

## Environmental Preservation of Bromo Tengger Semeru National Park Using Green Marketing Strategy

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### Abstract

*The establishment of Bromo Tengger Semeru National Park as 10 Priority Tourism Destinations by the Ministry of Tourism, caused Bromo Tengger Semeru National Park to experience a significant increase in visits and also has implications for tourism development in Bromo Tengger Semeru National Park and its surroundings. This shows the weakness of natural tourism management whose success is only measured by the number of visitors. Green Marketing which is carried out sustainably is the result of corrections to the development of mass tourism which has had many negative impacts on the natural environment and local communities. This research aims to identify the impact of tourism on the environment, analyze the market, apply the marketing mix and develop a Green Marketing strategy for preservation in Bromo Tengger Semeru National Park. Based on the results of the analysis, environmental impacts arise due to a lack of awareness from tourists and the community, a lack of human resources from managers and mass tourism.*

**Keywords:** Environmental Preservation, Green Marketing, Tourism Impact, Market, Bromo Tengger Semeru National Park.

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### 1. Introduction

The Bromo Tengger Semeru National Park (TNBTS) area is one of the natural tourist attractions which is one of the main destinations for travelling in Indonesia. The government through the Ministry of Tourism established the TNBTS branding as a "Geo-EcoCultural Park" which means that there is *tourism* combined with *ecotourism* and *cultural tourism*.

Every morning, there is a density in the Pananjakan 1 and Bukit Kingkong areas which are always filled with tourists. According to Cahyadi (2016), the limited area of the area causes tourists to jostle to watch the sunrise, so the question arises whether tourists visiting the *viewpoint* can enjoy the beauty of the sunrise.

Based on data from the National Park Management Plan (RPTN), the number of visitors in 2013 was 551,710 people with a utilization zone area of 689.64 ha, it can be seen that the capacity of the area in 2013 was 800 visitors/ha, while 10 years from now (2024) it is predicted that the number of tourists per ha will be 78,427 people or 8 people / m<sup>2</sup>, while for leisure activities each tourist needs 1 m<sup>2</sup> of space. With the establishment of TNBTS as 10 Priority Tourism Destinations, the Ministry of Tourism continues to intensify promotion and *branding* on a large scale. This can be seen in the report on the achievement of 10 priority tourism destinations in 2017 by the minister of tourism Dr Ir. Arief Yahya, MS as follows.

Table 1. Tourism Marketing Development Steps 2017

<b>LANGKAH PENGEMBANGAN PEMASARAN PARIWISATA 2017</b> Percepatan Pembangunan Destinasi Pariwisata Bromo Tengger Semeru					
No	Perihal	Penanggung Jawab	Target	Tahap Preparasi	Tahap Pelaksanaan
<b>BRANDING</b>					
1	Paid Media melalui tayangan TVC di Media Elektronik dan Media Online di Eropa, Australia, Tiongkok	Kemenpar, Pemkab	2016	50%	30%
2	Own Media melalui www.indonesia.travel	Kemenpar, Pemkab	2016	100%	100%
3	Social Media melalui Facebook, Twitter, Instagram	Kemenpar, Pemkab	2016	75%	30%
<b>ADVERTISING</b>					
1	Yadnya Kasada Festival	Kemenpar, Pemkab	Juli 2017	20%	0%
2	Promosi Lanjutan Pariwisata di Bandara Soekarno Hatta, berupa: Neon Box, Billboard, Foto Kegiatan	Kemenpar	2017	30%	20%
3	Promosi Lanjutan di TV Monitor pesawat Garuda	Kemenpar	2017	30%	10%
<b>SELLING</b>					
1	The Travel Industry Exhibition – Sydney Target 15,000 pax	Kemenpar	18 & 19 July 2016	100%	100%
2	PATA Travel Mart, Jakarta Target 20,000 pax	Kemenpar	7-9 September 2016	100%	100%
3	ITB Asia, Singapore, Target 90,200 pax	Kemenpar	19-21 Oktober 2016	100%	100%

Source: Report on The Achievement of 10 Priority Tourism Destinations of The Ministry of Tourism In 2017

Marketing is carried out using the BAS (*Branding, Advertising & Selling*) strategy set by the Ministry of Tourism for tourism development of 10 priority destinations. Starting from the use of media as a *branding tool*, *advertising* through *events* and *advertising tools* and *selling* through *events & exhibitions* held abroad with a total sales target of 125,000 pax.

Sustainability is becoming an important issue in the management of a business or destination, especially nature-based tourism destinations. As we know, humans cannot continue to increase the consumption of natural resources because one day they will run out / be damaged if not used responsibly. Based on the report on the achievement of 10 priority destinations in 2017, the Government itself compiled a Bromo destination development plan, one of which is the formation of the *image* and cultural *icon of the* Tengger tribe and the preservation of surrounding culture and sustainable environment. Marketing activities themselves are often interpreted as the opposite or contrary to the concept of sustainability. Because in general, the purpose of marketing is to create the highest demand. In *intangible*

products, especially nature-based tourism, of course, this is not in line with the concept of sustainable tourism development because the resources owned are limited. The role of sustainable marketing activities involves building customer satisfaction and generating profits for the company, while simultaneously considering the impact of these activities on society and the environment as a whole (Małgorzata, 2018).

*Green Marketing* in the tourism industry is an elaboration of the concept of *responsible tourism*, in terms related to aspects of products and promotions. *Green Marketing* that is carried out sustainably is the result of corrections to the development of *mass tourism* which has had many negative impacts on the natural environment and local communities. The benefits obtained from *green tourism marketing* are (1) Bringing tourists or involving travel to natural areas that are relatively undisturbed or not disturbing, (2) Focusing on learning and quality of experience, (3) Economically benefiting local communities, (4) showing rare, spectacular, unusual and exotic resources, (5) educating tourists not to deplete resources but maintain the environment and even help repair environmental damage, and (6) appreciating and respecting local culture, traditions and others (Hasan, 2015). Therefore, the application of *Green Marketing* becomes a strategic *tool* to ensure the right type of tourists, namely tourists who are pro-sustainability, and visit management must consider the capacity of the destination. Marketing becomes a strategic tool in tourism management especially to balance destination development goals with the sustainability of the destination's resources. While some destinations will undoubtedly benefit financially from higher visitor numbers, there is recognition of the possibility of adverse impacts on visitors' experience of the destination if visitation numbers are not regulated.

Based on the explanation above, the researcher wants to research "Environmental Preservation of Bromo Tengger Semeru National Park using *Green Marketing* Strategy". This research refers to several concepts of environmental impact analysis and also the concept of marketing strategies as an effort to preserve the tourist environment to achieve the concept of sustainable tourism, some concepts used as follows:

### **1.1. Concept of Tourism's Impact on the Environment**

The increasing number of visitors to outdoor recreation areas often creates problems, *such as* traffic congestion, noise, or destructive behaviour by visitors that negatively affect the recreation experience (Chao & Wang (2011); Chhetri, Arrowsmith & Jackson (2004); Lazarus & Folkman (1984); Merchan, Diaz-Balteiro & Solino (2014).

As explained by MacKinnon (1993) the impacts that may occur due to massive tourism activities in a protected area are as follows; (1) Overcrowding & excessive buildings, (2) Disturbance to animals, (3) Disturbance to natural sounds caused by noise pollution, (4) Damage to soil and vegetation caused by vehicles, (5) Damage to scenery and natural ecosystems due to garbage, (6) Damage to facilities.

### **1.2. Market Analysis Concept**

#### **1.2.1. Segmentation**

According to Hasan (2015), Market segmentation is the process of forming communities classifying consumers or utilizing (existing) communities based on similar needs, characteristics, or behaviour. Where each group can be selected as the target market to be achieved with a specific marketing mix strategy.

### **1.2.2. Targeting**

According to Hasan (2015), After the market segments are identified, the most attractive and profitable segments are then selected to be the target market. For example, the main market and the potential market. For the target market to be more precise, marketers must inform the target market, that the community is identified and then continue with confirmation of the suitability of the product offered to the intended community. The purpose of this confirmation is to find which community can provide the most optimal benefits to the product.

### **1.2.3. Positioning**

According to Hasan (2015), Positioning is defined as the art and science of tailoring products or services to one or more segments of a broad market to set them apart from the competition. As can be seen, the position of a product or service is the image that appears in the minds of customers and the attributes that customers receive associated with it. Communication occurs through the message itself, which explains what the benefits are as well as the media strategy used to reach the target market.

## **1.3. Marketing Mix Concept**

### **1.3.1. Products**

According to Hasan (2015), The main products of recreation and tourism businesses are providing recreation and lodging experiences. *Drivers* that create the quality of recreational experiences often differ according to the type of destination including socialization opportunities. Decisions regarding facilities, programs and services must be based on the needs and desires of the target market/customer.

### **1.3.2. Price**

According to Hasan (2015), Price is one of the most important elements in the marketing mix. Companies should pay attention to pricing strategies that can drive off-season and non-peak period sales, longer stays, business groups, and package sales plans (combinations of room, dining, and leisure facilities).

### **1.3.3. Place**

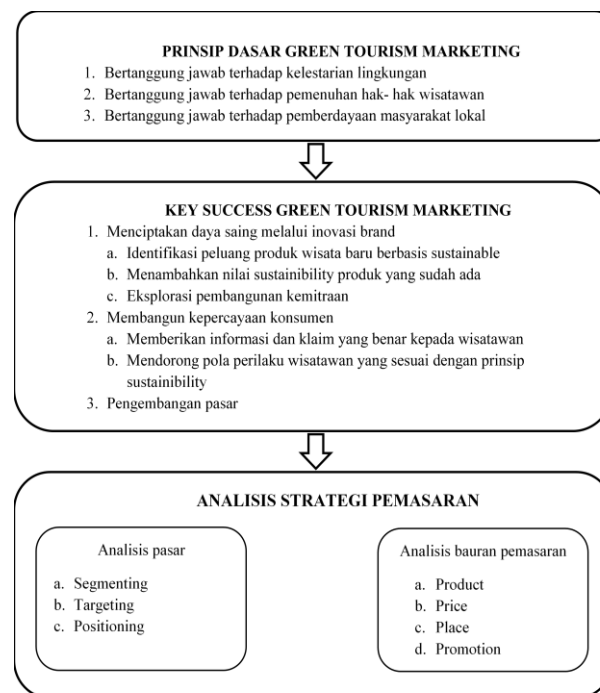
According to Hasan (2015), too many tourism businesses and communities fail to recognize their role in improving travel to and from their areas. They focus on serving customers once they arrive at the location or community. A bad experience getting to or leaving the destination will affect one's travel experience.

### **1.3.4. Promotion**

According to Hasan (2015), Promotion provides target markets with accurate and timely information to help them decide whether to visit a destination, community or business. The information is important and practical for potential visitors or existing customers to use and is also accurate. Errors and complexities often lead to dissatisfied customers and zero recommendations. Do not make promises or quality claims that cannot be fulfilled.

## **1.4. Green Marketing Concept**

According to Hasan (2015), the concept of *green marketing* includes basic principles, *key success* and marketing strategy analysis. As an industry, tourism has many components, From the perspective of tourists is the 'overall travel experience' of services, transportation, accommodation, food and beverages, entertainment, aesthetics and special events.



**Figure 1.** Green Tourism Marketing Framework

According to the *American Marketing Association*, *green marketing* is the marketing of products that are considered safe for the environment. As such, *green marketing* incorporates a variety of activities, including product modifications, production process changes, packaging changes, and advertising modifications. Green marketing uses the elements of the marketing mix - product, price, promotion, and distribution - to provide products and services that ensure ecological benefits during their entire life cycle. The goal of *green promotion* is to inform consumers about green products. *Green promotion* plays an important role in increasing awareness of environmental sustainability, information about green products must be concise and marketers who introduce green products must have a strategy on how to communicate their products in a more attractive way (Hasan, 2015).

Fair (2014) describes three general guidelines that can be used to promote green products and services accordingly: (1) Information about a product must be precise to avoid misleading consumers, (2) Environmental claims made by companies should be clear whether they can be applied to packaging, products and both, and (3) Unnecessary information about a product's environmental benefits should be avoided, as consumers may become confused if companies compare the environmental attributes of one product to another.

## 2. Research Methods

### 2.1. Research Design

In a study to find out what steps a researcher will take next to complete his research, a researcher must know what approach fits the type of research. Phenomenology is one of the strategies in qualitative research. Phenomenology is an approach started by Edmund Husserl and developed by Martin Heidegger to understand or study human life experiences. This approach evolved into a mature qualitative research method over several decades in the twentieth century. The general focus of this research is to examine the essence or structure of experience in human consciousness (Tuffour: 2017). The definition of



phenomenology is also expressed by several experts and researchers in their studies. According to Alase (2017), phenomenology is a qualitative methodology that allows researchers to apply and apply their subjectivity and interpersonal abilities in the exploratory research process. Second, the definition put forward by Creswell cited by Eddles-Hirsch (2015) states that qualitative research is a study that is interested in analyzing and describing the experience of an individual phenomenon in the everyday world. This study aims to understand and describe a specific phenomenon in depth and obtain the essence of the participants' lived experience of a phenomenon (Yuksel and Yidirim: 2015).

## 2.2. Participants and Research Sites

According to Moleong (2010), research subjects are informants, which means people in the research setting who are used to provide information about the situation and conditions of the research setting. The participants chosen for this research are utilization and service data processing staff from BBTNBTS, namely Mrs Ika Kusuma Wardana as Informant 1, then Mr Budi Susilo as Head of the Promotion and Partnership Section of the Malang Regency Tourism Office as Informant 2, then Mrs Lani Massuro as Head of the Destination Division as Informant 3, then Mrs Nurma as a trader at Teletubbies Hill as Informant 4 and Mr. Joko as a motorcycle taxi as Informant 5.

The participants were selected based on the *purposive sampling technique*, which is a technique of taking samples not based on random, regional or strata, but based on considerations that focus on specific objectives (Arikunto, 2010). The participants were chosen because they knew in detail about the issues related to this research, especially in the field of marketing. This research took place in the TNBTS area.

## 2.3. Data Collection

The following are the data collection techniques used by researchers.

**Observation.** Observation is a data collection tool that is carried out by observing and recording systematically the symptoms being investigated (Narbuko and Achmadi, 2013). Researchers made observations about the environmental impacts that occur in TNBTS, especially the problem of density and waste.

**Structured Interview.** An interview is a conversation directed at a particular problem and is an oral question-and-answer process in which two or more people are physically present (Setyadin in Gunawan, 2013). Researchers conducted interviews with management from BBTNBTS, Dinpar Kab. Malang, Communities and Tourists regarding environmental impacts, market characteristics and marketing mix strategies used based on interview guidelines.

The data analysis technique used is the Miles and Huberman model data analysis technique, which includes: (1) **Data Reduction.** Reducing data means summarizing, choosing the main things, focusing on the important things, and looking for themes and patterns, (2) **Data Presentation.** In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, *flowcharts* and the like, and (3) **Conclusion or Verification.** The initial conclusions put forward are still temporary and will change if no strong evidence is found that supports the next stage of data collection. However, if the conclusions put forward at an early stage are supported by valid and consistent evidence when researchers return to the field to collect data, then the conclusions put forward are credible (Sugiyono, 2008). Researchers use this analysis technique because

they want to draw conclusions or verify the data obtained in the field so that it can be easily understood by others.

#### 2.4. Data Validity Testing Plan

Researchers use the principle of triangulation as a condition of data validity because researchers check data from various sources in various ways, and also various times as in the scheme to confirm that the data obtained is appropriate. According to Sugiyono (2008: 127), the triangulation techniques used include (1) Triangulation Based on Technique. Triangulation based on technique is done by checking data to the same source with different techniques, (2) Triangulation by Source. Triangulation based on sources is done by checking data obtained from several sources, and (3) Triangulation by Time. Triangulation based on time is done by checking data at different times.

### 3. Results and Discussion

In TNBTS, the impact of tourism on the environment has become more widespread due to the increasing number of visitors. This is also felt by the surrounding community who are active around the area, especially regarding waste. In addition to waste, several other impacts will be explained in detail in this chapter.

#### 3.1. The Impact of Tourism on the Environment

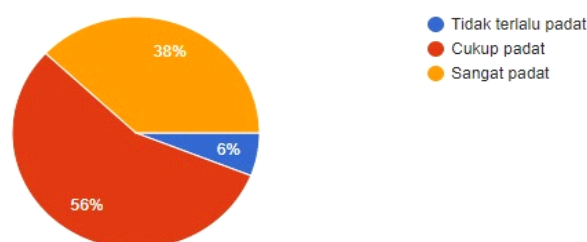
The impacts that occur at BTS itself include overcrowding, litter, and driving off the track or at night. Overcrowding is felt by tourists visiting Bromo, especially in the *viewpoint area* where there is limited but there are many tourists who want to see the *sunrise* so there is a density that affects the comfort of the tourists themselves. The next impact is the accumulation of garbage due to the increasing number of tourists and the last is driving off the track which results in changes in soil structure and erosion of plants around the TNBTS savannah.

#### 3.2. Results

BBTNBTS as the manager also confirmed this statement. Through an interview with Informant 1, tourism in Bromo is mainly included in *mass tourism*. This is also supported by a statement from Informant 2 from the Malang Regency Tourism Office, which markets Bromo as one of the attractions of Malang Regency. According to him, tourism in Bromo is massive. This is also supported by a statement from Informant 4 a trader who sells in the Bukit Teletubbies area who explained that there is always a density at certain times such as weekends and holidays or long holidays.

Coupled with the results of a questionnaire to tourists, 56% said that tourism in Bromo was quite crowded and as many as 38% said it was very crowded as can be seen in the following diagram.

Diagram 1 Questionnaire Results Regarding Density



Source: Questionnaire Results, 2019.

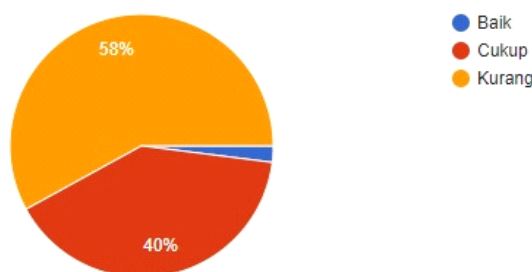
Another impact that occurs and is the main impact of tourism in the TNBTS area is waste. This was expressed by Informant 1 who said that the main problem of managing the BTS area at this time is garbage, coupled with limited human resources for supervisory functions in a very large area that is difficult to reach with limited human resources.

Meanwhile, according to Informant 2, tourism in Bromo has been over-explored, so the waste problem is increasingly difficult to overcome because of the increasing number of tourists.

This is supported by a statement from Informant 5 a motorcycle taxi driver who usually takes tourists to the Bromo area who explained that most tourists who litter are domestic tourists, while foreign tourists tend to carry their garbage until they find a trash can.

Coupled with the results of a questionnaire to tourists, 58% said that cleanliness in Bromo was lacking and as many as 40% said it was sufficient as can be seen in the following diagram.

Diagram 2 Questionnaire Results Regarding Hygiene



Source: Questionnaire Results, 2019.

As reviewed on the [travel.detik.com](https://travel.detik.com) page, the head of the Bromo Lover Community, Teguh Wibowo, said that several points in the TNBTS area are currently littered with garbage. This garbage was dumped by irresponsible tourists on the long New Year's holiday. One of them is in the Pananjakan Bromo area, where the garbage that has been cleaned up has collected around 2 *pick-ups* or as much as half a ton. The garbage is in the form of plastic food wrappers and plastic beverage bottles that are difficult to decompose. Teguh said that the level of awareness of some Bromo visitors is still low. They do not care about environmental cleanliness, especially in national park areas where nature conservation is protected. So it can be said that there is still a lack of awareness from tourists, especially domestic tourists, towards environmentally conscious behaviour by not littering and also a lack of awareness from traders around the area, although there are indeed some who are already aware by always cleaning their stall area every day before they close there is still a lot of garbage that is not carried away. In addition, there is also a lack of trash bin facilities in areas that are crowded with visitors so visitors tend to litter.

The final impact is damage to vegetation caused by vehicles driving off the road and at night. This was conveyed to Informant 1 that the path that can be passed by vehicles has been determined by installing boundary lines and warning boards, but there are still motorists who violate. This also happens because of the lack of supervision from the manager due to the limited human resources owned by BBTNBTS. Meanwhile, Informant 2 found that during the holidays, many private cars go to the desert, even though this is not allowed. According to him, this was caused by the number of visitors being too large so the number of *jeeps* available was insufficient. This was also witnessed by Informant 4, who said



that many *motocross* riders opened new paths up into the hills, damaging the plants there, even though the *signage* containing the prohibition was displayed. This shows the low environmental awareness of tourists, especially for tourists who bring the *motocross*. Coupled with 7% of tourists stated that there was a lack of supervision from the manager regarding *dirt bikes* that often climbed into the hills. Thus, the environmental impact problems that occur due to mass tourism in the TNBTS area from the perspective of stakeholders can be seen in the table below.

Table 2. Results Of Data Processing On The Impact Of Tourism On The Environment

Fokus Telaah	Informan 1	Informan 2	Informan 4	Kuesioner
Kepadatan berlebihan	Mass tourism	Mass tourism Rendahnya kesadaran lingkungan	Mass tourism	Mass tourism
Sampah	Suati ditanggulangi	Suati ditanggulangi	Rendahnya kesadaran lingkungan	Suati Ditanggulangi
	Belum adanya TPA Minimnya SDM	Mass Tourism	Minimnya SDM	
Berkendaraan diluar jalan dan malam hari	Rendahnya kesadaran lingkungan	Rendahnya kesadaran lingkungan	Rendahnya kesadaran lingkungan	Rendahnya kesadaran lingkungan
	Minimnya SDM			

Source: Data Processing Results, 2019.

Based on the table above, it can be drawn that the environmental impact problems that occur due to mass tourism in TNBTS include (1) Overcrowding, which is categorized as *mass tourism*, (2) Waste, is caused by the lack of countermeasures and supervision from managers and the behaviour of people who do not have environmental awareness, and (3) The destruction of vegetation is due to motorists riding off the road, which is caused by a lack of supervision and low environmental awareness from motorists.

### 3.3. Discussion

As explained by MacKinnon (1993) the impacts that may occur due to massive tourism activities in a protected area are as follows; (1) Overcrowding & excessive buildings, (2) Disturbance to animals, (3) Disturbance to natural sounds caused by noise pollution, (4) Damage to soil and vegetation caused by vehicles, (5) Damage to scenery and natural ecosystems due to garbage, (6) Damage to facilities.

Based on the 6 impacts that may occur due to tourism activities, TNBTS has felt 3 impacts, namely overcrowding, damage to scenery and natural ecosystems due to garbage and damage to soil and vegetation caused by vehicles.

Based on the data obtained on this matter, several categories emerged from each focus of analysis. The first is about overcrowding, the categories that emerge include *mass tourism* and low environmental awareness. Furthermore, the focus of the study on waste emerged new categories, namely the lack of human resources and waste is considered difficult to overcome. As for the focus of the study of vegetation damage due to vehicles, the categories that emerged were still the same the lack of human resources and low environmental awareness.

Based on the data obtained above, the impact of tourism on the environment, namely TNBTS, is included in *mass tourism*, in addition to the lack of environmental awareness of

tourists and the lack of human resources from managers which causes environmental impacts in the form of overcrowding, accumulation of garbage and damage to vegetation as illustrated in the following diagram.

Diagram 3 Results Of The Analysis Of The Impact Of Tourism On The Environment



Source: Data Processing Results, 2019.

The diagram above shows that the problems that arise from the impact of tourism on the environment include *mass tourism*, environmental awareness and human resource management. Too many visitors always have a negative impact, especially on natural tourist destinations, besides causing inconvenience for visitors, it will also have an impact on the accumulation of garbage that is difficult to overcome due to the lack of human resources to manage this garbage. Coupled with the lack of environmental awareness that causes environmental damage around the destination. These three aspects are aspects that influence the impact of tourism on the environment. Tackling these three aspects is expected to reduce the impact felt by TNBTS and decrease to no negative impact of tourism on the TNBTS environment.

### 3.4. Market Analysis in TNBTS

Market analysis is one of the important aspects in determining marketing strategy because companies must match the target market with the products they have.

#### 3.4.1. Results

Market analysis includes segmentation where the target market is divided into segments according to their characteristics, *targeting* where the grouping of segments that the company wants to target and the last is *positioning* where the company must determine the message and *image* it wants to convey to the target market they have determined.

#### 3.4.2. Segmentation

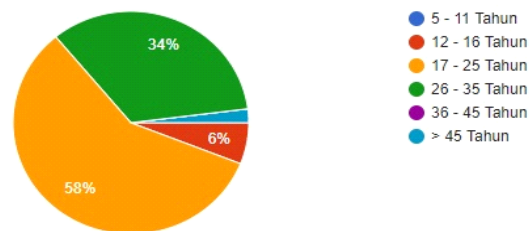
BBTNBTS as the manager through Informant 1 said that it does not divide segments into certain characteristics. The segment division itself is only divided into domestic tourists and foreign tourists by the category for the price of admission regulated by the government.

Meanwhile, the Malang Regency Tourism Office through Informant 2 said that it does not divide the market based on specific segments, because their marketing activities are mass/general so that they can cover all types of segments.

However, based on the results of the questionnaire to tourists, it can be seen that the segmentation of tourists is based on several characteristics. The first is based on regional origin. As many as 38% of tourists come from West Java, while 36% come from the Jabodetabek area and are followed by the Central Java and East Java regions.

Based on age, it can be said that tourists who come are still in their productive age, as many as 58% are 17-25 years old and 34% are 25-35 years old, as can be seen in the diagram below.

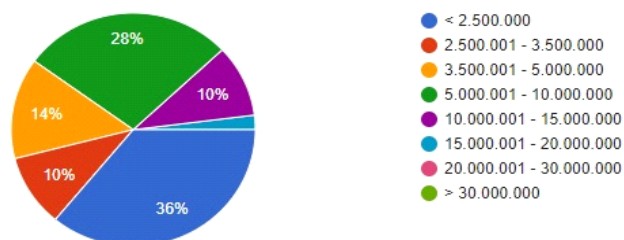
Diagram 4 Market Segment By Age



Source: Questionnaire Results, 2019.

Based on monthly expenditure, tourists who come to Bromo can be categorized as middle social class. As many as 36% spent <Rp. 2,500,000, 28% spent Rp. 5,000,001 - 10,000,000 per month. This is compared to the UMR (Regional Minimum Wage) in the State Capital, DKI Jakarta of IDR 3,940,973 which is in the middle of this range, as can be seen in the diagram below.

Diagram 5 Market Segment By Expenditure



Source: Questionnaire Results, 2019

Thus, the segmentation of tourists in TNBTS from the perspective of *stakeholders* can be seen in the table below.

Table 3. Segmentation Data Processing Results At Tnbts

Fokus Telaah		Informan 1	Informan 2	Kuesioner
Geografis	Asal Daerah	Domestik dan Mancanegara	Domestik dan Mancanegara	38% dari Jawa Barat, 36% dari Jabodetabek
	Jenis Kelamin	Tidak Ada	Tidak Ada	58% laki-laki, 42% perempuan
Demografis	Usia	Tidak Ada	Tidak Ada	58% usia 17-25 tahun, 34% usia 25-35 tahun
	Status	Tidak Ada	Tidak Ada	76% belum menikah
Sosial Ekonomi	Penghasilan	Tidak Ada	Tidak Ada	30% belum berpenghasilan, 28% berpenghasilan Rp. 5.000.001 - 10.000.000
	Pekerjaan	Tidak Ada	Tidak Ada	40% pegawai swasta, 36% mahasiswa
	Pendidikan Terakhir	Tidak Ada	Tidak Ada	52% sarjana, 26% diploma
Psikografis	Pengeluaran	Tidak Ada	Tidak Ada	36% mengeluarkan <Rp. 2.500.000, 28% mengeluarkan Rp. 5.000.001 - 10.000.000

Source: Data Processing Results, 2019

Based on the table above, it can be drawn that the segmentation of tourists in TNBTS includes (1) Geographic segmentation is only divided into domestic and foreign tourists, while domestic tourists are dominated by tourists from Jabodetabek and West Java, (2) Demographic segmentation is not used by BBTNBTS or Dinpar Kab. Malang divides segments based on gender, age and status. The actual segments that come have an age range of 17-35 years, (3) Socio-economic segmentation is not used by BBTNBTS or Dinpar Kab. Malang divides segments based on income, occupation and education. The actual segment that comes is dominated by unemployed tourists, those working as private employees and students with the last education undergraduate and diploma, and (4) Psychographic segmentation is not used by BBTNBTS or Dinpar Kab. Malang to divide segments based on expenditure. The actual segments that come can be categorized as middle social class.

### 3.5. Targeting

BBTNBTS as the manager through Informant 1 said that the segment to be achieved is not focused on a particular character, it's just not in the form of mass tourism and the segment is expected to have environmentally conscious behaviour, meaning that they care about the environment and take care of it when travelling.

The Malang Regency Tourism Office through Informant 2 said that the segment is to be achieved in all types of segments because the output of marketing is to increase the number of visits, contrary to the statement from the hall that wants the *green tourist* segment. He said that his party had not divided the segment with *green tourist* characteristics, but his party would analyze further regarding this matter further.

Based on the results of the questionnaire to tourists, 56% are *concerned* about environmental issues, especially waste. This is expressed through criticism and suggestions to the manager, most of which ask the manager to carry out stricter supervision in taking action against tourists who litter, the addition of TPA (landfill) facilities and trash bins in areas that are crowded with visitors, to some who want the quota system to be implemented immediately because there has been a lot of environmental pollution by waste from tourists.

Furthermore, the potential segment in TNBTS according to Informant 1 is for domestic tourists, namely those who live in cities closest to Bromo, and big cities in Indonesia. As for foreign tourists, most of them come from Germany, the Netherlands and France.

Meanwhile, according to Informant 2, the segments that could potentially visit Bromo are those from China and its surroundings, and clients from Singapore and Malaysia tour operators who usually sell Jakarta-Bali *overland* packages. Currently, the Jakarta-Bali tour route is Jakarta-Bandung-Jogja-Bali. His party is trying to break the route from Jogja to Bali, namely to Bromo through Malang.

Based on the results of the questionnaire to tourists, potential target markets can be seen. The target tourists are divided based on regional origin, age and social class, adjusted to the characteristics of Bromo tourism products. They are people from Jabodetabek and West Java, age range of 17-35 years old with middle social class, based on the highest percentage acquisition.

Thus, the target market for TNBTS can be seen in the table below.

Table 4. Data Processing Results Of Tnbts Target Market

Fokus Telaah	Informan 1	Informan 2	Kuesioner
Segmen yang Ingin Diraih	Green Tourist	Seluruh segmen	Green Tourist
Segmen yang Berpotensi Membeli Produk	Urban Tourist	Urban Tourist	Urban Tourist
	Green Tourist		Usia Dewasa
			Kelas Menengah

Source: Data Processing Results, 2019

Based on the table above, the target market for TNBTS includes (1) The main segment or segment to be achieved is a segment that has environmentally conscious behaviour or is better known as a *green tourist*, regardless of the characteristics of the segment in terms of geographical, demographic, socio-economic and psychological, (2) Potential segments or those who have the potential to make visits, namely domestic those who live in big cities or *urban tourists*. While foreigners are those who come from Europe, China and its surroundings, Singapore and Malaysia.

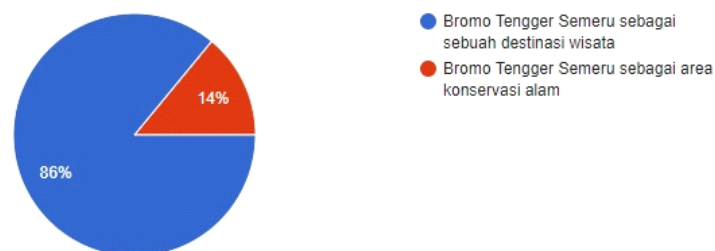
### 3.6. Positioning

BBTNBTS as the manager through Informant 1 said that the image that appears in the minds of customers is Bromo as a tourist destination, even though the main purpose of the National Park itself is for nature conservation and environmental preservation, some of which can be used for tourism.

Meanwhile, according to Informant 2 from the Malang Regency Tourism Office, tourists see Bromo as a tourist spot, not a conservation, because of the many tour packages that are sold.

Based on the results of the questionnaire to tourists, 86% see Bromo as a tourist destination while the rest see Bromo as a nature conservation area, while 66% of tourists see Bromo management as not pro-environment due to lack of waste management, as can be seen in the diagram below.

Diagram 6 Questionnaire Results Regarding Tnbts Image



Source: Questionnaire Results, 2019.

Furthermore, the message to be conveyed from BBTNBTS as the manager is that Bromo is a nature conservation and environmental preservation area. By conveying this message, it is hoped that awareness will arise from tourists to protect the environment around the Bromo area because what is immersed in their minds is Bromo as an area of conservation and environmental preservation, not just a tourist destination.

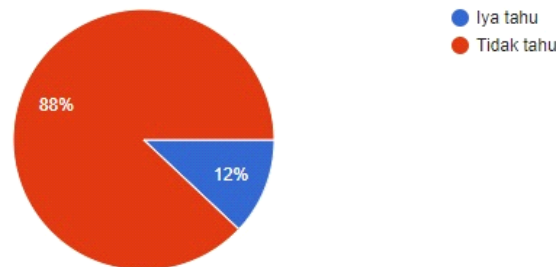
However, it is different with the Malang Regency Tourism Office. The message to be conveyed is that there are many other alternative tours around Bromo that tourists can visit because the Tourism Office itself develops more tourism around Bromo. After all, it is outside the authority of the Great Hall. Many tourist villages are developed with the aim



that the people who live around Bromo can also get the results of the boom in tourism in Bromo, as said by Informant 3.

Meanwhile, 88% stated that they did not know about *do's* and *don'ts* in Bromo, so the message that the manager wanted to convey had not reached tourists regarding environmental awareness, as can be seen in the diagram below.

Diagram 7 Questionnaire Results Regarding Knowledge Of Tnbts Regulations



Source: Questionnaire Results, 2019

Thus, the positioning for TNBTS can be seen in the table below.

Table 5. Tnbts Positioning Data Processing Results

Fokus Telaah	Informan 1	Informan 2	Kuesioner
Citra yang Muncul di Benak Pelanggan	Bromo sebagai Destinasi Wisata	Bromo sebagai Destinasi Wisata	Bromo sebagai Destinasi Wisata
Pesan yang Disampaikan	Bromo sebagai kawasan konservasi alam dan pelestarian lingkungan	Alternative tourism	Tidak tersampaikan kepada wisatawan

Source: Data Processing Results, 2019

Based on the table above, a common thread of *positioning* for TNBTS can be drawn;

- (1) The image that appears in the minds of customers is Bromo as a tourist destination, and
- (2) The message conveyed is that Bromo is a nature conservation and environmental preservation area, and there is also *alternative tourism* where one form of tourism development is Desa Wisata which empowers local communities.

#### 4. Conclusions

Environmental impacts that occur include overcrowding, accumulation of garbage and damage to vegetation due to the hectic vehicles operating there. Based on the results of the analysis, these impacts arise due to a lack of awareness from tourists and the community, a lack of human resources from managers and mass tourism.

The results of the TNBTS market analysis show that there is no market division based on certain segments. However, the target market based on the market segment to be achieved is the green tourist, while the potential segment is the urban tourist who is an adult with a middle social class. While the image that appears in the minds of tourists is Bromo as a tourist destination while the message to be conveyed is Bromo as an area of conservation and environmental preservation.

The application of the marketing mix in TNBTS is that the product offered is nature-based tourism with an output in the form of experience. The entrance ticket price set is not flexible because it is regulated by the government and does not directly contribute to environmental sustainability. Distribution channels available include online, travel agents

and conventional and the location and accessibility are easy to reach. Promotions that have been carried out are still limited, the main objective is to increase environmental awareness.

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