

**SERANGAN TURTLE ISLAND:
LOCAL WISDOM OF A TOURISM AREA USING A GREEN
MARKETING APPROACH AND KEY OPINION LEADER (KOL)
MARKETING BASED ON INFORMATION AND COMMUNICATION
OF TECHNOLOGY (ICT)
(Case Study: Turtle Conservation Tourist Attraction On Serangan Island,
Denpasar City, Bali Province)**

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ABSTRACT

Turtle Island is a tourist area with local wisdom belonging to Serangan Village, Bali Province. The form of local wisdom values on Turtle Island has become a tourist attraction with a green marketing approach to preserve local wisdom values in tourist areas, a key opinion leader marketing approach to gain tourists' trust, and information communication of technology as a potential supporter in improving service quality in tourist attraction areas. The research was carried out using qualitative methods with a phenomenological approach, namely an approach that looks at the uniqueness or certain phenomena that occur in tourist areas. Data collection methods use interview methods, observations and document study techniques. The results of the research show that the value of local wisdom from the tourist area, both in the form of traditions and customs, is important, because it can provide its own attraction. The green marketing approach is one of the concrete actions in maintaining and preserving the concept of local wisdom in a tourist area which is known as environmentally friendly educational and conservation tourism, so that the existence of turtles as a mainstay icon of the Serangan Village tourist area remains sustainable and is beneficial for the environment and surrounding communities. Other supporting objects in tourist areas provide added value to a tourist location. The involvement of key opinion leaders who care about tourism potential and objects in promoting sustainable tourist destinations also contributes to the success of green marketing activities as well as activities to preserve the local wisdom values of these tourist areas with the support of information communication of technology media. The research results show that green marketing and key opinion leader marketing have an impact in increasing the value of the local wisdom of Serangan Village tourism based on information communication of technology.

Keywords: development strategy, processed fish products, income

PRELIMINARY

The development of science, technology, information and communication has increased the flow of capital, investment, goods and services from one country to another, from developed countries to developing countries in general. The development in which the world reaches without regional boundaries is known as

globalization. This era of globalization means that a country must have a filter system so that the negative impact or influence resulting from the impact of globalization can be minimized. The value of local wisdom is one of the mainstay strategic moments to minimize the negative effects of globalization.

Local tourist attractions have a positive impact on local wisdom and life values which give importance to life and interactions with each other. The main value is a strategic momentum for local culture to inspire the region to develop local potential, especially in developing natural tourism activities. Efforts to preserve local wisdom values are one of the main things and an important key so that tourism activities and businesses do not forget the existing cultural values and local spirit values.

One of the local tourist attractions is the existence of tourist attractions in an area. Of course there are various types of tourist attractions in various regions, one of which is tourist attractions in the natural resources tourism sector. This type of tourist attraction needs protection and preservation so that it can be used as a potential source of tourist attraction to attract visits from tourists, both local and foreign tourists. Nature tourism consists of tourist attractions and activities related to the utilization of potential natural resources and ecosystems, outdoor tourism activities and of course can provide comfort so that more tourists come.

One of the natural tourist attractions is the beach. Indirect use of the beach is by using the beach as a marine tourism attraction which is equipped with a turtle (turtle) nursery as an added value for local wisdom which must be protected. One of the beach tourist attractions that is worthy of being a tourist attraction is on Serangan Island, Denpasar City, Bali Province. The turtle breeding area on Serangan Island is one of the unique tourist attractions with local wisdom, also known as the "Serang Turtle Island Conservation Area" which still remains in Indonesia and is still preserved.

The value of local wisdom in the Turtle Island tourism area, so that its existence is maintained, can be supported by using a green marketing approach, which is a strategic activity to create profitable environmentally based business opportunities. It is hoped that this green marketing concept will be able to create potential new profitable business opportunities to help the welfare and prosperity of local communities in particular while preserving and protecting the environment is the main focus. The green marketing concept is a variation of terminology from environmental marketing, ecological marketing, sustainable marketing, and green marketing. Real actions of community concern in protecting and preserving tourist areas and the surrounding environment include local wisdom values which will create positive synergy to increase enthusiasm to love the environment again and be proud of the nation and state through the local wisdom values within it. The local wisdom value of Serangan Turtle Island is carried out by involving the participation of the local community in actively protecting and preserving the environment through community-based tourism activities. A community of people who care about conservation activities in tourist areas through the Tourism Awareness Group/POKDARWIS. The involvement of the community who are part of the Sadar Wiata Group is a concrete manifestation of community action that cares about the potential that exists in their regional tourist area, so that the environment remains maintained and running properly according to its function.

The tourist area, especially on Attack Turtle Island, functions as a turtle breeding and conservation area. POKDARWIS as a form of community that cares about the environment and tourism areas positions the community not as objects, but as subjects of tourism activities. This community-based tourism activity is a form of developing the potential and advantages of a region through the tourism sector. Tourism activities are not only aimed at showcasing unspoiled tourism, but can also contribute positively to turtle conservation activities on Serangan Island by involving the community as the main controller in developing tourist areas. This needs to be done because local people understand more about nature and culture which are the potential and selling points of the area as a tourist attraction, so that community involvement is absolute. (Director General of Indonesian Tourism and Culture, 2020).

1. INTRODUCTION

Local wisdom which is inherited from ancestors in the values of life is integrated with forms of religion, culture and customs. Local wisdom is ways and practices developed by a group of people that originate from a deep understanding of the local environment and are formed from generation to generation according to Fathiyah and Hiryanto (2010). Local wisdom is local community knowledge (local knowledge), local intelligence (local genius) and local policy (local wisdom).

A form of local wisdom that exists in the lives of traditional communities who know their environmental conditions well. People live side by side with nature in harmony and harmony, understanding how to utilize natural resources wisely and judiciously. Local wisdom in the form of managing natural resources and the environment is a real form of community conservation. If natural resources are managed well and optimally, they will become potential tourism objects. One of the tourist attractions on the island of Bali is Turtle Turtle Island, located in South Denpasar, Bali with an area of 111.9 hectares consisting of 6,456 ha of residential land, 85 ha of moorland and plantations, 19 ha of swamp or mangrove forest. Viewed from an economic development perspective, this has had a positive impact on the economic cycle of the people in the Serangan area. This is because Serangan Island has local wisdom or local wisdom that continues to protect turtles from extinction and as a tourist attraction for tourists who want to be creative in seeing turtles, feeding them and releasing turtles for breeding. Apart from legal protection efforts based on KSDAHE, protection for turtle population in Bali, especially Attack Island in South Denpasar, by establishing a TCEC (Turtle Conservation and Education Center). This organization is an alternative to saving turtles that are threatened with extinction. TCEC is a conservation vehicle initiated by a number of environmental conservation figures in Bali and the Bali Provincial Government (Prasetyo, 2014).

Several turtle conservation practices in Indonesia have the same concept, namely by taking or moving turtle eggs that are in natural nests, namely on the beach, then placing them in artificial nests that are protected from predators and also protected from coastal erosion. Then a few weeks later, when the eggs hatch, the hatchlings will be released into the sea as their natural habitat. Likewise, the method for turtle conservation on Serangan Island is the same as previously stated. TCEC in its conservation uses the ex-situ method. The management concept is: Education, Ecology and Economics. TCEC is assisted by the Bali Provincial Government and the Denpasar City Government, apart from that it is also supported by WWF (World Wildlife Fund).

If managed well, the benefits and advantages of the Attack Turtle Island tourist attraction will become a superior tourist attraction that is useful if supported by using a green marketing approach. According to the American Marketing Association, green marketing is a process of marketing products that are assumed to be safe for the environment. Polonsky in Sumarwan et al. (1012:216) states that green marketing is not just marketing environmentally friendly products, but also requires a reorientation and environmental responsibility of all areas, activities and departments of an organization.

The goal of green marketing is not only profit as the company's main goal but also concern for the environment. In this era of digitalization, it is also important to implement marketing using Key Opinion Leader (KOL) Marketing based on ICT (Information Communication and Technology). Promotion from Key Opinion Leaders ICT (Information Communication and Technology) plays an important role in conveying information to the wider community via social media by distributing interesting and interactive content because KOLs can share opinions and information with other users. A digital marketing strategy using ICT-based KOL Marketing (Information Communication and Technology) aims to increase consumer trust and convey promotional messages and direct public opinion packaged in the form of content.

The advantage of green marketing compared to others is that the green marketing concept also involves people's concern for the environment. This is of course done to provide knowledge and understanding for the local community and visiting tourists to maintain the preservation of the surrounding environment. The green marketing approach can be used appropriately to market tourist areas by involving all parties to work together and synergize, including with the surrounding community through POKDARWIS.

2. DATA DESCRIPTION AND DISCUSSION

The research method used in this research is a qualitative method and uses a phenomenological approach. An interesting phenomenon from this research is the existence of the Serangan Turtle Island tourist area in Attack Village, South Denpasar, Bali Province. Data collection techniques use interviews, observation, and documentation study techniques. The data from this research was processed using snowball sampling in order to obtain valid and reliable research data, so that the validity of the data from this research activity can be justified. The informants in this research consisted of the Head of the Denpasar City Tourism Office, the Head of the Bali Province Tourism Office, a team from TCEC, the community or local residents,

The results of field interviews show the value of local wisdom in tourist areas which is preserved through local customs. The value of local wisdom in the Serangan Turtle Island area, among others, is as a means of education in the form of environmental and rare animal conservation through turtle breeding and breeding. The value of local wisdom in the Serangan Turtle Island area can be maximized with the help and support of all parties to synergize and work together in actively maximizing its potential, in the form of complete facilities and infrastructure in the tourist area so that in the future it can be used as a tourist village.

The results of the interview activities show the application of a green marketing approach to preserve culture and local wisdom values in tourist areas and can be done by: making the Serangan Turtle Island tourism an educational tourism, managing and creating the area around the Attack Turtle Island into a place to cultivate turtles or breeding hatchlings so that the preservation of this rare animal is maintained and becomes the hallmark of Attack Village.

3. CONCLUSION



The results of the discussion relating to the value of local wisdom in tourist areas as an attraction for tourists show that efforts to make the Serangan Turtle Island tourist area an appropriate educational tourism, the cooperation of all parties to preserve the Serangan Turtle Island area is important to do, for example: cultivating and breeding turtles so that this rare animal remains sustainable. Development of water springs in the Serangan Turtle Island area through water management which is

carried out wisely and periodically so that the assets of the Serangan Turtle Island area can be enjoyed fairly and equally by all parties.

The results of this research activity also show the application of a green marketing approach through Key Opinion Leaders based on Information Communication and Technology in an effort to preserve the value of local wisdom in tourist areas, realized in the form of educational tourism, creating the area around Attack Turtle Island as an activity to protect endangered animals. The marketing carried out continues to promote this tourism and typical souvenirs from Attack Turtle Island. Socialization of marketing movements using the concept of a green marketing approach is an effort to maximize the potential of tourist areas so that they are not claimed or followed by other regions and can be strengthened legally through policies or regulations that support tourism.

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