

UNDERGRADUATE THESIS

**4P DIMENSION IN THE FORM OF LOCAL PRODUCT
AS GREEN MARKETING STRATEGY AT THE TRANS RESORT BALI**



POLITEKNIK NEGERI BALI

LUH EVA DIPANI

**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI**

BADUNG

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This undergraduate thesis is submitted as one of the requirements to earn Applied
Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali



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UNDERGRADUATE THESIS APPROVAL SHEET

**4P DIMENSION IN THE FORM OF LOCAL PRODUCT
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This Undergraduate Thesis has been approved by the Supervisors and the Head of
Tourism Department of Politeknik Negeri Bali on Monday, 24th July 2023

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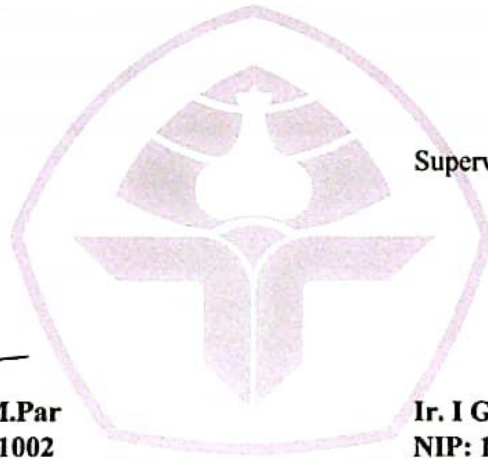


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UNDERGRADUATE THESIS VALIDITY SHEET



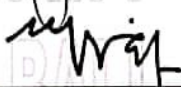
This undergraduate thesis entitled:

4P DIMENSION IN THE FORM OF LOCAL PRODUCT AS GREEN MARKETING STRATEGY AT THE TRANS RESORT BALI

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LETTER OF FREE PLAGIARISM STATEMENT

I am the undersigned below:

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Hereby I declare that Undergraduate Thesis entitled:

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at The Trans Resort Bali”**

is true that it is free from plagiarism. If this statement proves to be invalid, I am fully willing to accept the provisions in accordance with the applicable regulations.

Thus, the statement letter I made to be used properly.

Badung, July 24th, 2023
Who made the statement,



Luh Eva Dipani

ACKNOWLEDGEMENT

Gratefully the researcher is praises to the almighty God., for all the blessings, thus the researcher can complete this research with the title "4P Dimension in the Form of Local Product as Green Marketing Strategy at The Trans Resort Bali". In compiling this research, with all limitations, certainly the researcher found difficulties in completing this research. However, with the help, guidance and instructions obtained from various parties, all these difficulties can be overcome. from various parties, all these difficulties can be overcome, and researchers can complete this research report properly. Therefore, the researcher would like to express deep gratitude to the honorable:

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The researcher realized that there are many shortcomings in the arrangement of this research, therefore the researcher hopes for suggestions from all parties for improvement and hopes this research could be beneficial for the readers.

Badung, Juli 2023

Luh Eva Dipani

ABSTRACT

Dipani, Luh Eva. (2023). 4P Dimension in the Form of Local Product as Green Marketing Strategy at The Trans Resort Bali. Undergraduate Thesis Tourism Bussiness Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Made Sudiarta, SS., M.Par, and Supervisor II: Ir. I Gusti Agung Bagus Mataram, MIT

Keyword: Strategy, Local Product, Green Marketing, Green Marketing Strategy

Marketing requires a strategy that is characterizing and unique. This research was conducted to find out The Trans Resort Bali's strategy for marketing products and services in supporting green marketing. The data collection methods are observation, documentation, and interviews. The analysis technique applied is qualitative descriptive analysis. In this research, determination of informants as data sources in research conducted with purposive sampling technique. The informants included Marketing Communication Manager, host staff, and Food and Beverage staff. The result of this study is there are some efforts carried out by the company to support green marketing, namely by empowering local products through Glocal Menu. In supporting the 4P aspects of green marketing, there have been some measures namely, green product aspects where Glocal is an environmentally friendly product. Green promotion aspects, which promotions that minimize environmental impacts, the green price aspect is the price of environmentally friendly products offered according to product quality and green place aspects such as the implementation of environmentally friendly tools, the use of CNG (compressed natural gas) as a step to reduce emissions, surplus food management, and waste management. Some of the actions carried out still have efforts not been maximal, such as ineffective waste management due to a lack of supervision of employees. Therefore, the researcher suggests that waste management supervision can be improved especially on waste segregation to facilitate the next waste management process so that it does not have a negative impact on the environment.

ABSTRAK

Dipani. Luh Eva. (2023). 4P Dimension in the Form of Local Product as Green Marketing Strategy at The Trans Resort Bali. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Made Sudiarta, SS., M.Par, dan Supervisor II: Ir. I Gusti Agung Bagus Mataram, MIT

Kata kunci: Strategi, Produk Lokal, *Green Marketing*, *Green Marketing strategy*

Pemasaran sangat membutuhkan strategi yang menjadi karakter dan unik. Penelitian ini dilakukan untuk mengetahui Strategi The Trans Resort Bali dalam memasarkan produk dan layanan dalam mendukung *green marketing*. Metode pengumpulan data yang digunakan yaitu observasi, dokumentasi, dan wawancara. Dalam penelitian ini, teknik analisis yang digunakan adalah Analisis Deskriptif Kualitatif. Dalam penelitian ini penentuan informan sebagai sumber data dalam penelitian dilakukan dengan teknik purposive sampling. Informan pada penelitian ini yaitu *Marketing Communication Manager, host staff, dan Food & Beverage staffs*. Hasil penelitian ini adalah terdapat upaya yang dilakukan perusahaan dalam mendukung *green marketing* yaitu dengan pemberdayaan produk lokal yang disebut Golocal Menu. Dalam mendukung aspek 4P *green marketing*, terdapat beberapa penerapan yang dilakukan yaitu, aspek *green product* yang mana Golocal merupakan produk ramah lingkungan, aspek *green promotion* yaitu promosi yang meminimalkan dampak lingkungan, aspek *green price* yaitu harga produk ramah lingkungan yang ditawarkan sesuai kualitas produk, aspek *green place* seperti penerapan alat alat ramah lingkungan, penggunaan CNG (*Compressed Natural Gas*) sebagai langkah pengurangan emisi, pengelolaan surplus food, dan waste management. Beberapa penerapan yang dilakukan masih terdapat upaya yang belum maksimal seperti waste management yang tidak efektif akibat kurangnya pengawasan terhadap karyawan. oleh karena itu peneliti menyarankan agar pengawasan waste management lebih ditingkatkan khususnya pada pemilahan sampah untuk mempermudah proses pengelolaan sampah selanjutnya sehingga tidak memberi dampak negatif pada lingkungan.

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CHAPTER I

INTRODUCTION

1.1. Background of Study

Tourism is currently growing rapidly, especially tourism in Bali which has natural beauty, culture, arts, customs, and hospitality as its attractions. With this development, it increasingly provides bright prospects for the community as well as various industries in it. This development is supported by the large number of tourists who come. After the covid-19 pandemic, tourist visits have started to creep back up it can be seen from the following statistical data on February 1, 2023, from the Central Bureau of Statistics of Bali province.

Table 1. 1 Statistical Data on Foreign Tourist Visits to Bali in 2022

Month	The Number of Visit
January 2022	-
February 2022	1,313
March 2022	14,620
April 2022	58,335
May 2022	115,611
June 2022	181,625
July 2022	246,504
August 2022	276,659
September 2022	291,162
October 2022	305,244
November 2022	287,398
December 2022	377,276

Source: The Central Bureau of Statistics the Province of Bali

Based on table of statistical data of tourist visits above, it indicates that the island of Bali is still in great demand for domestic and foreign tourists. The massive development of tourism in Bali is certainly supported by various aspects in the tourism industry, for example such as accommodation, restaurants, travel services and many more which are scattered throughout Bali one of them is Badung regency.

Badung is one of the regencies in Bali that offers a lot of nature such as white sandy beaches, the beauty of nature makes it the center of tourism on the island of the Gods Bali, this regency also has the most popular tourist attractions compared to other regencies. One of the famous tourist attractions is in the Seminyak area. The beauty of the tourist attractions in Seminyak makes this area built many accommodations such as hotels and restaurants as a supporting aspect of tourism activities in the area so that is what causes the development of the tourism industry in this area to grow rapidly. With the rapid growth of its industries, it is undeniable that the development of the tourism industry in Bali has an impact and influence on environmental sustainability and reduced natural resources. Nowadays, consumer awareness of environmental issues has increased. The growth of consumer awareness of the environment encourages many companies, including hotels, to adopt green marketing strategies (Soedargo et al., 2018).

The Trans Resort Bali is a 5-star hotel located in the Seminyak area that operates under Chairul Tanjung Corpora (CT. Corp) which the one hotel in Seminyak that implementing the effort of Green Marketing Strategy. Green marketing is an

effort to reduce environmental consequences by adding various green concepts through the design and production of environmentally friendly products and services (Tan et al., 2022). Implementing green marketing can influence consumer perceptions of the environment while at the same time providing a positive perception of a company's brand. In its efforts to implement green marketing, through their social media The Trans Resort Bali shares environmental care activity by participating in the Bali Biggest Clean Up activity routinely carried out by employees outside the hotel. The green marketing efforts that are implemented certainly cannot stop at promotion aspect only but are also maximizing the other aspect of the 4P dimension. The one of the efforts that can be implemented is create environmentally friendly products and services that align with the implementation 4P dimension efforts.

In creating environmentally friendly products also requires a strategy that can make the product have a uniqueness. As in Bali, its customs and culture have never faded as one of its attractions in taking the world's attention. This can be used as one of the strategies in creating a product and service. One of the efforts is by creating local products that can be one of the characteristics and uniqueness to attract consumer's attention. One type of local product that can be created is gastronomy, which is one of the local cultures that has an important role to contribute as food can also be the center of the tourist experience. Gastronomy is related to philosophy, history, traditions, and society associated with food. Gastronomy also relates to unique eating experiences in this is when undertaking tourism. Gastronomy in the

form of the local food product is not separated from the embedding of a culture that is one of the elements in it. Besides that, there is the involvement of the role of the local community, for example, the empowerment of local farmers who provide local ingredients, this is what becomes local uniqueness as its character and identity. The local food can be used as a strategy of competitive advantage that can be developed and become an effort to improve the company's brand image and can be used as a strategy to win industry competition.

Based on this background, the researcher is interested in conducting research to find out the implementation of 4P dimension in the form local product in as green marketing strategy at The Trans Resort Bali with the title "**4P Dimension in the Form of Local Product as Green Marketing Strategy at The Trans Resort Bali**".

1.2 Problem Statement

Based on the background above, the formulation of the problem in this study is as follows:

1. What is the implementation of local product as green marketing strategy at The Trans Resort Bali?
2. How is the role of 4P dimension in form of local product as green marketing strategy at The Trans Resort Bali?

1.3 Research Objectives

Based on the formulation of the problem above, the objectives of this study are as follows.

1. To find out what is the implementation of local product as green marketing strategy at The Trans Resort Bali
2. To find out the role of 4P dimension in form of local product as green marketing strategy at The Trans Resort Bali?

1.4 Research Significance

1.4.1 Theoretical benefit

In theory, it is hoped that this research can provide additional information to support other studies, become reference material for future researchers, and provide additional knowledge for those who read it. In addition, the results of this study are expected to provide additional information about the implementation and its role of 4P dimension of local product as a marketing strategy. This research is also expected to be a reference for readers, students, and the general public to solve research problems and determine the conclusions from the problems and can add insight about problems of green marketing, especially those related to local product as green marketing strategy.

1.4.2 Practical Benefit

The results of this study are expected to provide useful input and guidelines for companies regarding what needs to be improved in the implementation of local products as green marketing strategy. It is hoped that the implementation will be maximized in the company, thereby becoming a hotel that is consistent in implementing green marketing, which can also contribute to environmental sustainability.

1.5 Limitations and Scope of Problems

This research is a qualitative research, data collection was carried out at Trans Resor Bali Indonesia, which is located on Jalan Sunset Road, Seminyak, Kerobokan Kelod, North Kuta District, Badung Regency, Bali. The object of this research includes 4P dimension in the form of local products as green marketing strategy at The Trans Resort Bali with green marketing dimensions, namely green product, green price, green place and green promotion. For a discussion of this scope, it will be discussed in detail in chapter III and chapter IV.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the results of data processing and analysis, the researcher draws conclusion as follows:

1. The implementation 4P dimension in the form of local product as green marketing Strategy at The Trans Resort Bali is in the form of Golocal menu which is sustainable menu consist of 3 item such as Nasi Campur Singaraja, Ayam Betutu Kerobokan, and Bebek Goreng Klungkung.
2. In the role of 4P dimension in the form of local product as green marketing marketing, The Trans Resort Bali has implemented several efforts such as green product aspect in the form of Golocal menu, green marketing aspect by promoting products through social media, LED TV, and direct selling. While the result in green place aspect, the company makes efforts such as using supporting tools for environmentally friendly products and services, managing surplus food, managing waste. However, there is still an action that run less effectively. such as waste management due to the lack of supervision in the management process. And the implementation of green price aspect, the Golocal menu provides the quality of environmentally friendly product as same as the price offers.

5.2.Suggestions

Based on the result and discussion described above, there are several suggestions that the company and management can apply, as follows:

1. To maximize green marketing, which is also a company strategy requires attention in its implementation. To maximize the implementation of green marketing, especially in the green place component, it is necessary to supervise employees more, especially in maximizing waste management at The Trans Resort Bali so that separated waste can be easily managed according to its category.
2. Promotions need to be more intensive, particularly emphasizing on the environment, management, and especially Marketing Communication. It needs to continue to update or improve the promotion of the Golocal menu through interesting and educational content related to sustainable food and its benefits on social media. Besides social media usage, the Marketing Communication can also utilize the features of each social media especially the short video features. Hence, it can reach more consumers to provide education, and increase public awareness of sustainable food and environment.

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