

## **Green Tourism Marketing in Keranggan Village, South Tangerang, Indonesia**

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### **Authors' contributions**

*This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.*

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### **ABSTRACT**

Green tourism is a form of ecotourism or ecosystem-based tourism. One of the ecotourism that is being developed by the South Tangerang City government is the Keranggan Ecotourism which has the potential for green tourism by cisadane river. To achieve the target of tourist visits, it takes attractive marketing and can have a good impact on tourists. The study aimed to determine the green tourism marketing concept which consists of the attractiveness of green tourism, tourism programs, physical carrying capacity, non-physical carrying capacity, tourism prices, and tourism promotion in Keranggan Ecotourism area. This research also identifies indicators of Green Tourism marketing success in Keranggan Ecotourism area. This study used a qualitative method. Data collection by in-depth interviews, observations, and documentation in 2020-2021. The results obtained show that Keranggan Ecotourism has met the success indicators of implementing Green Tourism Marketing. Green Tourism Marketing in Ecotourism Keranggan can work, if creating community participation and satisfaction with green tourism management, creating awareness and desire to conserve nature and clean environmental resources, creating a harmony of sustainable economic, environmental, social and cultural growth and increasing welfare and job opportunities.

**Keywords:** *Ecotourism; Green Tourism Marketing; sustainable marketing; Tourism.*

## 1. INTRODUCTION

The increase in visitors who travel to a destination has a negative impact such as very dangerous natural damage. The impact of the destruction of tourism development is now increasingly felt by all groups and realizing that the natural environment is an important tourism resource, the community and the private tourism industry are promoting and operating an environment that is suitable for developing methods to prevent adverse impacts on the natural environment associated with tourism development.

Green tourism is one form of tourism that is quite well known and in great demand today. Green Tourism itself is a form of ecotourism or ecosystem-based tourism that may still be very rarely heard in Indonesia. Green tourism is the term used in the practice of sustainable tourism that secure the future needs of sufficient environmental, economic, social and cultural resources [1].

Green tourism is a form of the ecotourism development concept. Ecotourism was a form of travel to natural areas that is done to conserve the environment and preserves the life and well-being of residents [2]. The natural and cultural wealth is an important component of tourism in Indonesia. Awareness of the importance of ecological, socio-cultural aspects, and the sustainable development of the tourism economy, has so far influenced the demand and supply of the tourism market. Therefore, the formulation of the right strategy to increase tourism competitiveness in every region in Indonesia must be carried out, one of which is in South Tangerang City which has the potential for tourist visits and offers quite complete tourist destinations ranging from modern tourism to natural/cultural tourism.

One of the ecotourism that is being developed by the South Tangerang City government is Keranggan Ecotourism. Keranggan Ecotourism is one of the attractions of the Keranggan Tourism Village, which is located in Setu District, South Tangerang. Keranggan ecotourism has begun to be projected by the South Tangerang government, which is located in the Keranggan village, Setu district, South Tangerang. This village, which is located beside the Cisadane river, is the original village of the local community, which has been surrounded by modern housing but the local community

remains committed and passionate about protecting the ancestral heritage area. Potential resources in the village of Keranggan are valuable assets of local culture and tourism. Currently, Keranggan Ecotourism is one of the places that has green tourism potential with the Cisadane river bath and follows the appreciation of the sustainable tourism business industry.

Keranggan Village, Setu Subdistrict, South Tangerang is projected as ecotourism because the natural environment is still preserved and a variety of special culinary delights can attract tourists. Ecotourism Keranggan already has a lot of natural tourist attractions and also a variety of local culinary specialties that can be enjoyed by visitors. According to the initiator and head of the Keranggan tourist village, because the Keranggan ecotourism environment is close to the Cisadane riverbank with its culture that is still rural and the trees are still beautiful, the community wants to maintain the existing ecosystem.

Karangan village as ecotourism was formed because the village community wanted to maintain the ecosystem and wanted to promote local wisdom on an environmentally friendly basis. Keranggan also has a home industry for making cassava chips and opaque. As a tourist village, Keranggan has also prepared 10 homestays with 5 homestays that can be used by visitors, but 3 homestays have reached tourism standardization. The initiator and head of the Keranggan tourist village, Alwani explained that the local community had hopes that this village could become one of the reference tourist attractions in South Tangerang City. Therefore, he informed that the residents had prepared this assessment carefully. And with the appreciation of the sustainable tourism business industry, it is hoped that it can be the beginning of the development of the Keranggan tourist village.

According to visitors, Keranggan ecotourism is still very beautiful, the people are very friendly, and the tour packages provided are also very satisfying. However, public awareness in maintaining cleanliness is still very lacking, and in terms of expanding the Keranggan ecotourism, the community is still waiting for land expansion matters.

Because it is still in the development process, the marketing of Keranggan Ecotourism is still very lacking so tourist visits are still few. If the marketing of Keranggan Ecotourism can be

done at this time, then Keranggan Ecotourism can already be an alternative tourist spot in South Tangerang. Coupled with the tourist attractions that are already available such as boats on the Cisadane river, Picking Tours, Silat Performances, and others.

To achieve the target of tourist visits owned by a green tourist spot, it takes attractive marketing and can have a good impact on tourists. With the Keranggan motto "Social, Entrepreneur, Camp" it is hoped that the Keranggan village can become a tourist place that has a positive influence, both on the surrounding community and on tourists visiting the village of Keranggan.

This study aims to : a) identify the marketing concept of Green Tourism in the Keranggan Ecotourism; b) identify indicators of Green Tourism marketing success in the Keranggan Ecotourism.

## **2. LITERATURE REVIEW**

Ecotourism is a form of travel to natural areas that are carried out by conserving the environment and the purpose of local life and well-being. Ecotourism is held by nature-lovers who hope that the area will be maintained and beautiful, so that they can then feel the cool and beautiful nature of tourism [3]. Destination areas elect to become involved in tourism primarily for economic reasons: to provide employment opportunities, to increase standard of living, and in the case of international tourism to generate foreign exchange. Tourism is viewed as a development tool and as means of diversifying the economic [4]. Green tourism, which is an important component of sustainable tourism, is defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions [5].

To achieve the target of tourist visits owned by a green tourism place, it takes attractive marketing and can have a good impact on tourists. Green tourism marketing is a total process of activity and outcomes arising designed to plan, price, promote, and make available to selected markets products and services in the form of benefits and experiences that create satisfied guests and achieve organizational objectives from the relationship and the interaction among the tourist, tourism supplier, host government, host communities, surrounding and sustainable environment that are involved in the attracting and hosting visitors [6].

Green marketing is the marketing of products that are presumed to be environmentally safe. The role of green marketing in green tourism is primarily derived from the fact that green marketing has at its disposal the knowledge referring to environmental awareness, ways of enticing and raising this awareness, as well as its operationalization in terms of relevant environmentally oriented behavior [7].

Green tourism marketing is not an easy task and defines it as the sum of activities to generate, facilitate and satisfy human needs and wants in such a way with minimal impact on the natural environment [8]. Green marketing is a holistic management process that aims to recognize, understand and ultimately satisfy the needs of customers as well as society as a whole, profitably and sustainable [9].

A tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and human-made resources that are a means or purpose of tourist visits [10]. Environmentally conscious consumers can assess the existence of environmental resources, costs of use, the impact of use on the environment and on themselves [11]. There is an increasing number of consumers expressing interest in the environment and purchasing eco-friendly products [12].

Tour Programs or Tour Packages are tourism service products that are sold either by travel agencies or the transportation industry collaborating with tourist attractions at prices that include travel costs, lodging costs, and other facilities [13].

The environmental carrying capacity of natural tourism objects is the ability of a tourist location to accommodate tourists in a certain area and unit of time. The carrying capacity of tourism is closely related to the bio-geophysical, socio-economic and socio-cultural aspects of a tourism object that supports tourism activities without causing the impact of decreasing environmental quality and tourist satisfaction in traveling [14]. Physical carrying capacity is facilities, infrastructure, and accessibility. Meanwhile, what is meant by non-physical carrying capacity are characteristics, perception, motivation, readiness, and hospitality.

The price of the tour program generally includes the cost of travel, lodging, as well as other

facilities, facilities and infrastructure. The price of the tour program is arranged at a certain price and includes components such as consumption, transportation, and accommodation. There has not been much discussion about green pricing in Indonesia. Price in green marketing tourism is important to note because it will maintain a balance between the cost-profit center and environmental factors, so price control plays an important role in environmental control [15].

Tourism promotion departs from predictions and is concerned with triggering the possibility of tourism sales. This tourism promotion covers all planned activities including the dissemination of information, advertisements, films, brochures, guide books, posters and others [16]. Promotion helps in maximizing the duration of stay, frequency of visit by offering new tourist products in the same country to areas, which have remained untapped [17].

The green tourism marketing concept consists of The attractiveness of green tourism, tourism programs, physical carrying capacity, non-physical carrying capacity, tourism prices, and tourism promotion.

### 3. METHODOLOGY

This research was carried out in the Karanggan tourism village in South Tangerang, Banten Province in 2020-2021. The method of this research is qualitative research with descriptive methods. Qualitative research is the kind of research that produces inventions that can not be achieved/gained by using statistical procedures or other means of quantification (measurement). One reason to use a qualitative approach was the experience of researchers in which this approach can be used to find and understand what is hidden behind the phenomenon that sometimes is something difficult to grasp in satisfactory [18].

The operationalization of variables can be seen in the following table.

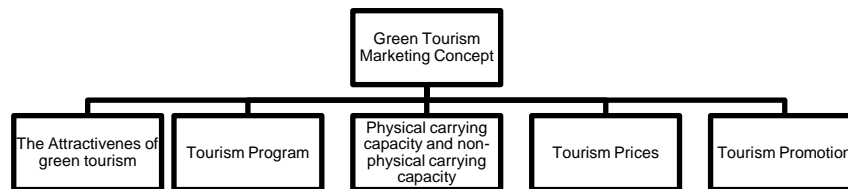


Fig. 1. Conceptual framework

Table 1. The operationalization of Variables

Variables	Indicator
Green Tourism Marketing Concept	Physical carrying capacity (accessibility, facilities, and infrastructure) Non-physical carrying capacity (characteristics, perception, motivation, readiness, and hospitality) The Attractiveness of green tourism (attractions, accessibility, amenities, Ancillary services) Tourism programs (tour packages, transportation) Tourism Prices Tourism Promotion
Indicators of Green Tourism Marketing Success	Society  Government Tourist Local Tourism Business

This study used a purposive sampling technique. The purposive sampling technique is to determine the sample based on the consideration or purpose and value of the individual's use of the research. In the application of the purposive sampling research technique, certain criteria are needed to avoid systematic errors in the research results [19]. The criteria chosen for the subject of this research are understanding, experience, and knowledge related to the Keranggan Village as the object of research.

The sample criteria in this study are:

- 1) The head of the village tourism awareness group (POKDARWIS)
- 2) Treasurer of the Keranggan village tourism awareness group (POKDARWIS)
- 3) Local people who live in Keranggan village

The technique of collecting data with the observation method, the researcher observes the local community environment and how the habits and daily lives of the people of the keranggan tourism village. Meanwhile, for the data collection technique using the documentation method, the researchers collected the required documentation in the form of photos, historical records, tourist opinions, and articles related to the Keranggan ecotourism.

The activities in the analysis of qualitative data is done interactively and runs continuously at each stage so that research to complete [20]. The data analysis techniques include:

**Reduction of Data:** Once the data collection is complete and then perform data reduced, namely the electoral process, the concentration of attention on simplification, abstraction, and transformation of rough data that emerged from the written records on the field. In the reduction step, writers choose and simplify data from a notes field. Field note that many are simplified, abbreviated, summarized and selected by a predetermined problem. In this data reduction process, the author does repeats to avoid confusion, only the data related to the principal problems are selected, while others are issued from the process of analysis.

**The presentation of the data:** Presentation of data is a set of data arranged information that gives the possibility of withdrawal of conclusions and taking action. The data has authors choose

through the reduction of, the author presented in the form of the writing or the words systematic narrative, so it's easy to be concluded.

**Verification (the conclusions):** Verify that the new findings previously had never existed. The findings could be a description of an object or picture previously still dimly lit or dark so that after research it became clear, can be either interactive or causal relationships, hypotheses, or theory.

## 4. RESULTS AND DISCUSSION

### 4.1 Green Tourism Marketing Concept in Ecotourism Village Keranggan

In essence, tourism villages are formed to empower communities who act as organizers to increase awareness of tourism potential, and Green Tourism is ecosystem-based tourism that aims to continue to preserve the surrounding nature with environmentally friendly tourism concepts.

Green tourism consists of nature-based tourism programs created by applying the principles of maintaining the sustainability of the environment, culture, and community at tourist sites. Green tourism marketing is aimed at attracting tourists who care about nature, the environment and local culture. The marketing concept of green tourism is adopted from sustainable marketing, where the marketing activities aim to help and provide solutions to environmental problems.

The marketing solution for Green Tourism in Keranggan Ecotourism is to have even better marketing such as creating their own social media pages, creating websites, and making brochures. So that the Keranggan Ecotourism manager can maximize its marketing.

#### 4.1.1 The attraction of green tourism ecotourism in keranggan village

This study through interviews with sources, observations, and documentation regarding the attractiveness of Green Tourism in the Ecotourism Area of Keranggan Village. Green tourism is defined as an environmentally friendly tourism activity with a variety of focused and meaningful activities. Broadly speaking, green tourism has two definitions, namely tourism which is based on the environment of wildlife (mangrove forests and nature reserves) and

sustainable tourism which means that it does not damage the environment of the tourist sites visited.

From the interview results, the attraction of Green Tourism in Keranggan Village is natural tourism for example during the dry season, many tourists come to Cisadane baths because the water is clear and not deep or shallow so they can play in the middle of the water, for educational tourism tourists can be involved directly to learn to make various kinds of food produced by the community, camping so there is a camping tour on the banks of the Cisadane river, the manager of Ecotourism Village Keranggan makes the camp for families and communities.

From the results of observation and documentation techniques carried out by researchers, the attractiveness of Green Tourism in the Ecotourism area of Keranggan Village can be seen in Fig. 2.

Fig. 2 is the Cisadane River and picking tours which are one of the attractions of Green Tourism in Ecotourism Village Keranggan. The Cisadane River is used by the manager and community of Keranggan Ecotourism for bathing tours, white water rafting tours, and river crossing tours. The Ecotourism of Keranggan Village also has Jungle Track and Outbound tourist attractions. For picking tours, tourists are served various kinds of fruit and plant products in Keranggan Ecotourism.

A positive image and satisfaction with the destination do not necessarily guarantee a return visit as increasingly, visitors are seeking new experiences and therefore often look for a new and different destination. Destinations should develop images based on their unique features to differentiate themselves from their competitors.

#### **4.1.2 Tourism programs in the Ecotourism area of keranggan village**

According to the POKDARWIS Keranggan Village, Due to the Covid-19 pandemic, temporarily the tour packages that can be enjoyed at this time are family, community, and school camping packages, although during the pandemic the Keranggan Village manager has not been able to accept many tourists and only in March 2021 the tour packages can run. However, the manager of Keranggan has

received home industry tourism visits, home industry visits are also limited by tourists who are allowed to visit the Keranggan Tourism Village, and must comply with health protocols. For a family camping package, the package price is around IDR 350,000 / family (maximum 8 people), one tent is a maximum of 10 people, the family camp package already gets a welcome drink facility in the form of grass jelly ice from plants in Keranggan Ecotourism, food, and gallon mineral water dispensers.

Ecotourism in Keranggan has several tourism programs as can be seen in Fig. 3.

Fig. 3 is a Homestay and Camping Ground which is one of the tourism programs in Ecotourism Village Keranggan. Homestay and Camping Ground are overnight tourism programs offered to tourists, while non-stay tourism programs are Home Industry tourism programs, as can be seen in Fig. 4.

In Fig. 4 is the Home Industry owned by the people of the village of Keranggan. The Home Industry in the village of Keranggan itself consists of 15 products with a total of 50 UMKM. The products offered by Home Industry are banana chips, cassava chips, cassava opaque, and others.

Each destination has its unique product mix, based on its resources, values, needs, and preferences. The result should be an authentic community tourism product that will be attractive to travelers seeking hospitable and unique experience.

#### **4.1.3 Physical and non-physical supporting capacity in the Keranggan Ecotourism Area**

From the results of interviews and observations, the available physical carrying capacity is only tourist toilets, prayer rooms, restaurants, fishing, saung-saung, Tourist Information Center (TIC), 3 homestays are already available, there is also a souvenir center facility directly from home. community industry. Meanwhile, non-physical carrying capacity is currently still in the process of developing Human Resources (HR) by holding training for administrators and the community in Ecotourism Village Keranggan.

The physical and non-physical carrying capacity in the village of Keranggan can be seen in Fig. 5.



**Fig. 2. Cisadane River and pick tour**



**Fig. 3. Homestay and camping ground**



**Fig. 4. Home Industry Keranggan Village**



**Fig. 5. Tourism Information Center (TIC) and signboard**

Fig. 5 is the Tourism Information Center (TIC) and a tourist spot sign which is one of the physical carrying capacities of Ecotourism in Keranggan. In addition to the Tourist Information Center and tourist place signs. Ecotourism in the village of Keranggan also has tourist toilets, prayer rooms, shelters, parking lots, restaurants, bicycle lanes, and a camping ground. Then for the non-physical carrying capacity in the shells, for examples, such as the friendliness of the community, the formation of the community's economy, and a supportive environment.

#### **4.1.4 Prices for Tourism in Keranggan ecotourism**

The price of the Tourism Program in Keranggan Ecotourism depends on the number of tourists visiting. However, the price for the family Camp tour program at Ecotourism Keranggan starts from Rp. 350,000/family (maximum 8 people) because one tent is a maximum of 10 people, but sometimes for families there are only 5 or 6 people, the family camp package already has welcome drink facilities, meals, and gallon mineral water dispensers, while for communities and schools depending on the number of people but the price of the tour program for the community starts from Rp. 350,000/8 people.

#### **4.1.5 Tourism promotion in Keranggan Ecotourism**

The marketing concept of Green Tourism in Keranggan is a marketing concept that is slowly but surely, because the marketing is only through social media WhatsApp, and Facebook because Keranggan has not been able to show off its ecotourism and is still on guard due to the pandemic period, and the available facilities are also it is still in the cleaning stage, it is feared that it will become a Boomerang when the community receives as many tourists as possible, then many tourists visit Keranggan Village but it turns out that it is still not organized or not tourist expectations. Tourists who visit Keranggan find out information about Keranggan through social media and stories from relatives.

A promotion for Green Tourism marketing that is currently being used by Ecotourism Village Keranggan, apart from using the personal Facebook social media from the Chairperson of POKDARWIS Keranggan, Keranggan Ecotourism also uses social media Whatsapp. Ecotourism Village Keranggan does not yet have its own social media page because Keranggan

itself is still at the stage of developing tourist attractions, so the manager of Ecotourism Village Keranggan feels that they have not been able to market their ecotourism to the fullest.

#### **4.2 Indicators of Green Tourism Marketing Success in Ecotourism Village Keranggan**

The Keranggan Ecotourism Area as one of the ecotourism-based destinations needs to pay attention to several things in its marketing activities so that every activity carried out still reflects the understanding of ecotourism itself. Because of this, researchers use the concept of Green Marketing Tourism as a guide for marketing analysis carried out by Ecotourism Keranggan, where this concept also focuses on ecological conditions in destinations and the concept of Green Marketing Tourism exists to meet and satisfy the needs of tourists with the least possible negative impact on the environment. natural environment.

Based on the results of the interview, Ecotourism Keranggan has met the success indicators of implementing Green Tourism Marketing, which can be seen in the following explanation.

1. The community of Keranggan village participates in green tourism management in Keranggan Tourism Village.
2. The people of Keranggan village begin to pay attention to and protect the environment and natural resources for future generations.
3. The people of Keranggan village can create harmony in sustainable economic, environmental, social and cultural growth.
4. With the Ecotourism of Keranggan village as a tourist place, the surrounding community will get prosperity and job opportunities.
5. Tourists who visit Keranggan village understand very well the role of tourist visits to preserve natural resources and the environment.
6. Tourists who visit Keranggan village only pay for walking tour packages.
7. Tourists visiting Keranggan Village Ecotourism will certainly get a new experience in traveling.
8. The government provides assist Keranggan ecotourism to provide optimal GTM policy recommendations by conducting counseling and socialization.



9. The government also seeks to assist Keranggan ecotourism by monitoring and evaluating to ensure that tourism activities do not have negative implications for the environment.
10. Local tourism businesses available in the village of Karangan ecotourism are local tourism businesses that have existed for a long time.
11. With the existence of Keranggan ecotourism, homestays, tour guides, and tour leaders are formed, as well as culinary and souvenir businesses.
12. Local tourism business actors who are available in Keranggan ecotourism are aware of green tourism practices.
13. Local tourism business actors in Keranggan ecotourism are aware of reducing environmental damage and making energy savings and environmental sustainability.

## 5. CONCLUSION

This research is trying to figure out combine the green tourism marketing concept such as the attractiveness of green tourism, tourism programs, physical carrying capacity, non-physical carrying capacity, tourism prices, and tourism promotion. It is important to conduct a destination analysis to assess the community's infrastructure and tourism resources. Based on a study of the research results, it is known that the application of Green Tourism Marketing in Ecotourism Keranggan can work, if creating community participation and satisfaction with green tourism management, creating awareness and desire to conserve nature and clean environmental resources, creating a harmony of sustainable economic, environmental, social and cultural growth and increasing welfare and job opportunities

Suggestions for Green Tourism in Ecotourism Keranggan, increase the tourist attraction of Green Tourism in Ecotourism Keranggan. The existing physical and non-physical carrying capacity is cared for and kept clean.

## CONSENT

As per international standards or university standards, the participant's written consent has been collected and preserved by the author(s).

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## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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