

**GREEN MARKETING STRATEGY TO INCREASE
REVENUE AT MANAH SHANTI RESORT UBUD**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2022**

THESIS

**GREEN MARKETING STRATEGY TO INCREASE
REVENUE AT MANAH SHANTI RESORT UBUD**



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The whole content is my own work, thereby free from plagiarism. Being stated, I
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THESIS

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This Thesis is put forward as one of the requirements for compiling an Applied
Bachelor Thesis in Politeknik Negeri Bali



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The writer hopes that this thesis could be beneficial for the study as well as the development of the tourism industry.

Badung, 11 August 2022

The Writer

ABSTRAK

GREEN MARKETING STRATEGY TO INCREASE REVENUE AT MANAH SHANTI RESORT UBUD

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Latar belakang dari penelitian ini adalah adanya perkembangan permasalahan lingkungan yang terjadi. Setiap pemerintahan, perusahaan dan pengelolanya sudah seharusnya memahami perihal lingkungan dan kontribusi apa yang dapat di lakukan untuk dapat bersama-sama menanggulangi dampak usaha terhadap lingkungan. Selain itu juga, bagaimana suatu usaha agar dapat lebih memberi dampak baik dari segi ekonomi. Hal ini sudah menjadi sangat penting bagaimana mencari cara baru dalam hal gaya hidup kita agar memberi dampak jangka panjang atas kelangsungan hidup kita dan lingkungan. Kegiatan pemasaran adalah salah satu upaya yang dapat berkontribusi atas keberlangsungan tersebut. Dalam penelitian ini tujuan yang ingin di capai adalah untuk mengetahui bagaimana dengan konsep green marketing strategy di terapkan di Manah Shanti Resort Ubud sehingga hotel ini dapat berkompetisi dengan baik di tengah persaingan usaha yang makin sangat ketat. Demikian juga bagaimana konsep green marketing yang ramah lingkungan dalam rangka meningkatkan pendapatan di hotel Manah Shanti Resort, Ubud. Penelitian ini mengacu kepada variable green marketing yaitu Eco Labelling, Eco Brand, Environment Advertising, Environment Awareness, Green Products, Green Pricing, Green Promotions dan Demographic. Demikian juga penelitina ini memakai metode kualitatif dan kuantitatif yang di lakukan di Manah Shanti Resort. Untuk metode kualitative, data di kumpulkan melalui forum diskusi group dan juga membaca data laporan pendapatan Manah Shanti Resort. Sedangkan untuk metode kuantitatif penelitian berfokus kepada Analisa SWOT dari hotel Manah Shanti Resort. Factor IFAS/EFAS juga diteliti yang merupakan bagian dari SWOT di Manah Shanti Resort Ubud. Dari penelitian yang di lakukan di Manah Shanti Resort Ubud, hasilnya berupa konsep green marketing yang di terapkankan di Manaah Shanti sangat menguntungkan dalam rangka mendatangkan pendapatan hotel Manah Shanti Resort Ubud. Selain itu dengan konsep green marketing, biaya yang di keluarkan sangat tepat guna dan dapat memberi keuntungan usaha. Meski proses pemasaran yang dilakukan sudah cukup terarah dalam upaya menerapkan green marketing di Manah Shanti Resort Ubud, ada beberapa hal yang dapat dilakukan untuk dapat terus meningkatkan upaya pemasaran secara green yaitu Manah Shanti Resort Ubud harus melakukan upaya yang lebih dalam dan professional dalam rangka menjalankan upaya green marketing untuk keberhasilan Manah Shanti Resort untuk jangka Panjang.

Kata kunci: Pemasaran Hijau; Pemasaran Digital, Medias Social.

ABSTRACT

GREEN MARKETING STRATEGY TO INCREASE REVENUE AT MANAH SHANTI RESORT UBUD

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The background of this research is green is the word of the day, where we all aware the current environmental issue globally. The government, companies and consumers in general know the importance of the environment issue and the contribution done by all to degrade it. It becomes very much crucial now to alter the way of living to save the existence of our own. And marketing can do wonders to bring this change. What is required is to identify the needs and wants of consumers and the variables which affect them the most. The research is using green marketing indicators which are Eco Labelling, Eco Brand, Environment Advertising, Environment Awareness, Green Products, Green Pricing, Green Promotions dan Demographic. In this research is aimed to know what is the green marketing actions being implement in Manah Shanti Resort Ubud in order to increase revenue. The method of research used are qualitative and quantitative methods. The research took place at Manah Shanti Resort Ubud, Bali. In the qualitive method, we collect data through forum group discussion, document reading initiations. And quantitatively we focus on the SWOT analysis of Manah Shanti Reosrt. IFAS and EFAS data analysis has also been done. The result of the research is at Manah Shanti Resort is clear that all of the marketing activities Manah Shanti Resort did is effective in driving revenue of the resort. All marketing actions are utilizing the online platform which are green. Besides, the cost involved were effective in comparison to the revenue that has been generated. My suggestion will be that Manah Shanti Resort has to apply further deep strategy need to be implements to support the green marketing that has been in placed in order to optimized the result going forward. Those two main suggestions would be by employing professional company or staff in digitalization in order to professionally manages website, social medias and other online platforms which are continues growing.

Keywords: Green Marketing; Digital Marketing, Social Medias.

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CHAPTER I INTRODUCTION

1.1 Research Background

Environmental issues are the much talked about issues. Environmental issues have earned a rapid pace in the corporate world and in general live as well (Gupta et al., 2013). Every second human walking down the street is aware of the common threats like global warming, pollution, ozone layer depletion, scarcity of natural resources etc. All these threats are somewhere or the other are related to production and this fact is known to the world. Successful marketing includes identifying such trends and positions the products and services in a way to appeal the consumers (Maheshwari, 2014) in particular and the world in general.

Earlier the companies were formed with the objective of profit maximization but the recent perception is to establish companies that are sensitive towards the society as well (Boztepe, 2012). And here comes the Green Marketing in picture. Green Marketing helps in fulfilling this aim of the companies. This is not just another marketing strategy but it needs a careful and in-depth analysis of consumer buying behaviour to be successful.

Green marketing concept is also a tourism concept that is being intensively promotes by the Bali Provincial Government covering the role of all groups and collective awareness, local wisdom and maintaining and caring for social capital, such as heritage values, customs, traditions, culture, and the environment. Mulki (2019) explains that green concept of marketing development has three main

indicators, namely: economy, environment, community. In the end, green concept of marketing is not only important for the environment and local communities, but can also protect the environment, social and culture, and have a local economic impact, but also a larger economic impact, for the nation.

The green marketing mix is a further development of the conventional marketing mix. The indicators of the green marketing mix those are Green Products, Green Pricing, Green Promotion and Green Placing.

People are increasingly concerned about environmental problems with the reason that environmental pollution disasters arise from the activities of the manufacturing industry in the world (Chen, 2011). Efforts that can be carried out by the company are to combine an environmentally friendly approach to product marketing which is expected to increase competitive advantage (Ginsburg and Bloom, 2004). One of the results of a marketing campaign that is in line with the Tri Hita Karana concept is green marketing concept.

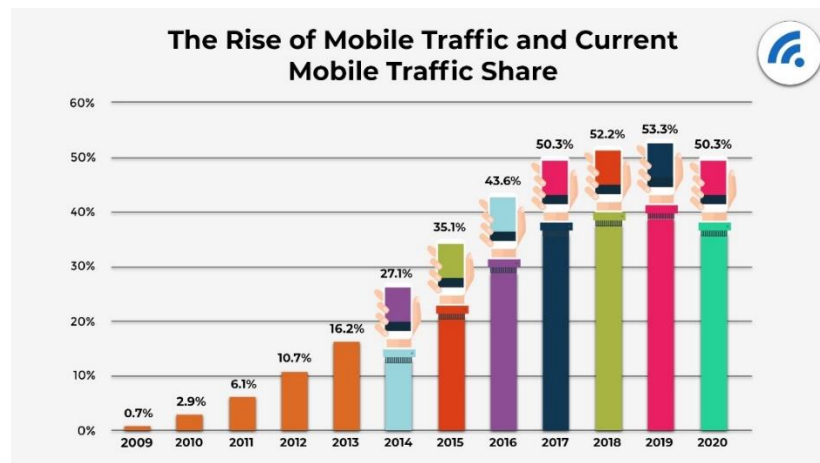
Green marketing is the marketing of products that are considered environmentally safe, thus environmentally friendly marketing combines various activities, including product modification, production process changes, packaging changes, and modifications. advertising (Situmorang, 2011:134). Green marketing can be defined as a process of marketing products that are assumed to be safe for the environment (Agustin, 2015).

The concept of green marketing for the tourism has been running in Bali since the Tri Hita Karana Awards launched. The Tri Hita Karana award were held for tourism actors who have implemented sustainability tourism in each area such

as hotels, restaurants or tours. The data below shown the growth of the digital platform via internet usage for past 10 years:

Figure 1.1

Mobile Traffic Internet User



Source : Broadband, 2022

Based on the explanation of the strategy in the mobile application above, it is the tourism industry need an extra effort to conduct marketing by optimizing the digital revolution to increase the revenue. In this mobile internet era, there are a lot of tourism products including hotels being key part of tourism component, which mean the customer will be more selective to choose their product to or accommodation to be chose during holiday or travelling periods. Customer nowadays receives a lot of advertising via social media, which can influence the purchase booking decision.

Hotel industry as one of the industry who are facing a major change in the operational and marketing during the digitalization. Each hotel nowadays need a presence in the internet or Social Media to drives the interest of customer and booked the hotel. The green promotion having stronger impact during the Covid pandemic to stay competitive in the digital marketing era, the stakeholder should

watch their company SEO score which mention the company ranking websites on Google, measure the company SEM to development of a site that is able to attract the user and easy to navigate, social media plan and social network for sustainable network. And the one of the most recent trend to consider is content of Marketing to attract and retain a defined audience for future sales ranging from blogs, video marketing to be booted through email marketing, own website or social medias.

Manah Shanti Resort is one of hotel in Ubud, Bali which adapt into this new era of digitalization. By developing of the green marketing, Manah Shanti Resort Ubud limit printing on its the sales and marketing activities, where it is reduced costs and indirectly its preserve the environment. Moreover, during the pandemic, most of the booking came through digital channels such as Online Travel Agents or direct booking via hotel website and social medias.

On other hand, Manah Shanti Resort Ubud is still having lot of space of green area compared to the size of the hotel with semi jungle river view which is one of the strong selling point.

Figure 1.2
Area of Manah Shanti Resort Ubud



Source : Tiket.com

The phenomenon at Manah Shanti Resort Ubud is where all this green marketing strategies were worked well on 2019. However, early of 2020, the green marketing impact is slow following to the slowing down of the business. The target is changed to domestic travelers and many guests are booking the hotel when the hotel subject to discounted rates. The revenue decreased is happened since early of 2020 when the pandemic of Covid-19 was start. This phenomenon need to be shorted out as the hotel has to continue generates revenue to run the hotel. Based on this background, the researchers are interested in conducting research on the green marketing to increase revenue at Manah Shanti Resort, Ubud.

1.2 Problem Identification

Based on the background described above, the research purpose is aim to answer this: What is the green marketing strategy implemented to increase sales at Manah Shanti Resort Ubud?

1.3 Purpose of the research

Based on the problem identification described above, the purposed of this research are: To know the green marketing strategy that is implemented to increase sales at Manah Shanti Resort Ubud.

1.4 Significances of the research

This research hopefully will bring some benefits both theoretically and practically.

1. Theoretical Significance

Theoretically, this research to be useful for the knowledge that is studied in college as a comparison between theory and the actual situations especially on the implementation of green marketing and its impact toward revenue.

2. Practical Significance

This practical benefit is divided into three, namely; Students, Politeknik Negeri Bali of Bali and Manah Shanti Resort Ubud. The benefits are as follows:

a. Students

This research is expected to be a reference for future researchers who want to discuss similar issues those are discussed in this study.

b. Politeknik Negeri Bali Bali

It is hoped that this research can become a reference for learning at the State Polytechnic of Bali campus, especially in green marketing courses.

c. The Hotel

The results of this study are expected to provide input which later can contribute to the Manah Shanti Resort Ubud and expected to be useful inputs and guidelines of implementation of green marketing and its impact toward revenue.

CHAPTER V

CONCLUSION AND SUGGESTION

Based on the analysis presented in the chapter IV, the conclusions of this thesis will be as bellow:

5.1 Conclusion:

1. The implementation of Green Marketing at Manah Shanti Resort Ubud are the basic of the digital or green promotions practices by using the social medias of Facebook and Instagram as well as the Website of the resort which are environmentally friendly.
2. In order to optimized the social medias platform or the company website in the green marketing, Manah Shanti would need a deeper strategy to capitalized the available green marketing tools in the market. Those strategies would be as described in the Internal and External matrix follows:

Strength-Opportunities Strategies, to capitalize and manage social medias contents professionally. Manah Shanti Resort has to run social media paid boost to increased promotions to target right customers and increased visibilities. This has to come along with the online rate positioning which is dynamic following to the level of the business. So therefore, the strategies will be to decide major social medias to be choose and communicates at the same time to drive own web rate positioning.

Weaknesses – Opportunities Strategies, to hire e-commerce staff who can

control Social Medias and Other online presences. Enhance own website to be dynamic web. On the other hand, hotel has to set online monthly communications plan, execute flawlessly. This way hotel is keeping the audiences informed. In this strategy is required to employee professional to run social media and execute according to the communication determined plan.

Strength-Threats Strategies, reply guest comments in social medias Professionally within time frame. To target right social medias customers For an effective promotion. Manah Shanti must consistently ensuring operating standard set up in the basis of green product and to enhance guest experiences. For excellence execution, hotel is need to have green labelling in order to be standardized green product and guest online comments has to be reviewed on daily basis.

Weaknesses-Threat Strategies:, employee professional media companies to manages social medias. Encourages happy guests to write positive comments online. To target for positive online guest review score is key on the online impression and for guest loyalty. In order to be succeed, frontliners staff has to be trained to plan and approach happy guests to write positives comment in social medias or their booking channels.

5.2 Suggestion

In order to continue and improved of the green marketing strategies at Manah Shanti Resort Ubud, the following suggestions could be considered:

1. Manah Santhi Resort Ubud shall capitalize and manage social medias contents professionally. Manah Shanti Resort has to run social media paid boost to increased promotions to target right customers and increased visibilities. This has to be followed by dynamic pricing strategies with integrity.
2. Manah Shanti Resort Ubud has to hire e-commerce staff who can control Social Medias and Other online presences. Enhance own website to be dynamic web and bookable by the customers. With the social media marketing activities Manah Shanti suggested to have clear communication plan in order to keep the audiences informed.
3. Manah Shanti Resort to reply guest comments in social medias professionally within time frame. To target right social medias customers for an effective promotion. Consistent on the operating standard in the basis of green products while continue focus on the guest experiences.
4. Manah Shanti Resort Ubud to employ professional media companies to manages social medias. Encourages guests to write positive comments online. Those positive comments is key for online review scores.

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