

Proposed green marketing strategy to collaborate with tourism awareness group (Pokdarwis): Case study at Sein Farm, Bandung

Arni Metriyana¹, Ilma Aulia Zaim²

Institute Teknologi Bandung, Indonesia^{1&2}

arni_metriyana@sbm-itb.ac.id¹, ilma.aulia@sbm-itb.ac.id²



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Abstract

Purpose: This study aims to propose a development strategy using the Green Marketing Model to establish the Sein Farm as a sustainable tourism destination in collaboration with Pokdarwis (Tourism Awareness Group) Cisarupan, Bandung.

Research Methodology: This study applied a qualitative method with thematic analysis. Data were collected through semi-structured interviews with respondents and unstructured focus group discussions (FGD) with Pokdarwis. The analysis was conducted using STP, PESTLE, SWOT & TOWS, Hexa Helix, and Sustainable Tourism Indicators.

Results: Thematic analysis identified green marketing indicators, including eco-friendly products, affordable tour packages, natural resource use, certified human resources, and green attractions (tree planting and waste sorting) and farmer-style architecture. STP analysis positioned the Sein Farm for students, targeting urban schools interested in urban farming education. Pokdarwis collaboration supports sustainable tourism through cultural activities, waste management, traditional games, and community empowerment via eco-souvenirs and MSMEs.

Conclusion: Integrating the Green Marketing Model with community collaboration enhances Sein Farm's role as a sustainable tourism destination by merging environmental, educational, and cultural dimensions of sustainability. This approach positions the Sein Farm as a model for urban-farming-based ecotourism.

Limitation: This study is limited to a qualitative approach with a specific case study at the Sein Farm Cisarupan, Bandung. Broader generalization may require quantitative validation and comparative studies of other sustainable tourism destinations.

Contribution: This research enriches the sustainable tourism literature by presenting a practical framework that integrates green marketing with community collaboration, offering guidelines for developing eco-friendly tourism that preserves culture, protects the environment, and empowers communities through eco-products and MSMEs.

Keywords: *Community Empowerment, Green Marketing Strategy, Hexa Helix Collaboration, Pokdarwis Work Program, Sustainable Tourism*

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1. Introduction

Indonesia has many natural resources and cultural wealth, both of which have become attractive to local and international tourists. All tourism activities have a positive impact on tourist destinations, such as

providing employment opportunities, optimizing natural and human resources, and providing income for the local community. But the other side of that tourism activity also brings some negative impacts, such as: transportation jams, security threats, and impact on the environment (environmental damage). One of the contributors to the waste problem in Bandung is the tourism sector, where food waste is the highest contributor because tourists who come to Bandung are more interested in culinary tourism (Kemenparekraf, 2024). However, apart from the negative impact of tourism activities, this sector is also one of the contributors to revenue in the City of Bandung, where the Bandung City Government is trying to build the characteristics of the City of Bandung through Tourism Destinations so that Regional Tourism can increase revenue for the city.

The Sein Farm (Sekemala Integrated Farm) is one of the most visited public spaces in Cisurupan Village, Bandung, Indonesia. The attraction for visitors is education on integrated agricultural and farming activities (Cahyana, Pratama, & Welly, 2025; M. F. Ramadhan & Fasya, 2023). The existence of the Sein Farm in Cisurupan Village aims to increase its potential and usefulness to the community if it collaborates with other communities in Cisurupan. As a public space that is a destination for educational activities and tourist destinations by the community, Sein Farm requires collaboration with other communities in Cisurupan, one of which is a community group that activates and promotes regional tourism potential, known as the Tourism Awareness Group (Pokdarwis) (M. Ramadhan & Fasya, 2022; Toda, Niga, Rihi, Peni, & Lino, 2024).

In the framework of the duties and functions of the relevant department collaborating with the community and the role and cooperation of Cisurupan Village, all stakeholders can collaborate in accordance with the duties and functions of their institutions so that the public space (Sein Farm) can become a public space that can empower the community in improving the economy (Djuwendah, Karyani, Wulandari, & Pradono, 2023). For long-term sustainability, the management of the place must pay attention to the environment, as well as the concept of management and optimization of promotion, where environmental issues occur regarding the negative effects of waste from tourism activities (Mandasari & Rikumahu, 2023; Salman, 2024). Based on the existing problems, this research proposes a solution with the Concept of Management and Promotion that is balanced between improving the community's economy and being environmentally friendly at Sein Farm by using Green Marketing Theory, where the goal is to have a Public Space that educates agriculture and animal husbandry to the community but can be optimized as a collaborative place for community economic improvement while still paying attention to environmental sustainability, which not only brings in tourists but also pays attention to the conservation of nature and the environment (Haekase, Nursalam, & Toda, 2020; Mohamed & Farahat, 2019).

1.1 Research Questions and Research Objectives

Based on the above explanation, the problem formulation that will be used as the research material is as follows.

1. What is the proposed green marketing initiative for sea farms?
2. What is a suitable collaboration program between Pokdarwis and Sein Farm in accordance with the Green Marketing concept?

1.2 Research Questions and Research Objectives

Based on the above explanation, the problem formulation that will be used as the research material is as follows.

1. To propose Green Tourism Marketing for implementation at the Sein Farm.
1. To formulate a Suitable Collaboration Program between Pokdarwis and Sein Farm in accordance to Green Marketing Concept

2. Literature review

2.1 Theoretical Foundation

1.1.1 Green Marketing

Green Marketing is a marketing approach that prioritizes environmental sustainability. It can also be viewed as a form of marketing that minimizes environmental impact. Additionally, Green Marketing is a comprehensive management process that aims to identify, anticipate, and fulfill customer and societal

needs in a profitable and sustainable manner (Ameliah & Jatnika, 2024; Anochiwa, 2021; Peattie, 1999). Malyan and Duhan (2000) define green marketing as the examination of the impact of marketing on the environment and how environmental factors can shape different types of marketing strategies. Dahlstrom in Pongrante (2020) describes green marketing as encompassing all actions related to the consumption, production, distribution, promotion, packaging, and recycling of products in an environmentally conscious manner.

Indicators are essential for evaluating the integration of Green Marketing within a company's or organization's processes and operations. As outlined by Mahendra and Nugraha (2021), the required indicators were 1. The products must be free of animal ingredients, have a long shelf life, and use raw materials that are safe for consumers. According to (2014), a Green Product indicator includes being environmentally beneficial, meeting quality standards, utilizing eco-friendly materials, avoiding toxic substances, and being recyclable. 2. Green Price Setting prices based on the quality of products provided to consumers by the company. Pankaj and Vishal (2014) identified the following indicators for fair pricing: aligning price with raw material quality, matching it with production costs, and reflecting the product benefits. 3. Green Place Product distribution facilitates consumer access to products, thereby reducing the need for consumers to use fuels that may harm the environment. 4. Green promotion uses promotional media as a tool to shift individuals' perceptions towards embracing the environment. Utilizing eco-friendly shopping bags or environmentally friendly promotional materials (reducing paper), such as E Flyers, social media, and email. 5. According to Alma (2003), individuals who provide or organize services for consumers are considered people. Consequently, it is essential to provide guidance, training, and knowledge to these individuals. Additionally, consumers are also categorized as people, as there is a connection between their contentment and the dissemination of their content and quality. 6. Alma (2003) asserts that process activities extend beyond consumer knowledge, necessitating optimization by all individuals within an organization or company to ensure consumer satisfaction. 7. Green Physical Evidence. Philip Kotler and Armstrong (1997) asserted that physical evidence refers to the facilities required for service delivery transactions or consumer relationships, such as building facilities or premises

According to Narsaria, Verma, and Verma (2020), Green Marketing has a different market segmentation from other marketing because of the existence of green consumers. Green marketing is divided into true blue greens, greenback greens, sprouts, grouser, and basic browns. The following is an explanation for each segmentation: 1. True Blue Greens: A consumer segment with strong environmental values that advocates for positive change. They are four times more inclined to avoid products from companies that lack sustainability awareness. 2. Greenback Greens: This segment differs from true blues in that they are not politically active. Conversely, greenback greens are consumers who are more eager than the average consumer to purchase environmentally friendly products. 3. Sprouts: The segment acknowledges the environmental impact of consumption in theory but fails to do so practically. Consumers seldom purchase eco-friendly products if they are required to pay a premium. 4. Grouser: This segment represents the green market, characterized by a lack of awareness of environmental issues and indifference to them. Grouser perceive eco-friendly products as costly. 5. Basic Brown segmentation focuses solely on daily concerns and necessities, diverting consumers' attention from social and environmental issues in their surroundings and globally.

This research conducts literature support by STP analysis, PESTLE analysis, competitor analysis, SWOT and TWOS analysis, Hexa Helix analysis, and sustainable tourism indicators.

1.1.2 STP (Segmentation, Targeting, Positioning) Analysis

Segmentation (Philip Kotler, Keller, Ang, Tan, & Leong, 2018) was divided into four parts: 1. Geography (Location of Residence: Urban, Rural) 2. Demography (age, sex, education, occupation, Income) 3. Psychographics (Lifestyle & Personality) 4. Behavior/habits (Frequency of Product Use, When to Use the Product) Targeting is an evaluation activity of several segments, where the aim is to decide which segment will become the target market. Therefore, the marketing program must be adjusted to meet the intended target (P. Kotler, 2003; Widanti, Dewi, Pinatih, & Mason, 2025). Positioning is a consumer's view of a product that can be differentiated from its competitors. A company's brand image is more

specific and stronger in the eyes of consumers than products or services from competitors (P. Kotler, 2003).

1.1.3 Hexa Helix Analysis

The Hexa Helix concept is considered capable of maximizing the roles of stakeholders to achieve common goals (Priscilia, Sandra, Firmansyah, & Trisnawati, 2022). The key to the success of this model is the existence of synergy and a strong commitment between stakeholders. Apart from making it easier to achieve development goals, Hexa Helix collaboration also helps prevent overlapping policies and programs 35 between interested parties (T. Kartika, E. Edison, & E. Maryani, 2024). In developing Creative Tourism Villages or Tourism Villages, the business world or companies become the locomotive driving the synergy between stakeholders and the development of village communities (T Kartika, E Edison, & E Maryani, 2024). The six components involved in developing a CSR program in a target village are academics, the business world, community or society, government, laws and regulations, and the media.

1.1.4 Sustainable Tourism

Sustainable tourism is the development of a travel concept that can have a long-term impact. Environmental, social, cultural, and economic aspects for the present and future of all local communities and visiting tourists. (Source: Ministry of Tourism and Creative Economy). Sustainable tourism is the development of a travel concept that aims to provide long-term positive impacts on the environment, society, culture, and 36 economies, both now and in the future, for local residents and tourists. (Source: katadata)



Figure 1. Diagram Venn
Source: Upskill.study

1.2 Conceptual Framework

Based on the above study and theoretical framework, the correlations between the variables are depicted in the following figure.

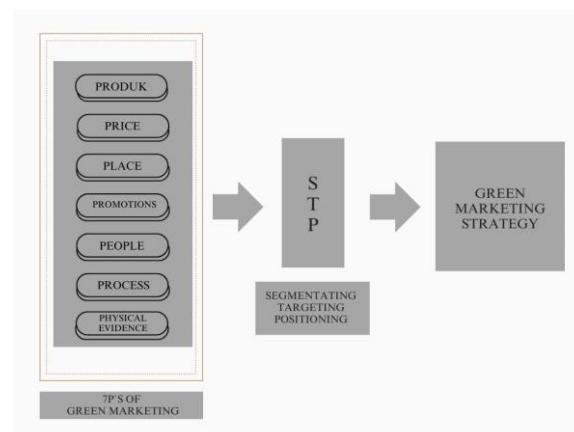


Figure 2. Conceptual Framework
Source: Narsaria et al. (2020)

In this research, the researcher will analyze the indicators of Green Marketing, which consist of product, price, place, motion, people, process, and physical evidence, where all these indicators will be identified to the relevant respondents and will provide Segmentation, Targeting and Positioning. and will produce a suitable and appropriate Green Marketing Strategy for implementation at Sein Farms.

3. Research methodology

a. Research Design

In this research, the qualitative research terminology is Theme Analysis, in which the researcher takes a deeper approach to the problem by going through stages of research and observation to determine the relationship or correlation of the data and the extent to which a phenomenon can occur from the researcher's perspective (Fereday & Muir-Cochrane, 2006).

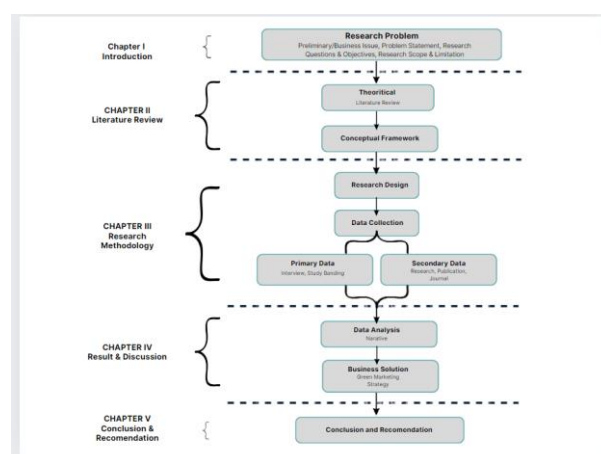


Figure 3. Research Design

b. Data Collection Method

The data collection techniques used were observation methods, interviews, focus group discussions, and taking photos/videos in the field, as well as comparative studies. In this study, the collected data were divided into two parts: 1. Primary data collected by the researchers were sourced from interviews, focus group discussions, observations, and comparative studies. 2. Secondary data were sourced from Sein Farm, Books, Libraries, Journals, and other sources such as articles and websites.

4. Results and discussions

4.1 Qualitative Analysis with Thematic Analysis

This research uses a qualitative approach by conducting a thematic analysis using semi-structured questions to further deepen the meaning and insight of relevant respondents. The results of the analysis are as follows:

1. Green product: The products produced by Sein Farm are pesticide-free, so it can be said that the product is safe for consumption by the public, or it can be said that the product is environmentally friendly.
2. Green Price : However, there are sales of tour packages which contain additional attractions that are collaborated with the community and the budget that has been sold is IDR 20,000-50,000 for tourists or visitors
3. Green Place: In the process of implementation, Sein Farm included an Environmentally Friendly Place, which is used as an urban farming education place and is one of the green open areas in Cisurupan Village, which is still untouched by development.
4. Green Promotion: Promotions carried out are environmentally friendly (urban farming activities or attractions, learning arts and culture, traditional games, waste sorting, and creativity from used goods). Apart from that, the promotional media used is environmentally friendly promotional media by reducing paper and optimizing digitalization (Instagram, website, WhatsApp)

5. **Green People:** The results of the analysis of the next point, which is about People, Sein Farm, which is limited in handling visits from schools, can collaborate with Pokdarwis, whose job is to educate and has been given training to support Tour Guides in tourist visits. In addition, in the development process, the activities carried out can involve the surrounding community more to empower the community according to the function of public space development built by the government.
6. **Green Process:** In the visit process, there are several stages that must be passed due to regulations and limited human resources at Sein Farm, so there needs to be coordination first, which is reinforced by the following statement: There are several steps that must be taken before starting the visit.
7. **Physical Evidence:** Sein Farm is a natural green open area with good air circulation; supporting facilities and infrastructure are still under construction and development, which is still a challenge in the development budget, which still requires support from the government to speed up the process.

4.2 STP (Segments, Targeting & Positioning) Analysis

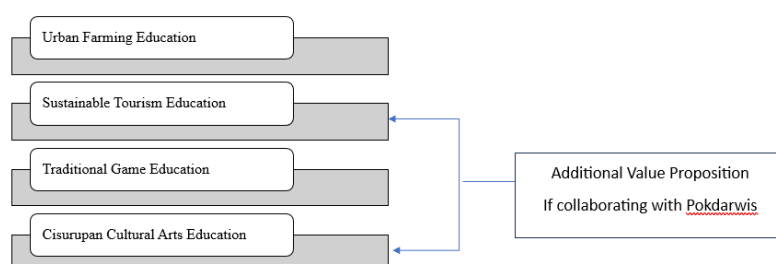
Segmentation Analysis comprises customer groups with similar needs (Philip Kotler & Keller, 2016). The analysis results were as follows:

Market Segmentation	
Demographic	<ul style="list-style-type: none"> The age group is primarily composed of kindergarten and elementary school children. Student
Geographic	<ul style="list-style-type: none"> Urban Location (Bandung & Kabupaten Bandung)
Pshycographic	<ul style="list-style-type: none"> The necessity to incorporate extracurricular activities centered around plants & animals. Educational requirements Study Requirements Simulate the program.
Behaviour	<ul style="list-style-type: none"> Educational Exercises Research Endeavors Activities During an Official Visit

Based on the data and interviews conducted, Sein Farm's targeting focuses primarily on Greenback Greens, with consumer enthusiasm and interest as the key marketing objectives. This is evidenced by:

1. Demographic: Kindergarten & Elementary School Students
2. Geographical Focus: Urban Centers
3. Psychographic and Behavioral: Interest & Need for Urban Farming educational activities tailored to learning needs

Positioning Analysis results



4.3 PESTLE Analysis

1. Government policy greatly influences all aspects, in this case, the Pokdarwis Service and Community. In addition, government policies are needed to regulate APBD and facilitate CSR in collaboration so that development runs smoothly, especially with a limited APBD budget. In this case, the Central Government and the Bandung City Government continue to appeal to the departments to collaborate with the community and provide financial support and facilities to related parties so that the government's goals can be achieved. 2. Sein Farm is a public space created for community agricultural education and long-

term food security, but it can be added for continued community empowerment in the economic sector, such as cooperation in selling UMKM products in the canteen. 3. Apart from collaborating with the established community, Sein Farm can add value by collaborating with Pokdarwis as tourism activists and adding attractions for visitors. In addition, the existence of the Pokdarwis community in the tourism sector covers several fields such as MSMEs, Arts, and Culture. 4. Technology is used to simplify manual permits, so that visitors can make visits easier. In addition, a smooth communication process is needed to communicate with visitors through a special hotline. Digitalization Optimization, namely Website and Social Media Optimization, and creative content are also required. 5. Pokdarwis, in carrying out and expanding its movements, such as seeking CSR and collaboration, requires clear legal laws. Currently, the process of forming this law is underway and is being legalized by the existing legislative body. 6. Promotional activities for tour packages and attractions, especially in the Green Marketing concept, require a balance between economic and environmental sustainability. Therefore, the Pokdarwis work program must concentrate on these two aspects to ensure its sustainability.

4.4 Competitor Analysis

Competitor Analysis is an extended analysis with the observation method to places that have the same concept as Sein Farm; two places visited came from Private and Bandung Regency, collaborating farmer-owned land with Pokdarwis. The purpose of observing the two places is to explore the potential, compare, and become future input for the development of the Sein Farm, which is collaborated with Pokdarwis.

	Swasta	Government Collabs with Community
	Farm House	Big Farmer's
Strategy	Place is at the potential point of incoming tourists	Urban Agriculture Education
Targeting	Domestic & International Tourists	Students & School
Strength	Comfortable amenities Completed facilities Authentic farm architecture	Competitive pricing Eco-tourism Empowerment of the community
Weakness	Ticketing is expensive but exchanged for the product (milk) Parking is expensive The only attraction is animal feeding & photos	The infrastructure is not suitable The place is still original & there are no special facilities available

Table IV.4 : Competitor Analysis

4.5 SWOT & TWOS Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> Urban Agriculture Education Instructor is Certified Accredited Tour Guide Education on Sustainability No ticket charges Additional Cultural Arts and Eco-Souvenirs Offerings 	<ul style="list-style-type: none"> limitation of visits Manual Permitting Process No Safety Protection Insurance for Visitors Security coverage has not been established. Facility construction pending budget allocation
Opportunities	Threats
<ul style="list-style-type: none"> Market Growth in Nature Tourism (Eco-Tourism) and Educational Tourism Traditional Games Market Growth Interest of Visitors in Studying Traditional Culture Potential of Digital Marketing 	<ul style="list-style-type: none"> Close tourist destinations with natural beauty. Nearby tourist attractions experience rapid development and improved infrastructure due to the presence of ticketing. Natural Disaster

Table IV.6 : SWOT Analysis

The following is the TOWS Strategy analysis.

Internal Factors	Strength	Weakness
	<ul style="list-style-type: none"> Urban Farming Education Perizinan bersertifikasi Tour Guide Bersertifikasi Sustainability Education Tampa Pungutan Tiket Tambahan Atraksi (Seni Budaya & Eco-Souvenir) 	<ul style="list-style-type: none"> Limited Visitation Manual Permission Process There is no safety insurance for visitors yet There is no security cover yet The construction of facilities is waiting for the budget
External Factors	Opportunity	Threats
	<ul style="list-style-type: none"> Market Growth for Nature Tourism (Ecotourism) and Edutourism Market Grow for Traditional Games Visitors' interest in studying Traditional Culture Digital Marketing Potential 	<ul style="list-style-type: none"> Close tourist destinations with natural beauty. Nearby tourist attractions experience rapid development and improved infrastructure due to the presence of ticketing. Natural Disaster
	Strategy SO	Strategy WO
	<ul style="list-style-type: none"> Creating an Urban Farming Attraction in collaboration with the Pokdarwis program plan to make the activity more interesting and memorable Promote to visitors that HR is certified Tour packages are more diverse when visiting There are affordable tour packages Increasing tourist attractions such as: Traditional Games, Arts and Culture 	<ul style="list-style-type: none"> Collaborate with Pokdarwis to create more visits Using applications, digitization to make licensing easier Provide rules for visitors to wear comfortable clothes, hats and safe shoes Looking for CSR Collaboration to build facilities
	Strategy ST	Strategy WT
	<ul style="list-style-type: none"> Continue to improve the brand image and value of Sein Farm and Tour Packages Add value from various activities Have attended natural disaster management education 	<ul style="list-style-type: none"> Expanding Promotion of Sustainable Tour Packages Increase collaboration with educational institutions to increase capabilities and capacity Facilitate access and maintain security during visits

Table IV.7 : TWOS Analysis

4.6 Hexa Helix Analysis

The Hexa-Helix analysis was derived from data and interviews with past participants, as outlined in the Hexa-Helix collaboration.

Community	Collaborating with Local People and Pokdarwis Collaboration with the Eco-enthusiast Community Collaboration with DKPP Assisted Community
Government	Funded Repair & Development of Infrastructure, Facilities, Means & Pre-Facilities Tourism Program Development Rules & Policies that facilitate Collaboration with CSR
Media	Participate in providing support in coverage & news
Law & Regulations	Pokdarwis Perwal Legality Rules Advisory or Rules for Community Empowerment
Education	Educational institutions in the development of the latest agriculture & animal husbandry methods Educational institutions in the development of Digitalization & Technology
Business	Partnering with CSR in infrastructure development, digitalization, application programs

Table IV.8 : Hexa - Helix Collaboration

4.6 Sustainable Tourism Indicators

To achieve the criteria of sustainable tourism, Pokdarwis must create a Work Program as follows:



Indicator	Program Planning
Environmental Conservation	Plant a tree Sorting Waste Making Environmentally Friendly Products
Cultural Appreciation and Preservation	Performing Cultural Arts Involving Cultural Art Performers
Economic Impact to Local Communities	Empowering UMKMs Empowering the community to make Eco-friendly products
Community Engagement and Empowerment	The community is engaged in activities
Visitor Education and Awareness	Educating the visitors to love the environment by teaching them to plant trees, sort waste and recycle products into reusable items.







Table IV.9 : Characteristics of Sustainable Tourism

4.7 Business Solution

Based on the analysis results, Sein Farm's marketing strategy in partnership with Pokdarwis can be summarized as follows: Various business solutions are presented in the form of content ideas.

Table 1. Propose Business Solution

Components of Green Marketing	Content	Explanation
LOGO		The Sein Farm logo prominently features green and white colors, showcasing mountains and rice fields that mirror the natural landscape at Sein Farm.
TAGLINE		Sein Farm serves as a hub for Urban Farming education within the community. By incorporating various initiatives involving repurposing used goods and providing waste processing education, Sein Farm has enhanced its commitment to sustainability.

MASCOT		<p>Cows represent one of the assets in Cisurupan Village.</p> <p>Moreover, adorable animated cattle are more captivating.</p>
PRODUCT		<p>One of the innovative products from Sein Farm is SORGHUM, which is crafted using eco-friendly packaging.</p>
PRICE		<p>The recommended tour package price according to insight from visitors is IDR 20,000-50,000</p> <p>Sorghum Product Sales Price IDR 45,000/kg</p>
PLACE		<p>Sein Farm serves as a hub for community empowerment, hosting a monthly market day to showcase and sell products crafted by community members.</p> <p>Inviting individuals to learn waste management from home to foster a culture that is clean, safe, and comfortable.</p> <p>The architecture of the Souvenir Shop building is still farming-themed for product sales.</p>
PROMOTION		<p>Promotional banners and E-Flyers display the activities available at Sein Farm to entice visitors to visit.</p> <p>Colors and designs tailored for children are more vibrant and appealing.</p>
PEOPLE		<p>Special human resources for visits</p> <p>Verified Human Resources</p> <p>Inviting the community and environmental enthusiasts to participate in supporting eco-friendly initiatives, such as:</p> <ul style="list-style-type: none"> ● Activity for Producing Nuggets from Organic Vegetables ● Creating Spinach Chips <p>Inviting the community to collaborate in upkeeping the Sein Farm Facilities during the BEBERSIH AT SEIN FARM event.</p> <p>The objective of this activity is for the community to feel ownership and responsibility in maintaining the facilities and potential around them.</p>

PROCESS



Process :

Licensing - Coordination - Making Attraction Designs and Tour Packages - SOP - Rundown - Tour Guide - E Flyer - Integrated Tourist Attractions - Making administrative reports

Process Flow from the Commencement to the Conclusion of the Visit

Collaboration between Sein Farm and Pokdarwis

Activity:

- Planting vegetation
- Waste Sorting
- Create crafts from recycled materials.

Regulation:

- Wear comfortable attire, a hat, and athletic footwear.
- Bring your own food and beverages.

PHYSICAL EVIDENCE



More presentable buildings at the Ranch with bold colors to be visible from a far

More attractive design of animal houses

4.8 Implementation Plan

The last part of Chapter IV is the plan implementation carried out by Pokdarwis and Sein Farm in the process of cooperation between the two stakeholders, which will be explained in more detail in the Pokdarwis work program (Chapter V):

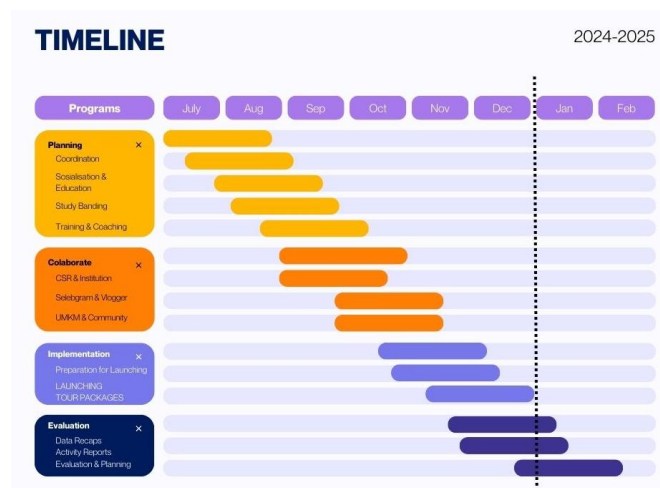


Figure 4. Timeline & Implementation Plan of Pokdarwis

5. Conclusion

Based on the data collected and the analysis completed, the following conclusions address the research inquiries.

a. Conclusion

Answering Research Question 1 (*What is the proposed green marketing initiative for sea farms?*):

Table 2. Proposed Initiatives Green Marketing Strategy

Components of Sein Farm Green Marketing	Pokdarwis	
Green Product	- To Produce Organic Plants & Organic Fish (Eco-friendly Products)	- Collaborating with the community or UMKM through the Pokdarwis to make Environmentally Friendly Products
Green Price	- Sorghum Product Sales - Rp 45.000/kg	- Selling tour packages (food and beverage packages, souvenirs, sorghum) - Rp 20.000-50.000,-
Green Place	- Established Seinfarm as an Eco-Tourism place	- Establishing the sein farm area as a sustainable tourism (economic improvement & environmental sustainability).
Green Promotion	- Optimizing social media to promote the Program - Make the licensing process easier - Provide Special Number for Customer Hotline	- Optimizing social media to reduce the use of paper / promotional media and reduce waste - Promote Environmentally Friendly Programs (Planting Trees, Sorting Waste, Making Creativity from Used Goods / Unused Waste).
Green People	- Additional human resources for visits - Human Resources Certified - Collaboration	- Recruitment - Community - Kolaborasi bersama Pokdarwis
Green Process	- Educate on growing organic crops & animal farming	Eco-friendly attraction process: - Planting Trees - Sorting garbage - Making crafts from used items / waste - Bringing your own food/drink container
Physical Evidence	- Green Open Space - Public Area - Facilities & Infrastructure continue to be added - Upgrade building architecture with a livestock theme - Add animal variants - Providing trash bins - Providing signs to protect the environment	Participate in the maintenance of Sein Farm Infrastructure by inviting the community to contribute by involving the Village.

The Answer Research Questions are Number 2 (*What is the proposed green marketing initiative for sea farms?*)

If we look at the Main Tasks and Functions of each party, to achieve the common goal, namely educating the Sein Farm community, which has the task of Food Security and safety, pesticide-free consumption (Green Product/Eco-Friendly Product) and Pokdarwis has the task of providing education regarding Sustainable Tourism (Green Place), apart from providing a contribution in the form of community

empowerment, Sein Farm can be a place to sell MSME products and carry out community activities. **Sein Farm, which currently limits visits due to limited human resources, can collaborate with Pokdarwis, who are certified in their respective fields (Green People). They can also collaborate by creating attractive tourism activities (Green Promotion) at affordable costs as facilities for visitors and tourists (Green Price).** In the process of making visits, Sein Farm can simplify the process (digitalization) and provide education on preserving the environment at each visit (Green Process). In terms of facilities to attract more tourists, Sein Farm can collaborate with Pokdarwis to seek CSR in the construction of facilities (Physical Evidence) under the theme of Animal Husbandry & Agriculture.

Table 3. Collaboration Program between Pokdarwis and Sein Farm

Main Tasks and Functions of DKPP (Sein Farm as a Showcase Programs of DKPP)	Main Tasks and Functions Pokdarwis as a Community of Citizens
Socialization & Education of Urban Farming Program (Livestock & Fisheries) Objective: The people of Bandung City have an awareness of food security	Community Facilitator Community Activator Community Empowerment Human Resource Provider (Tour Guide) Assist Sein Farm extension workers when there is a visit Participate in educating the community in the Food Security program Promoting food security programs with tour packages Participate in the process of maintenance activities for existing infrastructure at Sein Farm
Community Education & Empowerment	

Table 4. Content Collaboration Program between Pokdarwis and Sein Farm



b. Recommendation

Based on the results of the above research, there are some recommendations for stakeholders involved.

Table 5. Recommendation for All Parties

Stakeholder	Recommendation
The Government Bandung City	<ul style="list-style-type: none"> - Providing Facilities and Budget for Development - Create Rules & Policies for Collaboration between Stakeholders - Facilitate collaboration with CSR
The Food and Agricultural Department	<ul style="list-style-type: none"> - Establish an open collaboration with Pokdarwis as an official community whose skills and capacity have been trained by the Bandung City Culture and Tourism Office
The Culture and Tourism Department	<ul style="list-style-type: none"> - Keep increasing the capacity and ability of Pokdarwis in running the program - Provide direction and appeal to Pokdarwis - The drafting of Perwal as the legality of Pokdarwis is accelerated
Cisurupan Village Sub-District	<ul style="list-style-type: none"> - Become the closest institution as the coach and person in charge of the program - Conduct Monitoring & Evaluation of the program - Provide support for facilities, infrastructure needed
The Chairmain of Pokdarwis Cisurupan	<ul style="list-style-type: none"> - Coordination with Departments and Villages - Ensure that staff and members according to their duties and functions - Ensure the program is in accordance with the concept of Sustainable Tourism - Ensuring that the visit runs smoothly - Conduct the program according to the timeline - Looking for CSRs who have the same interest in the environment - Seeking support and cooperation with parties that can support the program
Pokdarwis Staff & Members	<ul style="list-style-type: none"> - Follow the direction of the Chairmain of Pokdarwis in running the program - Carry out tasks according to their duties and functions - Participate in running the program seriously - Assist the Chairperson in activities that cannot be done - Make Sure the visit process runs and success

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