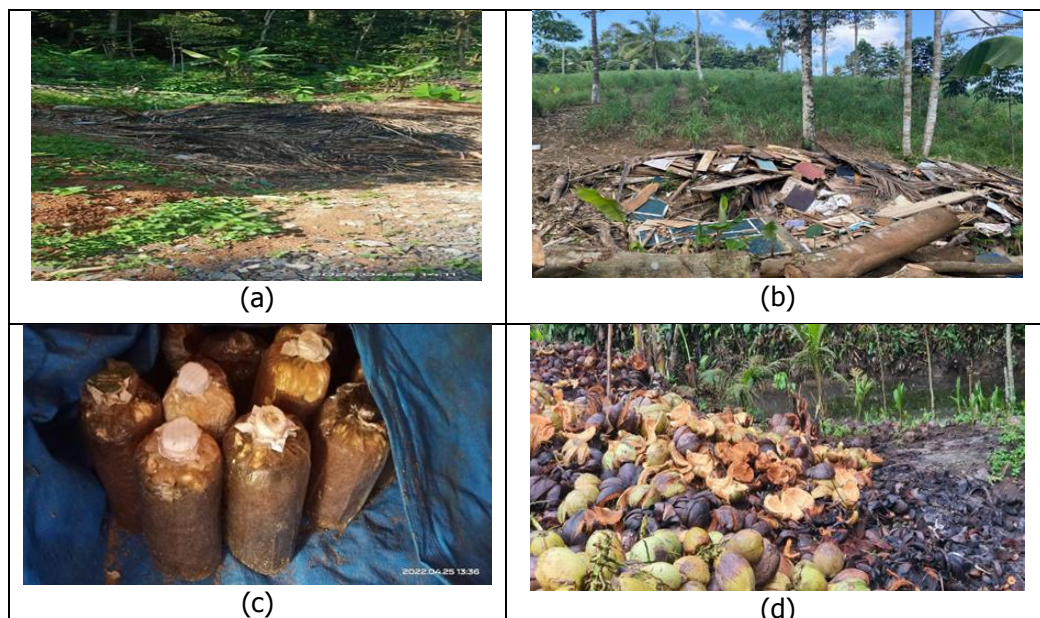
(Source: Observation result, 2022)

Figure 1. (a) Waste generated from citronella oil production; (b) Domestic waste; (c) Waste generated from mushroom cultivation; (d) Waste generated from coconut shell from home industries

Figure 1 shows the observation result that depicts trash created from some industries and domestic activity such as citronella oil manufacturing, domestic waste, mushroom cultivation medium waste that is no longer to be produced and coconut shells that are abandoned and dumped in the opened area. Although the conditions around the roadways are generally well-organized, leaf litter can still be encountered. According to findings of the interview, the majority of local people dispose of rubbish by burning and discarding waste into empty land.

Discussion

Identifying Community Waste Management Strategies in Cikolelet Tourism Village

According to the Law of the Republic of Indonesia No. 18 of 2008, waste management is a systematic, comprehensive, and sustainable activity encompassing garbage reduction and handling. Waste management consists of decreasing and managing garbage. Waste reduction efforts include things: (a) minimizing waste creation, (b) recycling waste, and (c) reusing waste. Meanwhile, waste handling activities include (a) waste sorting, (b) waste collecting, (c) waste transportation, (d) waste processing, which involves modifying the features, content, and volume of the trash, and (e) final processing. According to SNI 3242: 2008, waste management in settlements must establish a local waste management system by adopting organic and inorganic waste sorting, applying 3R (Reuse, Reduce & Recycle) procedures at the source and final disposal, and handling residues by municipal waste managers.

Furthermore, Government Regulation of the Republic of Indonesia No. 81 of 2012 on domestic waste management and household types in the execution of waste clause 10 (1) The implementation of waste management includes (a) waste reduction and (b) waste handling. Clause 11 (1), waste reduction, includes (a) waste generation restriction, (b) waste recycling, and (c) waste reduction. Clause 16 waste handling includes (a) sorting, (b) collection, (c) transportation, (d) processing, and (e) final disposal.

Today's waste management encounters a set of challenging issues. The waste problem is not new in Indonesia, particularly in tourist areas. For instance, in March 2018, the world observed the condition of Bali's waterways filled with plastic waste,

according to a video recorded by British diver Rich Horner and published on his YouTube account. It can be seen in the video taken at the Manta Point Nusa Penida diving site that the environment in Bali's sea waters was highly concerning at that time since they were littered with plastic waste. These issues could certainly be a lesson learned for the Indonesian tourist sector in order to create and develop an ecosystem of sustainable tourism in Indonesia.

The Ministry of Tourism and Creative Economy/Agency for Tourism and Creative Economy (Kemenparekraf/Baparekraf) continues to foster the development of tourism villages in Indonesia so that the villages can become a locomotive for improving the welfare of local people. As a result, the aforementioned waste issue should be of great concern in this research on Cikolelet Tourism Village. The following are the approaches of waste management applied at Cikolelet Tourism Village, classified by area on local community-based activities.

Table 2. Existing Community Waste Management Strategies in Cikolelet Tourism Village

Waste Management System	Activities	Area 1 (Agriculture)	Area 2 (Farm)	Area 3 (Settlement)	Area 4 (Tourist Attraction)	Area 5 (Home Industry)
Waste reduction	Waste generation restriction	X	X	X	X	X
	Waste recycling	X	X	√	√	√
	Waste reuse	X	X	X	X	X
Waste handling	Waste sorting	X	X	√	√	√
	Waste collection	√	√	√	√	√
	Waste transport	X	X	X	X	X
	Waste processing	X	X	X	X	X
	Final Disposal	X	X	X	X	X

Remark: x means that the activity is not found, √ means that the activity is found in Cikolelet Village
(Source: Primary Data 2022)

Generally, from the observation, Cikolelet Tourism Village has conducted environmental management efforts. However, there are still some problems related to waste management in terms of waste reduction and handling that require improvements to comply with environmentally friendly criteria. These issues are affected by the high rate of waste products with a minimum capacity of proper waste storage, the low degree of public knowledge (human behavior), and issues with final disposal operations, which invariably produce further issues.

Table 2 shows that the majority area has done waste sorting and collection as a part of their waste handling effort, but they have yet to reduce waste. A comprehensive description of waste management in Cikolelet Tourism Village is as follows.

Area 1: In rice fields and other agricultural areas, there are no waste reduction activities such as waste generation restriction, waste recycling, and waste reuse. They are undertaking waste collection and waste handling. The garbage from rice fields and other crops is collected in this area without specific storage or sorting. The local community still lacks waste processing facilities, as required by applicable regulations and standards. The existing waste processing for agricultural processing residue, a large number of dried leaves and twigs, is carried out by burning, which is just left in the open area. This result is harmful to the environment due to the immediate release of greenhouse gasses into the atmosphere produced by its natural decay. Much agricultural waste can be utilized as the substrate of biogas (biomethane and biohydrogen) production as an alternative energy source. Furthermore, it is one of the methods for reducing the number of environmental pollutants, which has been a popular issue recently, particularly concerning the notion of renewable energy

(Widjaja et al, 2017). As a result, biogas generation is appropriate for small power consumption in villages; hence, the community may fulfill its own energy demands without relying on fossil fuels or other nonrenewable energy supplies (Wahyuni et al, 2018).

Area 2: Waste management activities in Area 2 are comparable to Area 1. There are also no activities for waste reduction, such as waste generation restriction, waste recycling, and waste reuse for agricultural operations involving animals such as buffalo, Etawa goat, chicken, and catfish. They do manual trash collection on animal manure, plastic, and old feed sacks, with no special rubbish collection or storage handling. Furthermore, for the process, the easily-decomposed waste from farms is left alone until it becomes humus. When washing the cage area, dirty water flows into the waterways. In terms of waste handling, there are no sorting and final disposal activities. The composting process can be easily carried out with direct practice. Direct training from experts can be done in collaboration with the Cikolelet plantation office or from the nearest village. For plastic waste, recycling to make a handicraft will be the best option in a tourist village to attract tourist interest and to get higher-value products. With the development of new technologies and increasing concerns about environmental impact, animal manure is viewed as a viable source for the production of biogas, heat, electricity, and soil amendment through aerobic bio stabilization or thermal conversions such as gasification or pyrolysis (MacDonald et al, 2009; Muha et al, 2015).

Area 3: Society is already aware of basic waste handling, including sorting and collection. Waste management may be encountered in this area, covering residential houses, offices, schools, homestays, and cottages, as well as restaurants, cafeterias, and stalls. For instance, they sort and collect food waste such as rice, sticky rice, coconut dregs, vegetable trash, tea and coffee dregs, cardboard, plastic packaging, bottles, cans, paper, dried leaves, and plants. Other wastes are generated from detergents and soaps that inhabitants use for everyday toilet requirements, and these are collected from each family, office, school, shop owner, and hostel. This garbage is sorted, collected, and dumped at Pokdarwis to be used as raw material in handicrafts. Each household has a location/garbage hole where food waste and dry leaves can be disposed of behind or to the side of the house. Aside from the two domestic wastes, waste from detergent and soap is not treated differently. They have conducted waste recycling by making handicraft products from non-organic waste such as drinks/bottles and plastic packaging. Unfortunately, they still need to complete all waste reduction procedures, such as waste generation reductions, reuse, transportation, waste processing, and final disposal. These consequences will contribute to global warming and pollution (Shukor et al, 2018). Organic garbage, often known as green waste, is defined as biodegradable organic material (Kadir et al, 2016). Natural sources are used to create organic material. Essentially, any residual kitchen waste (vegetable peelings, food, tea bags, and egg shells), agro-waste (food and beverage processing waste, dairy products, animal waste, and crops), grass clippings, dried leaves, and timber can degrade naturally and can be used as home-made compost (Hartono et al, 2015; Ng & Yusoff, 2015; Kadir et al, 2016).

Area 4: Regarding waste reduction, the tourism village administration has attempted to undertake some simple waste management in tourist attractions, particularly at Cibaja highland. They already do waste sorting and collecting for plastic waste packaging, bottles, cans, paper, and leaves. They are distinct from the person in charge of the tourist attraction. In Pokdarwis, waste such as cans or bottle containers is collected and used as raw material for handicrafts. The remaining litter, which

consists of leaves and twigs, is left to decay into humus. They do not have trash transport, waste processing, or waste disposal activities. In this regard, they collaborate with other parties to transport, process, and dispose of it. According to Guerrero et al. (2013) and Septiani et al. (2019), Tourist attraction management can involve all stakeholders in waste management, including the government and society. Therefore, the participation of all parties is required to decrease the use of disposable plastics in tourist attractions. Following this, policies were enacted to reduce the environmental effect of using plastic bags. For instance, as a part of managing waste systems, Bali Provincial Government then issued a more thorough regulation, which the Governor of Bali managing regulation Number 97 2018 about the Limitation of Single-Use Plastic Waste, which includes restrictions on plastic bags, polystyrene (Styrofoam), and plastic straws (Agustina & Aprinica, 2021).

Area 5: Cikolelet has several potential home industries distributed around the community. This area has the same waste reduction and handling activities as the others. For waste handling, They sort and collect residual waste from the existing home business, such as old coconut fibers and shells, distilled lemongrass leaves, and the prior mushroom growing media formed from sawdust, which resulted after harvest time or due to unsuccessful production. There is roasted emping skin, pottery material remains, hyacinths, unsuitable plastic for manufacture, and soybean pulp. The remaining trash is left to decompose into humus surrounding the manufacturing location. However, if residual trash from home industries is abundant and unmanaged, it will be hazardous to the environment. When small enterprises do not see their operations as having a substantial environmental effect (McKeiver and Gadenne, 2005), they may be discouraged from engaging in environmental initiatives. An attitude that considers a business that creates less product waste is unimportant or does not need to implement strong environmental policies can impede attempts to decrease and adequately dispose of garbage (Redmond et al, 2008).

Based on observations in areas 3, 4, and 5, Cikolelet is trying to recycle waste. All waste is collected from residential houses, offices, schools, homestays, cottages, restaurants, cafeterias, stalls, and tourist attractions. Plastic waste packaging, bottles, cans, and paper are processed, collected, and deposited at Pokdarwis before being recycled to be used as raw material in handicrafts. This activity has increased inhabitants' output in terms of entrepreneurship and innovation. As a result, the souvenir will provide income for the people of the tourist village while also boosting the village's economic growth.

(Source: Observation result, 2022)
Figure 2. Handicrafts products made from recycled materials at Cikolelet Tourism Village.

Ecolabel Self-Declaration Criteria Fulfillment in Cikolelet Tourism Village

The observation in Cikolelet village reveals several facts that are meant to conclude that there is a high possibility for improving waste management and subsequently claimed to be a self-declared ecolabel. This case is because the waste management applied at Cikolelet remains in discrepancy with applicable standards, as shown in Table 2. To minimize the gap, it is essential to understand whether prospective activities might support self-declaration ecolabel, as well as how to implement the self-declaration approach. Table 3 includes the potential products/services that Cikolelet can provide for self-declared ecolabel claims and that have been effectively identified in certain areas based on garbage and waste categories seen during field observation.

Table 3. Potential Activities that Support Self Declare Ecolabel Claim

Local Community-based Activities Area	Types of Waste/Garbage	Potential Products/ Service	Potential Activities that Support Self Declare Ecolabel Claim
Area 1 (Agriculture)	Dry leaves and twigs, rotten fruit/unfit to eat, straw and husk generated from paddy harvesting	Compost	Compostable Recyclable Waste reduction
		Handicraft	Recyclable Waste reduction
Area 2 (Farm)	Livestock manure	Compost	Compostable Recyclable Waste reduction
	Plastic and used feed sacks	Handicraft	Reusable Recyclable Waste reduction
Area 3 (Settlement)	Food waste such as rice, sticky rice,coconut dregs, vegetable waste, tea and coffee dregs	Compost	Compostable Waste reduction
	Cardboard, plastic packaging, bottles, cans, paper, dried leaves and plants	Handicraft	Reusable Recyclable
Area 4 (Tourist Attraction)	Plastic waste, packaging, bottles, cans, paper and dry leaves and plants	Handicraft	Reuseable Recyclable Waste reduction
	Dry leaves and plants	Compost	Compostable Waste reduction

Local Community-based Activities Area	Types of Waste/Garbage	Potential Products/ Service	Potential Activities that Support Self Declare Ecolabel Claim
Area 5 (Home industry)	Refined lemongrass leaves, leftover mushroom cultivation media made of sawdust (planting media left over from harvest or production failures), roasted emping skin,	Handicraft	Compostable Waste Reduction
	Coconut fibers and old shells, water hyacinth, plastic unfit for production, remnants of pottery materials,	Handicraft	Compostable Recyclable Waste reduction
	Soybean dregs	Compost	

(Source: Primary Data, 2022)

Cikolelet Village Tourism is able to effectively execute four optional Ecolabel Self-Declaration claims. These are compostable, recyclable, reusable, and waste reduction. Moreover, compost and handicraft products will be produced by those activities as well. The detailed explanation in terms of options that are possible to be applied by Cikolelet Tourism Village in fulfilling the self-declaration criteria is as follows.

Compostable

SNI 19-7030: 2004 specifications for compost from residential organic waste, shown in Table 4, can be used as a self-assessment checklist if compostable tourism products are going to be labeled by Ecolabel.

According to field observations at Cikolelet Tourism Village, most of the waste generated is organic from the five existing areas. Because organic waste is generated in all areas, this biodegradable self-declaration is appropriate to be claimed. There needs to be a proper composting process in the village to generate high-quality and commercial compost. Therefore, farm waste and agricultural leftovers are left for litter to decompose naturally until it becomes humus. Hence, they do not have data to be assessed. Criteria and indicators for compostable products can be obtained from laboratory analyses. They have to test their compost in an accredited KAN laboratory to obtain test results that can be verified. Thus, if they compost regularly, they undertake a series of tests on the compost produced under the standards and indicators of SNI 19-7030: 2004 for proper compost processing, as listed in Table 4.

Table 4. Compostable Criteria's Assessment Checklists

Criteria and Indicators	Fulfillment to SNI Criteria
Criteria: Compost maturity, Indicators 1. C/N-ratio has a value (10-20): 1	-

2. temperature according to groundwater temperature
3. blackish and soil-like texture
4. smells of soil

Criteria: Does not protect foreign materials, Indicators: 1. Does not contain all impurities or inorganic materials such as metals, cups, plastics and rubber 2. Does not contain environmental pollutants such as heavy metal compounds, B3, and organic chemicals such as pesticides	-
Criteria: Micro-elements Indicators: Micro-elements of these values are issued based on the concentration of elements essential for plant growth (specifically Cu, Mo, Zn) and heavy metals that can harm humans and the environment depending on maximum concentration allowed in the soil	-
Criteria: Pathogenic organisms Indicators: 1. Pathogenic organisms should not exceed the following limits: 2. Fecal Coli: 1000 MPN/gr total solid in dry state 3. Salmonella sp.: 3 MPN/4 gr total solid in dry state	-
Criteria: organic polluters Indicators: compost made does not carry the active ingredients of pesticides	-
Criteria: Organic matter Indicators: Organic matter content in compost is at least 27%	-
Criteria: water content Indicators: moisture content of organic matter in compost is at least 27%	-
Criteria: parameter as an indicator of agronomic value Indicators: pH (must be neutral), concentration of N, P2O5, K2O (depending on its use), water binding ability.	-

Source: Primary Data 2022 based om SNI 19-7030: 2004

Recyclable

Recyclable criteria are characteristics of products, packaging, or related components that can be diverted from the waste stream through processes and programs that are available and can be collected, processed, and returned for use. Returned materials are in the form of raw materials or products.

According to observations in Cikolelet Tourism Village, organic and non-organic waste is produced by residential houses, offices, schools, homestays, and cottages, as well as restaurants, cafeterias, stalls, tourist attractions, and home industries. Thus, recyclable self-declaration is possible. To begin, cardboard, plastic packaging, bottles, cans, or paper must be properly collected, sorted, and transported. They must improve the recycling process, particularly along the value chain, from the initial process of plastic collecting to the manufacture and sale of new items. Based on observations, CTV recycled products already fulfill some of the recyclable criteria specified in SNI ISO 14021: 2009. Recyclable self-declaration is also viable, particularly for organic materials used in handicraft items, such as indoor and outdoor bamboo trash cans, which can be used for waste storage and processing. It can be seen in Table 5 that recycling

processes are still becoming an issue due to the unavailability of recycling facilities to accommodate materials that have been collected. Individuals continue to be involved in recycling activities, such as recycling waste to make handicrafts.

Then, suppose they have done it regularly. In that case, they will conduct a series of tests on the recyclables according to the criteria and indicators of SNI ISO 14021: 2009 regarding recyclable processing, as seen in Table 5.

Table 5. Recyclable Criteria's Assessment Tools

Criteria and Indicators	Fulfillment to SNI Criteria
Criteria: Garbage/Waste Management Indicators: Collection, sorting, and transport systems for moving materials from their source to recycling facilities are easily available	Yes
Criteria: Recycling Process Indicators: Availability of recycling facilities to accommodate materials that have been collected	No
Criteria: Output Indicators : Products claimed to have been collected and recycled	Yes

(Source: Primary Data 2022 based on SNI ISO 14021: 2009)

Reusable

Reusable is the characteristic of a product or packaging made and designed to be used again, more than once, or used throughout its life cycle for the same purpose.

According to observations in Cikolelet Tourism Village, organic and non-organic waste is produced by residential houses, offices, schools, homestays, and cottages, as well as restaurants, cafeterias, stalls, tourist attractions, and home industries. Current conditions in Cikolelet Village have yet to lead to reusable activities since there is no program for collecting discarded items or packaging. Cikolelet Village still needs to be enhanced to give alternative actions for product collection programs or packaging that has been used and reuse the product or packaging in order to meet product collection program criteria.

Table 6. Reusable Criteria's Assessment Tools

Criteria and Indicators	Fulfillment to SNI Criteria
Criteria: product collection program Indicators: There is a product collection program or packaging that has been used and reuse the product or packaging. There are facilities or products that allow buyers to reuse products or packaging	No
Criteria:	No

Criteria and Indicators	Fulfillment to SNI Criteria
If the product collection program or packaging has been used, or facilities for reusing purposes are not easily available to most buyers, prospective buyers and users of products in the area where the products or packaging are sold, then the following must be fulfilled: Indicators: 1. claims of reuse ability must be used with certain qualifications; 2. claims with such qualifications must adequately convey the limitations of the existence of the program or collection facilities;	

(Source: Primary Data 2022 based on SNI ISO 14021: 2009)

Waste Reduction

Waste reduction is the decrease of the amount of materials entering the waste stream as a result of changes in process products or packaging. Besides, waste reduction can also be defined as waste minimization from sources and the reuse of waste through recycling (Rosenfeld et al, 2011).

According to observations at Cikolelet Tourism Village, all waste generated by the five current areas has the potential to be reduced. All activity areas generate organic waste that can be composted, reused, and recycled for non-organic and domestic waste, implying that waste reduction is ongoing. They require a regular appropriate waste management system that can be applied to all types of waste and an understanding of how to properly apply all waste management procedures. Cikolelet Village is currently partially implementing waste reduction. This village has implemented waste reduction through waste processing processes such as farm and agricultural waste, a natural composting process carried out into humus. In addition, Cikolelet village community has collaborated with Pokdarwis to utilize waste for a better purpose, where the waste produced will be made as handicrafts. However, the criteria for reducing waste have yet to be supported by data on waste generation, so the amount of waste that has been reduced cannot be calculated. Waste reduction can be processed as SNI ISO 14021: 2009 in Table 7.

**Table 7.** Waste Reduction Criteria's Assessment Tools

Criteria and Indicators	Fulfilments to SNI Criteria
Criteria: All waste reduction claims must meet the comparison claims, namely: must be evaluated against one or more of the following: previous processes that the organization has, previous products owned by that organization, processes in other organizations, products on other organizations	No
Comparison claims covering the environmental aspect of the product's life cycle must be quantified and calculated with the same unit of measure, based on the same functional unit, and calculated at intervals of appropriate time	No

Reduction of waste from products and packaging may include reduction of waste incurred in production, distribution, stages of use and disposal.	Yes
Waste reduction claims can include reduction of water content in solid waste, and reduction of mass through the sewage treatment process.	No
Calculation of waste reduction from the process does not include the reuse of materials in the process (*in-process re-utilization*) such as reworking (*rework*), re-milling (*regrind*) or the remaining materials (*scrap*) produced in the process and the ability to be reused and the same process in which the material is produced	No
Waste reduction claims can be made by a waste producer who moves his waste to another user who intends to utilize the waste for a good cause, rather than leaving it in limbo flow.	Yes
Reduction of the amount of waste can be calculated from the balance sheet of materials and also from the actual measurement of waste.	No
Comparison claims covering the environmental aspect of the product's life cycle must be quantified and calculated with the same unit of measure, based on the same functional unit, and calculated at intervals appropriate time	No

(Source: Primary Data 2022 based on SNI ISO 14021: 2009)

According to Regulation of the Minister of Environment of the Republic of Indonesia No. 2 of 2004 regarding the inclusion of the Ecolabel Logo, the Indonesian self-declared ecolabel logo can be used only if a specific product has environmental claims that have been verified by the Ecolabel Verification Agency (Lembaga Verifikasi Ekolabel/LVE).

The principles of self-declaration of environmental claims include the followings. The implementation is proactive and voluntary, with compliance verified by an independent third-party registered with KLHK (The Ministry of Environment and Forestry). Producers, importers, distributors, or retailers can declare claims against a specific environmental aspect. Verification methods must be clear, transparent, scientific, valid, and documented. KLHK (The Ministry of Environment and Forestry) approves the embedding of the Self-Declaration Ecolabel logo if the product has been confirmed.
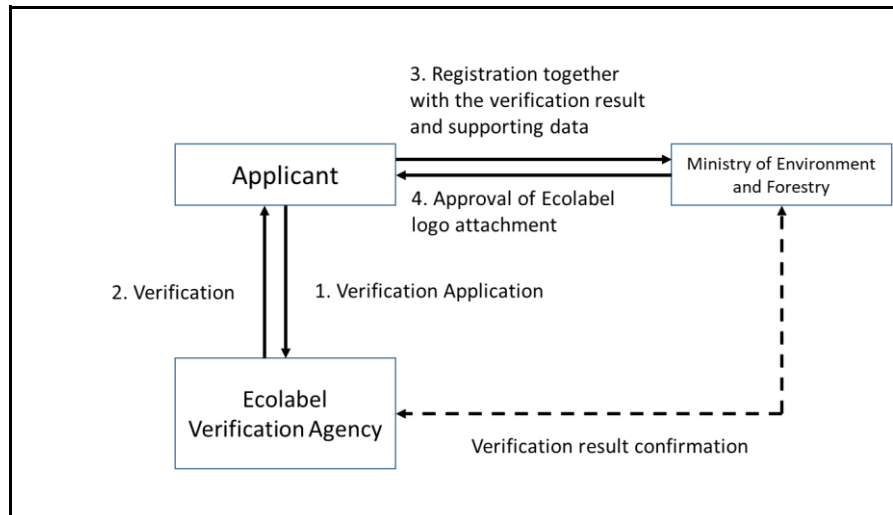
(Source: Ecolabel Guidance Book, 2022).
Figure 3. Process Flow Diagram of Indonesian Self-Declaration Ecolabel Logo.

The application for a self-declared ecolabel logo is accomplished by submitting a written application to the Ministry of Environment and Forestry and attaching a certificate of conformity issued by the Ecolabel Verification Agency as a verification result. After receiving clearance from the Minister, the self-declared ecolabel logo can be attached to products, packaging, and other media for publications and promotions.

As applicants for self-declared ecolabel, tourism villages must prepare some documents before submitting verification applications to LVE. Those documents include (1) the identity of the applicant, (2) the identity of the product being tested, (3) the test method used, (4) the validity date of the verification statement, and the validity period of the verification results, (5) statement of conformity between claims and test results, (6) producer's statement regarding compliance with laws and regulations in the field of environmental protection and management, and (7) manufacturer's statement on the implementation of the environmental management system.

Furthermore, the Minister of Environment and Forestry will make public approvals of applications for the inclusion of a self-declared ecolabel logo on the Ministry of Environment's website. The inclusion on the Ministry's website will provide an added benefit for producers or other interested parties, in this case, the Tourism Village, to state that it has evolved into an environmentally friendly tourism village and has been recognized by the Ministry of Environment and Forestry. This case distinguishes tourism villages that have made ecolabel self-declaration claims from those that have not. In a tourism village, obtaining a self-declared ecolabel certification from an independent certification body may be used to maintain and ensure sustainable tourism's application and consistency.

The followings are optional Ecolabel Self-Declaration claims that are often used by products or services that can be aligned with the waste generated to be further identified and assessed to meet environmental claims:

(1) compostable (can be composted), (2) degradable (can be decomposed), (3) recyclable (can be recycled), (4) recycled content (recycled content), (5) reduced energy consumption (reduction of energy consumption), (6) reduced water consumption (reduced water consumption), (7) reusable (can be reused), (8) refillable (can be refilled), and (9) waste reduction (reduction of waste).

Conclusions

Cikolelet village has done an excellent job of implementing the practice of becoming a tourism village. Several attractions include highland nature, unique culture, creative industries, and environmental preservation. Furthermore, the Micro, Small, and Medium Enterprises (UMKM/usaha mikro kecil dan menengah) at Cikolelet Tourism Village are diverse and have developed a variety of marketable items. To maximize the village as a tourism village and be environmentally friendly, Cikolelet Tourism Village must conduct waste management according to the appropriate norms and regulations. Waste management assessments include compostable, recyclable, reusable, and waste reduction based on SNI 197030: 2004 and SNI ISO 14021: 2009.

Based on the assessment and observations results, Cikolelet Tourism Village has generally made environmental management efforts. However, some things that could be improved in waste management in terms of waste reduction (waste generation restriction and waste reuse) and waste handling, including sorting, transportation, processing, and final disposal, require some improvements. While implementing and improving its environmental management, Cikolelet has incorporated several requirements criteria. Therefore, Cikolelet Tourism Village has a strong potential for self-declared ecolabel claims.

Apart from that, significant efforts are required to improve waste management. This commitment can be accomplished by the following efforts: participation in an environmentally conscious group, capacity building, and developing an environmentally friendly waste management program. Expectedly, the self-declaration of an ecolabel can be used to promote ecologically friendly, enhance sustainable tourism, establish confidence among visitors and stakeholders, and as a marketing strategy tool. The limitation of this research is that the researchers do not conduct research about calculating waste generated and do not conduct research about ecolabel claims for the product.

Cikolelet Tourism Village has a potential tourism ecosystem that needs to be explored. Therefore, further studies can be conducted for several interesting points which can be improved in the village as (1) Ecolabel criteria can be implemented to other environmental aspects: Natural Resources Management, Energy, and other environmental aspects; (2) Ecolabel criteria can be expanded by reviewing aspects of commercial products of Small and Medium Enterprises (SMEs); (3) Exploring the potential funds that can be applied both from the private party, the Indonesian government, and other countries including the gap analysis to fulfill the funding criteria which are relevant to the condition of Cikolelet Village for supporting its tourism development; (4) In developing tourism villages, other certification schemes can be applied such as Halal Certifications for commercial foods product and Clean, Health, Safety & Environment (CHSE) which grants certificates to tourism businesses and tourism destinations issued by The Indonesian Ministry to increase consumer confidence.

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