

Application of Green Marketing Mix Strategy at The Evitel Resort Ubud

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Abstract: Green marketing is an idea in marketing management that is oriented towards environmentally friendly marketing management. The Evitel Resort Ubud utilizes the natural environment with a hotel location that prioritizes a green environment as a strategy to attract consumers or tourists. This study aims to determine the strategy for implementing the Green Marketing Mix and the most appropriate strategy to be applied at The Evitel Resort Ubud. Data collection techniques in this study is to conduct observations and interviews with hotel staff, especially to staff in the marketing department. The data processing technique used in this study is SWOT analysis (Strength, Weakness, Opportunity, Threatness) by reducing data, presenting data, and drawing conclusions. From the results of this study, it was found that there were 6 indicators as strengths, and 3 indicators as weaknesses from a total of 9 indicators of internal factors analyzed. The strength with the highest value is the competitiveness of product prices in the market and affordability for customers, while the weakness with the lowest value is the lack of recycling, the use of raw materials, and products that are not durable. Opportunities and threats owned by The Evitel Resort Ubud are 3 indicators as opportunities, and 3 indicators as threats from a total of 6 indicators. The opportunity with the highest value is in the purchasing power of tourists, while the threat is the number of new competitors adjacent to The Evitel resort Ubud and visa policies for tourists who come to Bali. The results of the IE matrix research place the company in a Stability position (cell IV) which shows that this growth strategy is a strategy that is implemented without changing the direction of the strategy that has been set. SWOT analysis produces 8 alternative strategies that are expected to be implemented by the company.

Keywords: Green Marketing Mix, Strategy, Marketing Marketing

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Introduction

Tourism is part of the industrial sector in Indonesia which has bright prospects, and has enormous potential and opportunities to be developed. With the natural beauty and unique culture of the Indonesian state, the tourism industry is growing so rapidly. The development of the tourism industry is undeniably having an impact and influence on environmental sustainability, environmental damage and reduced natural resources. The existence of industrial development on a large scale is the biggest contributor to environmental damage on this earth (Wicaksono, 2012). Bali is one of the most famous places in the world, many domestic and foreign tourists come to experience the natural beauty that attracts tourists. Bali is also a prima donna for travelers because Bali has a wide variety of cultures and unique tourist attractions, so that Bali is one of the largest foreign exchange earners in the Indonesian tourism sector. By marketing hotel products, it is necessary to create new innovations by implementing green marketing to promote sustainable tourism.

(Bahiyah et al., 2018)Hotels are complete accommodation facilities to support tourism. It is said to be the most complete accommodation provider because the hotel has many supporting facilities such as the availability of rooms as a place to rest, restaurants, business center meeting rooms, to entertainment facilities such as swimming pools, fitness centers, spas, and so on (Nurnawati & Ardyusmarryya, 2017). So that later it can increase consumer purchasing power and besides that by implementing green marketing or green marketing consumers will enjoy the facilities provided can be enjoyed with an environmentally friendly perspective that allows tourists to prioritize green tourism or sustainable tourism. Green marketing is an idea in marketing management that is oriented towards environmentally friendly marketing management. green marketing is considered as an innovation that appears as more and more environmental damage occurs due to the company's production activities so that it is important for companies to have responsibility for environmental sustainability(Septifani et al., 2014).

Green marketing does not only offer environmentally friendly products to consumers but also the production process of these products must be environmentally friendly(Peattie, 2016). The Evitel Resort Ubud utilizes the natural environment with hotel locations that promote a green environment as a strategy to attract consumers or tourists. the authors are interested in studying the application of the green marketing mix as an effort to develop

innovations to increase hotel sales and room occupancy. From this statement, the researcher is interested in taking the title "Green Marketing Mix Strategy at The Eitel Resort Ubud".

Method

The research variable is an attribute or value of an object in which it has variations with one another that will be studied and conclusions will be drawn (Penyusun, 2014). In a study, variables have uses to support the research process, such as to prepare tools and methods used in data collection, variables also have uses to prepare data analysis techniques or data processing needed. In this study there are two variables in it, namely internal variables and external variables:

1. Variables internal : Internal variables are variables that come from the company regarding the marketing strategy

Tabel 1. Variables Internal

No	Variable	Indicators
1	Green product	<ol style="list-style-type: none"> 1. Products manufactured using non-toxic ingredients. 2. Environmentally friendly production process. 3. Products are more durable 4. Products that use raw materials from recycled materials.
2	Green price	<ol style="list-style-type: none"> 1. Affordable price
3	Green place	<ol style="list-style-type: none"> 1. Distribution channels minimize environmental damage.
4	Green promotion	<ol style="list-style-type: none"> 1. Promotion through social media 2. Public Relations, Sales Promotion. 3. Direct marketing and on-site promotion.

2. External variables: factors that are out of control, are unreachable and cannot be influenced by companies that are trying to achieve their goals properly and maximally, therefore the existence of the external environment must be taken into account in as much detail as possible. There are 5 factors that affect the company as follows:
 - a. Competitive Environment
 - b. Economic Factors (Economic Environment)
 - c. Technology (Technology)
 - d. Politics and Government Regulation
 - e. Social and Cultural Factors (Societal and Cultural Environment)

This study uses qualitative data types, where qualitative data is the type of data presented in written form not in the form of numbers. Qualitative data is in-depth and detailed, so qualitative data is lengthy (Agusta, 2003). Qualitative data in (Indrawan, 2014) this study were obtained through observations, interviews, observations, company overview, application of green marketing mix, and hotel activities. (Sugiyono, 2013) This study uses qualitative analysis to describe the information obtained through interviews with respondents, which is related to the strengths, weaknesses, opportunities and threats for The Eitel Resort Ubud. by using this Likert Scale relates to a statement of a person's attitude towards something for example strongly disagree, disagree, agree or strongly agree. This study uses a SWOT analysis to analyze the company's internal factors in the industrial area so that it is known what factors are its strengths and weaknesses. Before conducting the analysis, a data collection stage is required which consists of four models (Fatimah, 2016):

1. IFAS Matrix Analysis (Internal Factor Analysis Summary)
2. EFAS Matrix Analysis (External Factor Analysis Summary)
3. Internal External (IE) Matrix
4. swot matrix

Result and Discussion

In this section, we will discuss the steps of the Green Marketing Mix strategy at The Eitel Resort Ubud.

1. Internal factor weighting: The weighting is obtained based on the results of the analysis of the questionnaires that have been distributed and it can be seen that each respondent gives a different value.

Table 2. Internal factor weighting

No	Variable	Indicators	Score
1	<i>Green product</i>	Products manufactured using non-toxic ingredients.	0.11
		Environmentally friendly production process.	0.12
		Products are more durable	0.13
		Products that use raw materials from recycled materials.	0.11
2	<i>Green price</i>	Affordable price for customers	0.09
3	<i>Green place</i>	Interaction provider relationship between suppliers and customers.	0.10
4	<i>Green promotion</i>	Promotion via social media	0.11
		Public relations, sales, promotion	0.12
		Direct marketing and on-site promotion	0.10
		TOTAL	1.00

Source: Data processed 2022

- Internal Factor Rating: After giving weighting to internal factors, it will be continued with an internal strategy assessment from 6 respondents from sales & marketing staff at The Eitel Resort Ubud.

Tabel 3. Internal factor rating

No	Variabel	Indikator	Rating	Keterangan
1	<i>Green product</i>	Products manufactured using non-toxic ingredients.	3.33	Strength (S1)
		Environmentally friendly production process.	2.67	Strength (S2)
		Products are more durable	2.33	Weakness (W1)
		Products that use raw materials from recycled materials.	2.33	Weakness (W2)
2	<i>Green price</i>	Affordable price for customers	3.17	Strength (S3)
3	<i>Green place</i>	Interaction provider relationship between suppliers and customers.	3.00	Strength (S5)
4	<i>Green promotion</i>	Promotion through social media	2.50	Weakness (W3)
		Public relations, sales, promotion	3.00	Strength (S6)
		Direct marketing and on-site promotion	3.00	Strength (S7)

Source: Data processed 2022

- External Factor Weight Assessment: The weighting of external factors is the result of distributing questionnaires to 6 respondents from the Sales & Marketing Department with different results for each respondent.

Table 4. External factor weight

No	Variable	Indicators	Score
1	Politics and Law	Visa policy for tourists coming to Bali	0.19
2	Economy	Global economic conditions	0.18

		Tourist purchasing power	0.16
3	Social and Cultural	Social and culture of the surrounding community	0.15
4	Competitor	The number of similar competitors	0.16
		Ease of accessing hotel information via the internet	0.16
		Total	1.00

Source: Data processed 2022

4. External Factor Rating: Ratings of external factors in this study show how the conditions of external factors affect the strategy for implementing the green marketing mix at The Evitel Resort Ubud.

Tabel 5. External factor rating

No	Variable	Indicators	Rating	Description
1	Politics and Law	Visa policy for tourists coming to Bali	2.33	Threat (T1)
2	Economy	Global economic conditions	2.17	Threat (T2)
		Tourist purchasing power	3.50	Opportunity (O1)
3	Social and Cultural	Social and culture of the surrounding community	3.33	Opportunity (O2)
4	Competitor	The number of similar competitors	2.33	Threat (T3)
		Ease of accessing hotel information via the internet	3.50	Opportunity (O3)

Source: Data processed 2022

5. Internal Factor Analysis Summary (IFAS): After determining the rating and weight of the internal factors, the next step is to determine the total value or score of each indicator.

Table 6. Internal factor analysis summary(IFAS)

Indicators	Bobot	Rating	Score
Strengths			
Products manufactured using non-toxic ingredients.	0.12	3.33	0.40
Environmentally friendly production process.	0.14	2.67	0.36
Affordable price for customers	0.11	3.17	0.34
Interaction provider relationship between suppliers and customers.	0.11	3.00	0.34
Public relations, sales, promotion	0.14	3.00	0.41
Direct marketing and on-site promotion	0.11	3.00	0.34
Weakness			
Products are more durable	0.14	2.33	0.34
Products that use raw materials from recycled materials.	0.13	2.33	0.30
Promotion through social media	0.12	2.50	0.30
TOTAL	1.00		3.13

Source: Data processed 2022

6. External Factor Analysis Summary (EFAS): After determining the rating and weight of the external factors, the next step is to determine the total value or score of each indicator.

Table 7. External factor analysis summary (EFAS)

Indicators	Bobot	Rating	Score
Opportunities			
Tourist purchasing power	0.16	3.50	0.56
Social and culture of the surrounding community	0.15	3.33	0.51
Ease of accessing hotel information via the internet	0.16	3.50	0.56
Threats			
Visa policy for tourists coming to Bali	0.19	2.33	0.44
Global economic conditions	0.18	2.17	0.39
The number of similar competitors	0.16	2.33	0.38
Total	1.00		2.83

Source: Data processed 2022

- The position of implementing the green marketing mix strategy at The Eitel Resort Ubud After using the analysis of IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) to determine the total score resulting from the calculation of weights and ratings, then the total score is transferred to the IE matrix table (Internal-External).

		Tinggi 3,0-4,00	Rata-Rata 2,0-2,99	Lemah 1,0-1,99
Total Skor Faktor Strategi Eksternal	Tinggi 3,0-4,00	I GROWTH (Konsentrasi melalui integrasi vertical)	II GROWTH (Konsentrasi melalui integrasi horizontal)	III GROWTH RETRENCHMEN T (Turn Around)
	Menengah 2,0-2,99	IV STABILITY (Hati – hati)	V GROWTH Konsentrasi melalui integrasi horizontal STABILITY Tak ada perubahan profit strategi	VI RETRENCHMEN T Captive Company atau Divestement
	Rendah 1,0-1,99	VII GROWTH (Diversifikasi Konsentrik)	VIII GROWTH (Diversifikasi Konglomerat)	IX LIKUIDASI (Bangkrut atau Likuidasi)
Total Skor Faktor Strategi Internal				

Figure 1. Internal & External (IE) Matrix

Source: Data processed 2022

- Green Marketing Mix Strategy That Should Be Implemented at The Eitel Resort Ubud. After knowing the position of the green marketing mix strategy at The Eitel Resort Ubud through the Internal-External matrix. The next step is to formulate an alternative strategy (AS).

Table 9. SWOT analysis

IFAS	Strength	Weakness
	<ol style="list-style-type: none"> 1. Products manufactured using non-toxic ingredients 2. Environmentally friendly production process 3. Price affordability for customers 4. Interaction of relationship providers between suppliers and customers 5. Public relations, sales, promotion 6. Direct marketing and on-site promotion 	<ol style="list-style-type: none"> 1. Lack of durable products 2. Products that use raw materials from recycled materials 3. Promotion through social media
EFAS		
Opportunities	Strengths Opportunities	Weakness Opportunities
<ol style="list-style-type: none"> 1. Tourist purchasing power 2. Social and culture of the surrounding community 3. Ease of accessing hotel information via the internet 	<ol style="list-style-type: none"> 1. Strategies to expand cooperative relationships with business partners or travel agents (combination of S: 1,2,3,4,5,6,7 with O: 1,2,3) 2. Strategy to increase promotion through social media (combination of S: 1,2,3,4,5,6,7 with O: 1,2,3) 	<ol style="list-style-type: none"> 1. Strategy for making promotions for facilities in the hotel area (combination of W: 1,2,3 with O: 1,2,3) 2. The strategy of adding menu options by utilizing the remaining raw materials (combination of W: 1,2,3 with O: 1,2,3)
Threats	Strengths Threats	Weakness Threats
<ol style="list-style-type: none"> 1. isa Policy for tourists coming to Bali 2. Global economic conditions 3. The number of similar competitors 	<ol style="list-style-type: none"> 1. Strategy to expand domestic market target (combination of S: 1,2,3,4,5,6,7 with T: 1,2,3) 2. Strategies to create new product variations such as wedding packages (combination of S: 1,2,3,4,5,6,7 with T: 1,2,3) 	<ol style="list-style-type: none"> 1. Strategy to improve product and service quality (combination of W: 1,2,3 with T: 1,2,3) 2. Strategy to maintain the hotel's brand image (combination of W: 1,2,3 with T: 1,2,3)

Source: Data processed 2022

Conclusion

The application of the green marketing mix at The Evitel Resort Ubud has strengths and weaknesses. The strengths with the highest value are products that are produced using non-toxic materials and affordable prices for customers, while the weaknesses with the lowest values are the lack of recycling of raw materials, and products that are not durable. Opportunities and threats owned by The Evitel Resort Ubud are the opportunities with the highest value in the purchasing power of tourists, while the threats are the number of new competitors adjacent to The Evitel Resort Ubud and visa policies for tourists who come to Bali. 2. From the results of the analysis above, there are 4 groups of strategies in an effort to increase the room occupancy rate that the author presents based on the analysis conducted previously. There are 2 SO strategies to maximize the strengths and opportunities possessed by the hotel by expanding cooperative relationships with business partners or travel agents, strategies to increase promotion through social media. ST's strategy is to maximize strength by looking at the threats that exist in the hotel through the strategy of expanding the domestic market target of The Evitel Resort Ubud, the strategy of creating new product variations such as wedding packages. The WO strategy is to take advantage of opportunities to prevent and minimize existing weaknesses by promoting facilities in the hotel area, the strategy of adding menu choices by utilizing the remaining raw materials. WT strategy is used to minimize weaknesses as well as overcome existing threats with strategies to improve product and service quality and strategies to maintain the hotel's brand image.

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