UNDERGRADUATE THESIS

GREEN MARKETING MIX STRATEGY TO SUPPORT SUSTAINABLE TOURISM IN PENGLIPURAN VILLAGE BALI

POLITEKNIK NEGERI BALI

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TOURISM DEPARTEMENT
POLITEKNIK NEGERI BALI
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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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ABSTRACT

Atmaja, Nyoman Yoga Surya (2025). Green Marketing Mix Strategy to Support Sustainable Tourism In Penglipuran Village Bali. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This thesis has been supervised and approved Supervisor I: Dra. Ni Nyoman Triyuni, MM, and Supervisor II: Ni Luh Eka Armoni, SE., M.Par.

Keywords: Green marketing mix, sustainable tourism, SWOT analysis, QSPM

This study was conducted to determine the effective green marketing mix strategy in supporting Penglipuran Village Bali as a sustainable tourism destination. Data collection was carried out through observation, interviews, questionnaires, and documentation and analyzed using SWOT and Quantitative Strategic Planing Matrix (QSPM). The results of the Internal Factor Analysis Summary (IFAS) analysis showed that the main strength of Penglipuran Village is the culture and customs that are still well maintained and a clean and orderly environment. The External Factor Analysis Summary (EFAS) matrix shows that the main opportunity is the increasing interest of tourists in sustainable tourism destinations, while the main threat is competition with other tourist destinations that offer ecotourism attractions. The results found that Penglipuran Village managers are advised to improve digital technology-based promotional strategies and involve local communities in developing sustainable tourism packages. There needs to be an effort to diversify ecological-based tourism products to maintain competitiveness as a sustainable tourism destination.

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ABSTRAK

Atmaja, Nyoman Yoga Atmaja (2025). Green Marketing Mix Strategy to Support Sustainable Tourism In Penglipuran Village Bali. *Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata*, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM, *dan Pembimbing* II: Ni Luh Eka Armoni, SE., M.Par.

Kata kunci: Green marketing mix, *pariwisata berkelanjutan*, *analisis* SWOT, QSPM

Penelitian ini dilakukan untuk mengetahui strategi bauran pemasaran hijau yang efektif dalam mendukung Desa Penglipuran Bali sebagai destinasi pariwisata berkelanjutan. Pengumpulan data dilakukan melalui observasi, wawancara, kuesioner, dan dokumentasi serta dianalisis menggunakan Analisis SWOT dan Analysis Quantitative Strategic Planning Matrix (QSPM). *Hasil analisis* Internal Factor Analysis Summary (IFAS) *menunjukkan bahwa kekuatan utama Desa Penglipuran adalah budaya dan adat istiadat yang masih terpelihara dengan baik serta lingkungan yang bersih dan teratur*. Matriks External Factor Analysis Summary (EFAS) *menunjukkan bahwa peluang utama adalah meningkatnya minat wisatawan terhadap destinasi pariwisata berkelanjutan, sedangkan ancaman utama adalah persaingan dengan destinasi wisata lain yang menawarkan atraksi ekowisata. Hasil penelitian menemukan bahwa pengelola Desa Penglipuran disarankan untuk meningkatkan strategi promosi berbasis teknologi digital dan melibatkan masyarakat lokal dalam pengembangan paket wisata berkelanjutan. Perlu adanya upaya diversifikasi produk wisata berbasis ekologi untuk mempertahankan daya saing sebagai destinasi pariwisata berkelanjutan.*

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CHAPTER I

INTRODUCTION

1.1 Research Background

Tourism has become one of the largest economic sectors in the world, making a major contribution to economic growth, job creation and community development. In Indonesia, this sector is a mainstay, especially in Bali, which is known as an international tourism center. One destination that receives special attention is Penglipuran Village, which is located in Bangli Regency. This village is known as one of the cleanest villages in the world, with strong environmental and cultural governance (Savitri et al., 2024).

One of the most important issues in the development of the tourism industry in the world including Indonesia is sustainable tourism. The World Tourism Organization (UNWTO) states that sustainable tourism is a form of tourism that considers economic, social, and environmental impacts for the present and future, taking into account the needs of visitors, industry, the environment, and local communities (UNWTO, 2019). The concept of green marketing is relevant in maintaining sustainable tourism.

Penglipuran Tourism Village in Bali is one example of a destination that has been recognized globally for its commitment to environmental and cultural sustainability. This village maintains its traditional natural beauty and clean environment, but applies the principles of sustainable tourism (Hadiwijoyo, 2012). Penglipuran Village manages spatial planning and tourism activities emphasizing

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ecological balance, cultural preservation, and empowering local communities. This village has also received various awards, including as one of the cleanest villages in the world, demonstrating its success in combining environmentally friendly practices with tourism. Facing the challenges of globalization and increasing tourist visits, it is important to ensure that sustainability values are maintained. In this context, the green marketing mix strategy plays a role in strengthening the image of Penglipuran Village as a destination that supports sustainable tourism. This strategy allows the village to attract environmentally conscious tourists while educating visitors about the importance of preserving the environment (Rosidah, 2023).

Green marketing mix elements can be implemented effectively to support sustainability. The products offered can be ecotourism-based tourism experiences, prices adjusted to support conservation, promotions carried out through environmental campaigns, and operational processes designed to reduce carbon footprints (Kotler, 2021). In the context of Penglipuran Village, this strategy can be strengthened using collaboration between the local community, government, and tourists. A review of previous research shows that the implementation of green marketing mix strategies has been widely discussed in the context of supporting sustainable tourism. Green marketing mix strategies in community-based tourism destinations can increase competitiveness while maintaining local values (Rahmawati, 2021). Penglipuran Village, as a tourism village based on culture and tradition, requires an approach that attracts tourists such as empowering local communities in supporting sustainability. The importance of green marketing

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strategies in increasing visitor satisfaction while minimizing environmental impacts (Chen et al., 2020). Green Marketing Mix Strategy elements such as environmentally friendly products and environmentally-based promotions, tourist destinations can increase visitor awareness of sustainability issues. This is especially relevant for Penglipuran Village which is already known as an environmentally-based tourism village (Vinerean, 2020).

Penglipuran Village is one of the leading tourist destinations in Bali with a sustainable concept. The challenge is how to ensure that the sustainability concept is aligned with innovative marketing strategies that are relevant to the needs of modern tourists. Green marketing mix can be a solution to maintain tourist appeal and ecological sustainability. This study contributes academically exploring the integration between green marketing and sustainable tourism, and providing practical recommendations for tourism destination managers such as Penglipuran Village in increasing their appeal and sustainability. In the context of Penglipuran Village, the title "Green Marketing Mix Strategy to Support Sustainable Tourism in Penglipuran Village" is very appropriate to examine how green marketing strategies can support the sustainability of the tourist village (Chen et al., 2020) and (Rahmawati, 2021).

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1.2 Research Questions

Based on the background presented, this research formulates the following research questions:

1. How is the strategy of green marketing mix to support sustainable tourism in Penglipuran Village, Bali?

2. What is the appropriate marketing mix strategy that can be support sustainable tourism in Penglipuran Village, Bali?

1.3 Research Objective

Based on the background and research questions, the objectives of this research are as follows:

1. To Analyze Green Marketing Mix Strategy to support sustainable tourism in Penglipuran Village, Bali.
2. To find out the appropriate marketing mix strategy that can be support sustainable tourism in Penglipuran Tourism Village, Bali.

1.4 Research Significance

The results of this research are expected to provide significant contributions as follows:

1. Theoretical Benefits

This research is expected to provide the following theoretical contributions:

a. Enrichment of Green Marketing Literature

This research provides new insights into how strategy green marketing can be implemented in the context of sustainable tourism, especially in tourist villages with strong cultural characteristics such as Penglipuran Village.

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b. Development of the Sustainability Tourism Concept

This research helps expand understanding of the relationship between strategy green marketing and sustainability principles in tourism. The results can be a reference for other researchers to develop similar studies in other tourist destinations.

2. Practical Benefits

This research also has practical benefits that can be applied, including:

a. For Penglipuran Village Managers

This research provides strategic recommendations for optimizing green marketing practices that support sustainability tourism. This strategy can help strengthen Penglipuran Village's position as a sustainable tourism destination.

b. For Local Communities

This research encourages the active involvement of local communities in supporting green marketing strategies. Communities can gain insight into how their activities to tourism sustainability while improving economic prosperity.

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c. For Regional Government

This research provides input for formulating policies that support the strategy of green marketing in tourist villages. This policy can include regulatory support, assistance to local business actors, and promotion of sustainable tourism.

d. For Tourism Business Actors

This research provides guidance for small businesses in Penglipuran Village to integrate green marketing principles in their products and services, so as to increase business competitiveness.

1.5 Limitations and Scope of Research

The limitation of this study in the analysis of green marketing mix strategies in supporting sustainable tourism in Penglipuran Village, Bali, as a case study, there is no correlation with other tourist villages. The scope of the study includes the study of four pillars of green marketing: green products, green prices, green places, and green promotions, and their influence on the sustainability of tourist attractions. This study is limited to the perspective of local stakeholders, including head of Panglipuraan Village, General Manager in Penglipuran Village, Marketing Management, Human Resources, and Social Media Management.

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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the discussion of the research results, the conclusion can be concluded as follows:

The green marketing mix strategy, namely green product, green price, green place, green promotion has 7 strengths and 1 weaknesses while from external factors it has 4 opportunities and 3 threats. IFAS score is 3.16 and EFAS score is 2.89 indicate the position in matrix IE in cell IV the stability strategy stage with be careful position, the position in cell IV indicate that Penglipuran Village Bali strategy is in a stable condition but still need to manage and mitigate risk that can affect the sustainability and development of the village in the future.

The QSPM analysis shown there is seven option namely: (SO1) Promote the uniqueness of Penglipuran environment and culture. (SO2) Maximize digital media to support sustainable tourism campaigns. (ST1) Establish strong differentiation against competitors. (ST2) Develop pricing strategies that reflect ecotourism value. (WO1) Build visitor awareness via targeted social media marketing. (WT1) Partner with transport services to ease access while controlling carbon use. (WT2) Create a strong alliance with local institutions for regulatory adaptation. The seven alternative strategies show the most appropriate alternative strategy is SO1, namely Promote the uniqueness of Penglipuran environment and culture total score reaches 174,78 making it the main priority in Penglipuran Village Bali marketing strategy.

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5.2 Suggestion

Based on the position in matrix IE in cell IV the stabilty strategy stage with be careful position, so it suggests Penglipuran Village Bali to combine and collaborate the three strategies with highest value namely: (SO1) Promote the uniqueness of Penglipuran environment and culture, (SO2) Maximize digital media to support sustainable tourism campaigns, and (ST2) Develop pricing strategies that reflect ecotourism value this strategy is designed to achieve growth This strategy is designed to promote growth while preserving environmental and cultural integrity. Growth can be achieved by raising visitor awareness through targeted digital campaigns, increasing the perceived value of the tourism experience by integrating local cultural narratives, and offering pricing models that emphasize sustainability and exclusivity. These efforts aim to maintain the current market position, carefully expand into new segments, improve service quality, and promote sustainable, community-based tourism benefits.

Based on QSPM matrix, it suggests to follow WO1 strategy through the enhancement of digital-based promotional activities by optimizing the use of websites, social media, and collaboration with sustainable tourism platforms to reach environmentally conscious tourists. This step addresses the current weakness in digital outreach and leverages the growing demand for eco-friendly travel experiences. Adopting this strategy, Penglipuran Village can strengthen its element of the green marketing mix, raise awareness of its sustainable values, and maintain competitiveness as a sustainable tourism destination.

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