

# JOURNEY

Journal of Tourismpreneurship, Culinary, Hospitality, Convention, and Event Management

POLITEKNIK INTERNASIONAL BALI



FACTORS AFFECTING TOURIST  
VISITS TO MERESE HILL IN CENTRAL  
LOMBOK REGENCY

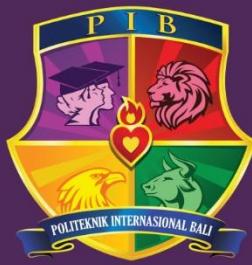
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# **JOURNEY**

(Journal of Tourismpreneurship, Culinary, Hospitality, Convention and Event Management)

E-ISSN 2654-9999

P-ISSN 2774-1923

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**JOURNEY**  
(JOURNAL of TOURISMPRENEURSHIP, CULINARY, HOSPITALITY,  
CONVENTION and EVENT MANAGEMENT)

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## PREFACE

*Om Swastiastu,*

Praise to the God, the Almighty (Ida Sang Hyang Widhi Wasa) Because of his blessings and through the truly efforts of the editorial staff, the JOURNEY Scientific Journal Volume 8 Issue 2, December 2025 has been published according to plan. I, as the Director of the Politeknik Internasional Bali (PIB) proudly welcome the publication of this scientific journal, as the implementation of one part of the Three Pillars of Higher Education on the scientific research pillars.

As a private higher educational institution, having a scientific journal is mandatory, as a tool to publish research results and/or scientific thoughts from members of the academic's community, in order to participate in spreading this knowledge to the wider community. These scientific studies can later be used by students, lecturers and other parties in order to develop ideas and advance the world of education and tourism.

Through this opportunity, I really hope that the Lecturers at PIB can carry out one of the dharma (obligations) in the Tri Dharma function of Higher Education in accordance with what is required by Law no. 12 of 2005 and Law no. 14 of 2005.

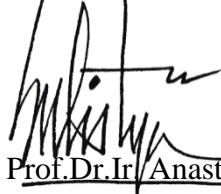
At last, I would like to express my highest appreciation and deepest gratitude to all the editorial board who have worked hard in the publishing process of this PIB scientific journal. Likewise to all academicians who have contributed their scientific work.

*Om Shanti Shanti Shanti Om*

Tanah Lot, December 30<sup>th</sup>, 2025

Politeknik Internasional Bali

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Volume 8 Issue 2, December 2025, pages: 181-188

## THE INFLUENCE OF GEN Z'S INTEREST IN ADVENTURE AS A SUSTAINABLE TOURISM

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Received: 14/06/2025

Revised: 01/08/2025

Accepted: 01/12/2025

### Abstract

Generation Z is an influential in the tourism industry. Nowadays, their behavior can influence travel preference and perceptions in supporting sustainable tourism development. This generation is also considered a more environmentally conscious generation, so environmental conservation efforts and the implementation of sustainable tourism practices in a destination can increase positive perceptions of the destination. In addition, in the future they will actively participate as tourism stakeholders, by taking into account the factors that will influence and take appropriate measures, it can strengthen its attractiveness Asia cultural tourism destination and take strategic steps for increased sustainable tourism development efforts. For this reason, this study seeks to reveal the factors that influence Generation Z's interest in efforts to increase sustainable tourism at the Pelaruga tourist attraction. The researchers employed qualitative research based on an ethnographic approach. The data collection methods employed observation and in-depth interviews. 2 interview sources, 6 interviewers, and 25 subjects were used to collect the questionnaire. Respondents were selected using purposive sampling, which involves selecting subjects based on characteristics that meet the stated objectives. The results of this study found that Pelaruga tourist attraction has provided a pleasant experience for tourists and has the potential to be developed Asia tourist attraction with the application of the principles of sustainable tourism principles. As well as contributing to supporting economic improvement for local communities. However, environmental preservation strategies are still need to be developed and planning needs to be done to collaborate with the government and local tourism organizations.

**Keywords:** Young Generation, Sustainable Tourism, Tourism Adventure

### 1. INTRODUCTION

Travel is a major necessity nowadays. Many people are planning recreation or looking for a new atmosphere outside their daily lives. This need is based on the many work demands nowadays, one of which affects the level of stress among the younger generation. The Z-generation, which consists of people born between 1997 and 2012, has become a major force in changing the face of the tourism industry. They are now looking for better, more authentic, more interactive and more adventurous experiences than any previous generation. They grew up in the digital age and are highly influenced by the internet and social media.

Gen Z can now plan their trips through online platforms anytime and anywhere. They are now looking for trips full of adventure, natural experiences, hiking, and local wisdom, etc. They are also very concerned about the sustainability and environmental impact of their travels and like to visit areas that promote cultural diversity and authentication. This is the reason why the trend and market of global tourism is now integrated and personalized. Many tourism service providers now have to provide different services in one package. This is the reason why the next generation has to be understood and Generation Z has to be prioritized because it is the main trend setter in adventure tourism.

One such business is the tourism sector. Tourism is one of the leading sectors in the national economy. The numerous flight routes, new tourist destinations, and increasing accommodations demonstrate that tourism has significant potential to boost a country's economy. Tourism will generate significant revenue for regions that recognize its potential in the tourism sector. Regional autonomy has encouraged each region to maximize its potential (Abdillah, 2016).

The tourism sector can create business opportunities and improve the economy, and able to bring positive impact on the welfare of local communities in a location that has tourist attractions. Not only from an economic perspective, but the tourism sector can also contribute greatly to several sectors such as the social sector, culture, and so on. (Mulya et al., 2020).

In light of Generation Z's distinct preferences and consumption behaviours, exploring the nuances of their engagement with tourism is essential for devising effective strategies that resonate with this demographic. With an increasing emphasis on personalized and immersive experiences, Generation Z travellers prioritize authenticity, uniqueness, and meaningful interactions in their journeys (Tata, Sharrock & Westerlaken, 2023). They are attracted to interacting with locals, traditional architecture, and natural environmental characteristics in tourism destinations (Akgiş İlhan et al., 2022; İlhan et al., 2023).

Adventure tourism has an advantage because it is the development and connection of several tourism attractions, namely: adventure, nature, and village. Adventure tourism destinations have become the choice of tourists to be able to experience the sensation of a free nature, as well as a healthy life with outdoor activities that drain the sweat in each trip. Body rafting is one of the types or forms of adventure tourism activities, these activities are carried out on rivers that have the potential to carry out risky but challenging activities. The purpose of adventure tourism is to explore oneself and enjoy nature.

However, the challenge that arises is the lack of awareness of the younger generation on the importance of preserving the tourism environment. In addition, irresponsible businessmen have also exacerbated the destruction of tourism areas. The concept of eco-tourism or sustainable tourism can be a solution to preserve the environment without sacrificing business activities.

## 2. LITERATURE REVIEW

The interest of younger generations, particularly Generation Z, has become a central focus in contemporary tourism research. Gen Z is recognized as an active, digitally savvy generation that seeks authentic, challenging, and meaningful experiences while traveling. Simanungkalit and Rukmini (2024) revealed that Gen Z's travel preferences are significantly influenced by the image of a sustainable destination, particularly in regions like Bali that combine natural beauty with cultural heritage. This finding aligns

with Rahjasa, Aspariyanti, and Rahadiarta (2023), who observed that Gen Z tourists in Bali increasingly prefer adventure tourism experiences that integrate physical exploration with values of sustainability.

In the realm of adventure tourism, several studies have found that activities such as trekking, body rafting, river tubing, and forest exploration are especially attractive to Gen Z. Hartono and Dimyati (2023) highlighted pine forests as natural spaces that appeal to this demographic due to their combination of physical challenge and visual aesthetics. Similarly, Nainggolan (2022) examined the development of adventure tourism in Humbang Hasundutan Regency, emphasizing the growing interest of youth tourists in natural and immersive experiences. On a global scale, Schillat et al. (2016) documented the rise of adventure tourism in extreme locations such as Antarctica, reflecting a broader shift in young travelers' preferences toward unconventional and meaningful travel.

Nevertheless, high interest in adventure tourism must be balanced with sustainability principles. Anggara, Taufik, and Mandala (2024) emphasized the importance of using the 4A approach Attractions, Accessibility, Amenities, and Ancillary Services to develop nature-based tourism without degrading the environment. In their study of the Mandalika Special Economic Zone, Suryade et al. (2022) stressed the need for balance between tourism investment and socio-cultural preservation, suggesting that adventure tourism can serve as an alternative model if developed inclusively and responsibly.

Community involvement is also crucial for ensuring sustainability. Studies by Rustini (2021) and Juliana et al. (2022) in community-based tourism (CBT) contexts in West Java found that involving local communities in managing homestays and tourism packages helps create strong cultural connections and economic benefits. Moreover, Fero and Silalahi (2024) noted that Gen Z's digital engagement—particularly through short-form videos and user-generated content—can significantly influence sustainable tourism by shaping destination image and traveler behavior.

Several studies also explore the motivational factors of young tourists. Sari, Ikusumah, and Marhanah (2018) found that Gen Z is primarily driven by a desire for new experiences, relaxation, and adventure when choosing destinations. This is supported by research from Lestari and Azis (2022) on Ngebel Adventure Village and by Prasiasa (2023), who studied adventure-based tourism village development during the COVID-19 pandemic. Both studies underscore the importance of considering environmental carrying capacity and social impact when planning adventure tourism destinations.

Sustainable tourism, according to Saputra (2024), must prioritize ecological balance and minimize negative impacts on local ecosystems. In this regard, Ramadhan, Lubis, and Ulya (2024) emphasized the effectiveness of environmentally conscious digital marketing strategies in attracting eco-aware Gen Z travelers. These insights point to a growing alignment between Gen Z values and the goals of sustainable tourism.

While the relationship between Gen Z, adventure tourism, and sustainability has been explored in various contexts, few studies have directly examined how Gen Z's interest in adventure tourism influences the actual implementation of sustainable tourism practices at specific destinations, such as Pelaruga (Pemandian alam rumah Galuh). Despite its rich natural resources and potential for adventure-based activities, Pelaruga requires careful management to balance visitor demand with environmental and community wellbeing. Therefore, this study is necessary to investigate whether Gen Z's tourism interest actively supports sustainable tourism development and to what extent

their behavior contributes to environmental preservation and the reinforcement of local cultural values.

### 3. RESEARCH METHODS

The method used in writing this research article is qualitative methods. Qualitative research itself is research that based on an ethnographic approach. This study examines the perceptions from two main groups, namely the managers of tourism objects and the visitors, in order to understand their views on the development of adventure tourism. By using a case study methodology the researchers conducted in-depth 2 interview sources, 6 interviewers, and 25 subjects were used to collect the questionnaire. Respondents were selected using purposive sampling, which involves selecting subjects based on characteristics that meet the stated objectives. interviews with the managers and visitors of the tourism object. In addition, field visits and direct observations were also carried out in adventure-based tourism areas to enrich the collected data.

#### 3.1 Data Collection and Analysis

Data collection was carried out by distributing questionnaires online. The questionnaire contained questions about respondent's perceptions of the tourism object as a destination, the impacts of tourism activities both positive and negative, their personal experiences related to adventure tourism, as well as the demographic data of the respondents, which were filled in by respondents, namely managers and visitors, including local communities, business actors, and tourists. The questionnaire was distributed online with the aim of reaching respondents widely, and the target of respondents who filled out the questionnaire was 25 people.

Data Results obtained from the distribution of questioner to Gen Z's

**Table 1.** Types of Tourism Visited by Respondents

| Type of Tourism   | Percentage |
|-------------------|------------|
| Nature Tourism    | 92 %       |
| Artifical Tourism | 5%         |
| Culture Turism    | 3%         |

Source: Researchers (2025)

**Table 2.** Gen Z's Interest in Tourism Adventure

| Category   | Percentage |
|------------|------------|
| Interested | 100%       |

Source: Researchers (2025)

**Table 3.** Gen Z's Awareness of Palaruga Tourism Object

| Category  | Percentage |
|-----------|------------|
| Aware     | 96%        |
| Not Aware | 4%         |

Source: Researchers (2025)

**Table 4.** Assessment of Facilities Available in Palaruga

| Assessment | Percentage |
|------------|------------|
| Average    | 16%        |
| Good       | 56%        |
| Excellent  | 26%        |

Source: Researchers (2025)

#### 4. FINDINGS AND DISCUSSION

Sustainable tourism has become very important in maintaining environmental balance because it recognizes the need for developing the tourism sector that not only provides economic and social benefits but also involves responsibility towards the natural environment. In general terms, sustainable tourism encompasses an approach that focuses on the balance between economic growth, environmental conservation, and community welfare. Based on the results from many young generation respondents who agree with the implementation of the principles of sustainable tourism as an effort to minimize negative impacts on environmental insensitivity, such as pollution, ecosystem damage, and the loss of biodiversity due to overtourism that often occurs. Thus, the concept of sustainable tourism involves Generation Z who have the growing interest in adventure tourism much significantly influencing the direction of sustainable tourism practices. Rooted in the Theory of Planned Behavior (Ajzen, 1991), Gen Z's intention to engage in eco-conscious travel is driven by their attitudes toward sustainability, perceived behavioral control, and social norms shaped by digital platforms. Qualitative insights reveal that Gen Z travelers often perceive adventure not merely as a thrill-seeking activity but as a means to connect deeply with nature and local cultures. This deeper connection fosters environmentally responsible behavior, such as minimizing waste, supporting local businesses, and choosing eco-certified tour operators. The preference for authentic, off-the-beaten-path experiences encourages a shift away from mass tourism, reducing pressure on over-visited destinations while promoting less-explored, community-based tourism models.

It is important to involve Generation Z in sustainable tourism because this generation is known for its environmentally conscious characteristics and high social awareness. Generation Z is also the generation that travels the most, with the purpose of refreshing or what is commonly referred to as healing. Pelaruga is an abbreviation of Pemandian Alam Rumah Galuh which is a tourism community in the village of Rumah Galuh, Sei Bingai District, Langkat Regency, North Sumatra. This place is known for its natural beauty including the Teroh-Teroh Waterfall, Eternal Pool, and Tongkat Waterfall. To reach this location, visitors must engage in tracking up and down the hills and can choose between tracking or Body Rafting to reach the Teroh-Teroh waterfall. Visiting this attraction is recommended in groups (4-6 people) because the tourism packages offered are mostly in group form with prices ranging around Rp 70,000/person, which includes access to all attractions and guide services. Visitors are advised to prepare their stamina as the access taken is quite challenging and it is not recommended for children under age and the elderly. In addition to its potential as an adventure tourism destination, the tourist attraction of Pelaruga also has a natural beauty that makes this tourist site one of the cons of the district. In Langkat district, specifically around the Pelaruga area, there are several types of tourism that have attractions that are not very different from each other. Exploration is an activity of exploration that is carried out to discover something. Adventure tourism exploration in Indonesia has extraordinary potential to be developed as a tourist destination. Thus, sustainable tourism becomes an important pillar in building tourist destinations that are not only economically attractive but also environmentally and socially sustainable.

The concept of sustainable tourism refers to an approach to tourism development aimed at achieving economic growth and social welfare without destroying or sacrificing the surrounding environment. In this context, the concept emphasizes the integration between tourism development and the surrounding environment, minimizing negative

impacts, and maximizing economic and social benefits for local communities. The concept of sustainable tourism encompasses several key principles, such as the sustainable use of natural resources, the empowerment of local communities, and a participatory approach in decision-making. By applying these principles, sustainable tourism is not only directed towards achieving economic growth but also towards environmental sustainability and the well-being of local communities. The Galuh house village has potential that is good for being made an adventure tourism place, even though it has not yet attracted much attention from stakeholders. There is a big chance that this tourism object will develop if the government also participates in the development of local community human resources in managing and promoting this attraction. This tourism object has the potential to be a main choice for tourists to visit and enjoy Langkat besides Tangkahan and Bukit Lawang. Based on the results of the questionnaire that was distributed to 25 respondents, it can be concluded that 100% of Generation Z is very interested in adventure-based tourism. Some respondents suggested limiting the quota of tourists to keep the environment preserved, and some also suggested increasing the number of waste disposal facilities to maintain the ecosystem in the surrounding nature.

## 5. CONCLUSION

Sustainable tourism has become an essential approach in ensuring environmental balance while also fostering economic growth and social well-being. Generation Z, characterized by high environmental consciousness and a strong interest in travel, plays a crucial role in shaping the direction of sustainable and adventure tourism. This generation actively seeks experiences that are not only exciting and adventurous but also meaningful and responsible aligned with global sustainability values. In the context of Pelaruga (Pemandian Alam Rumah Galuh), located in Langkat, North Sumatra, the destination's natural beauty, physical challenge, and group-based travel offerings make it a perfect match for Generation Z's tourism preferences. Pelaruga offers a unique combination of adventure and nature immersion through activities such as tracking steep hills and body rafting through the Teroh-Teroh Waterfall, Eternal Pool, and Tongkat Waterfall. These features not only provide thrilling experiences but also allow deeper connections with the natural environment and local culture.

Based on data collected from 25 Generation Z respondents, there is a clear and strong alignment between their values and the principles of sustainable tourism. All respondents demonstrated an understanding of the concept of sustainable tourism, with the vast majority expressing agreement with the need for its implementation in tourism practices. Adventure-based tourism emerged as a particularly strong area of interest among them, indicating a shared enthusiasm for activities that offer physical challenge and natural exploration. Additionally, most of the respondents showed familiarity with culinary tourism and reported having visited such destinations, suggesting that their travel preferences also include cultural and gastronomic experiences. The majority accessed these culinary sites using private transportation, and overall accessibility was rated as generally good. When asked about preferred activities, body rafting and trekking were identified as the most recommended, particularly for individuals within their age group. These insights reinforce the idea that Generation Z not only values exciting, immersive tourism experiences but also supports sustainable practices that protect the environment and promote local engagement.

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Volume 8 Issue 2, December 2025, pages: 189-200

## THE INFLUENCE OF ATTRACTION, ACCESSIBILITY, AMENITY AND ANCILLARY ON TOURIST SATISFACTION AT SUWAT WATERFALL GIANYAR, BALI

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Received: 09/08/2025

Revised: 24/10/2025

Accepted: 02/12/2025

### Abstract

Tourist satisfaction is a critical indicator for sustainable destination development, particularly for emerging natural attractions such as Suwat Waterfall in Gianyar, Bali. This study aims to analyze the influence of attraction, accessibility, amenities, and ancillary services on tourist satisfaction. Using an accidental sampling method, data were collected from 140 visitors through questionnaires, observations, interviews, and documentation. Multiple linear regression analysis revealed that attraction and ancillary services have a significant positive effect on tourist satisfaction, while accessibility and amenities show no significant influence. These findings indicate that the unique natural features of Suwat Waterfall and the supporting services provided strongly shape visitor experiences, whereas infrastructure and comfort facilities require further improvement. This study contributes to tourism research by demonstrating that developing nature based destinations must not only preserve core attractions, but also strengthen service quality to enhance visitor satisfaction and ensure long term competitiveness.

**Keywords:** Attraction, Accessibility, Amenity, Ancillary, Tourist Satisfaction

### 1. INTRODUCTION

A tourist attraction's quality can be evaluated not only by its physical state but also by how appealing it is in relation to the four A's. These consist of auxiliary, amenity, accessibility, and attraction (Oktaviantari et al., 2019). The growth of tourist attractions will be aided by these four factors. The focal point of a place is its attraction. Attraction has to do with things to see and do. what visitors see and do while there. Here, "attraction" relates to art, culture, and the beauty of nature. This feature is what distinguishes one tourist destination from another.

A natural swimming pool beneath the waterfall allows visitors to enjoy the freshness of the water while surrounded by stunning natural scenery. The other attractions of Suwat Waterfall are the natural beauty of the roughly 15-meter-high waterfall with a serene atmosphere surrounded by lush forests, creating a calm and natural environment suitable for relaxation.

The infrastructure that makes a destination accessible is known as accessibility. Road signs, transit accessibility, and road access are important factors for a destination. Many parts of Indonesia have cultural legacy and natural beauty that make them worthy of tourism, but they are inaccessible, which makes it difficult to attract tourists. Visitors can reach Suwat Waterfall with considerable ease. It is roughly 8.5 km from Gianyar City's core, and a private automobile ride takes 15–17 minutes. It is roughly 11–12 kilometers from Ubud, and the trip should take 20–30 minutes. The trip takes about 45 to 60 minutes from Denpasar or Sanur, and it covers about 30 to 35 km. Both two-wheeled and four-wheeled vehicles may approach the Suwat Waterfall because to the excellent road conditions. Visitors can enjoy picturesque vistas of rice fields and verdant plantations while traveling on the well-maintained roadways (Zairil, 2024).

All auxiliary facilities that can accommodate visitors' demands and activities while they are at the location are known as amenities. The availability of lodging options for visitors as well as dining establishments for food and drink are considered amenities. Public restrooms, rest spaces, parking lots, medical facilities, and places of worship are among the other amenities that tourists may want and take into account. Naturally, these amenities must also take into account the unique circumstances of the location and the requirements of visitors. Suwat Waterfall provides a range of facilities to guarantee guests' comfort and contentment.

The availability of a company or individuals in charge of the destination is referred to as ancillary services. This is crucial since a location will unavoidably be ignored in the future even if it has excellent amenities, accessibility, and attractions if no one is there to oversee and maintain it. A destination organization will carry out its responsibilities similarly to a business. Government and non-government organizations are examples of indicators that are included in the category of supplementary services. Local governments in a tourist location are considered government entities by both visitors and tourism providers. The Suwat Traditional Village in Gianyar, Bali, expertly oversees a number of supplementary activities that support the Suwat Waterfall.

Due to its direct correlation with the experiences visitors have while there, visitor satisfaction is one of the most important measures of a destination's success. High levels of satisfaction not only promote repeat business and visitor loyalty, but they also produce favorable word-of-mouth referrals, which eventually improve the destination's reputation and allure. Indicators of visitor satisfaction in the tourism industry are always changing in tandem with shifting trends and the habits of contemporary travelers. Experts have recently revised measures of visitor satisfaction by adding elements like digital technology, sustainability, and customized experiences that are pertinent to the state of tourism today. According to specialists, the most recent metrics of visitor happiness (Irfan et al., 2020) emphasize how online reviews and digital reputation shape visitor pleasure. These days, travelers frequently assess their experiences on websites like TripAdvisor, Google Reviews, and social media. A strong online reputation backed by favorable evaluations and prompt manager response has emerged as a crucial new metric for gauging employee satisfaction.

Previous studies widely investigate tourist satisfaction based on destination attributes (Chen et al., n.d.; Gong Jian et al., 2023); however, most focus on highly developed tourism areas in Bali, leaving limited empirical evidence from emerging natural attractions such as Suwat Waterfall in Gianyar. Additionally, earlier research often groups accessibility, amenities, and ancillary services into broad constructs, resulting in insufficient understanding of their distinct effects on visitor satisfaction (Fajriyati et al.,

2022; Wei-Ching Wang & Chung-Hsien Lin, 2024). Therefore, further research is needed to analyze the specific and relative influence of attraction, accessibility, amenities, and ancillary services on tourist satisfaction within the context of Suwat Waterfall.

The number of visitors fell to 55,065 in 2024, a -24.65% reduction from the year before. This reduction could have been caused by a number of things. This phenomenon suggests that the sustainability of tourist attractions is influenced by both the destination's popularity and the caliber of the experience offered to visitors. The 4A concept's primary components—attraction, accessibility, amenity, and ancillary are essential for sustaining and growing tourism (Kartimin et al., 2023). Therefore, in order to give destination managers strategic recommendations for improving tourist attraction and satisfaction in a sustainable manner, this study intends to analyze the impact of attraction, accessibility, amenity, and ancillary on the number of tourist visits to Suwat Waterfall Gianyar Bali. This relates to the thesis background on visitor happiness since maintaining the caliber of tourist experiences and services may become more difficult as the number of visitors rises. The author wants to investigate "The Influence of Attraction, Accessibility, Amenity, and Ancillary on Tourist Satisfaction at Suwat Waterfall Gianyar" in light of this problem.

## 2. LITERATURE REVIEW

Tourism components such as attraction, accessibility, and main facilities are the important determinants of satisfaction and revisit intention (Sugiyama et al., 2024). The tourists expressed satisfaction with the Attraction component, Amenity component, Accessibility component, and Ancillary Service component, which are the key factors contributing to their overall satisfaction with the park (Ardiansyah et al., 2023).

- a. H1. There is a positive effect of attraction on tourist satisfaction.  
Provide valuable information to local communities regarding the tourism potential of the region and the accessibility of its attractions (Dumitraşcu et al., 2023). Tourism components such as attraction, accessibility, and main facilities are the important determinants of satisfaction and revisit intention (SUGIAMA et al., 2024).

- b. H2. There is a positive effect of accessibility on tourist satisfaction.  
The tourists expressed satisfaction with the Attraction component, Amenity component, Accessibility component, and Ancillary Service component, which are the key factors contributing to their overall satisfaction with the park (Ardiansyah et al., 2023). The recreational amenity experience model developed in this study is based not only on the recreationists' perceived health and well-being but also on the leisure and aesthetic aspects of traditional Chinese culture (Kaimiao Lin et al., 2025).

- c. H3. There is a positive effect of *amenity* on tourist satisfaction.  
The finding confirms that only attraction and ancillary that significantly influences visitor satisfaction; while accessibility and amenities do not have a significant role in visitor satisfaction (Ismail & Rohman, n.d.). The tourists expressed satisfaction with the Attraction component, Amenity component, Accessibility component, and Ancillary Service component, which are the key factors contributing to their overall satisfaction with the park (Ardiansyah et al., 2023).

- d. H4. There is a positive effect of *ancillary services* on tourist satisfaction.  
The finding confirms that only attraction and ancillary that significantly influences visitor satisfaction; while accessibility and amenities do not have a significant role in visitor satisfaction (Ismail & Rohman, n.d.). The tourists expressed satisfaction with the Attraction component, Amenity component, Accessibility

component, and Ancillary Service component, which are the key factors contributing to their overall satisfaction with the park (Ardiansyah et al., 2023).

- e. H5. There is a positive effect of attraction, accessibility, amenity, and ancillary (combined) on tourist satisfaction.

### 3. RESEARCH METHODS

This research employed a quantitative approach supported by qualitative techniques to provide a more comprehensive evaluation of the factors influencing tourist satisfaction at Suwat Waterfall, Gianyar, Bali. The quantitative method was mainly used to test the relationships among variables attraction, accessibility, amenity, and ancillary services while qualitative inputs from interviews, observations, and documentation complemented the interpretation of findings by describing contextual site conditions. The target population in this study consisted of all tourists visiting Suwat Waterfall. Since the number of daily visitors fluctuates and there is no available sampling frame or visitor registry, accidental sampling was selected. This non-probability sampling technique allowed researchers to collect data from tourists who were accessible and willing to participate during the visit. To ensure the sample was sufficiently representative of the diverse characteristics of tourists, data collection was conducted at different times and days, including weekdays, weekends, and peak as well as non-peak hours. The final sample consisted of 140 respondents, which fulfills the minimum requirement for multivariate analysis where the sample size should be at least five to ten times the number of observed indicators. Therefore, the sample size was considered adequate to conduct regression analysis.

Primary data were collected through a structured questionnaire that used a five point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2017). To ensure instrument accuracy, construct validity was tested using the Pearson Product Moment correlation, with items retained if they reached a significance level of  $< .05$ . Reliability of the instrument was measured using Cronbach's Alpha, in which values above .70 indicated that the instrument was internally consistent and acceptable for research use. Validity and reliability analyses were performed using SPSS version 25 as the supporting software. To enrich quantitative findings, qualitative data were also collected. Semi-structured interviews were conducted with several tourists and local stakeholders to gain insight into perceptions of facilities, accessibility challenges, and service conditions. Observation focused on evaluating the physical condition of amenities, environmental cleanliness, and visitor flow. Additionally, documentation in the form of photographs and field notes was used to support contextual interpretation of the quantitative results.

## 4. FINDINGS AND DISCUSSION

### 4.1 Results

Respondent Characteristics

**Table 1.** Respondent Characteristics Data

| Category      | Total | Percentage |
|---------------|-------|------------|
| Age:          |       |            |
| < 20 years    | 4     | 2,9        |
| 21 -30 years  | 64    | 45,7       |
| 31 – 40 years | 59    | 42,1       |
| 41 -50 years  | 13    | 9,3        |
| Total         | 140   | 100        |

|                   |     |      |
|-------------------|-----|------|
| Gender:           |     |      |
| Female            | 72  | 51,4 |
| Male              | 68  | 48,6 |
| Total             | 140 | 100  |
| Education:        |     |      |
| High School       | 21  | 17,2 |
| Diploma           | 71  | 50,7 |
| Bachelor's degree | 48  | 32,1 |
| Total             | 140 | 100  |
| Asal Kota:        |     |      |
| Bali              | 53  | 37,9 |
| Overseas          | 70  | 50   |
| Outside Bali      | 17  | 12,1 |
| Total             | 140 | 100  |
| Occupation:       |     |      |
| Student           | 16  | 11,4 |
| Private employee  | 71  | 50,7 |
| Entrepreneur      | 45  |      |
| Civil servant     | 5   | 32,1 |
| Teacher           | 1   |      |
| Other             | 2   | 0,7  |
| Total             | 140 | 100  |

Source: Researchers (2025)

The characteristics of the study's respondents are displayed in Table 1. Age-wise, 64 respondents, or 45.7% of the total, were between the ages of 21 and 30. The next-largest age group was between the ages of 31 and 40, with 59 respondents, or 42.1%. There were 13 (9.3%) responses in the 41–50 age range and only 4 (2.9%) in the under-20 age group. In terms of gender, of the 140 respondents, 72 (51.4%) were female and 68 (48.5%) were male. 78 respondents (55.7%) had a university degree, 36 respondents (25.7%) had a high school or vocational school diploma, and the remaining 26 respondents (18.6%) had a diploma. Of those that responded from other cities, 70 (50%) were from Bali, while 17 (17%) were from outside Bali. Lastly, the majority of respondents (71) worked for the private sector (50.7%), with self-employed people coming in second (45, 33.2%). Five (3.6%) were civil servants, two (1.4%) were others, one (0.7%) was a teacher, and sixteen (11.4%) were students or college students.

#### a. Multiple Linear Regression Analysis Results

Table 2 below shows the findings of the multiple linear regression analysis that was performed using SPSS version 25.0 for Windows in order to ascertain the partial contribution of Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) on Tourist Satisfaction (Y).

**Table 2. Multiple Linear Regression Analysis Results**

| Model        | Unstandardized Coefficients |            | t      | Sig.  |
|--------------|-----------------------------|------------|--------|-------|
|              | B                           | Std. Error |        |       |
| (Constant)   | -0.283                      | 0.810      | -0.350 | 0.727 |
| Attraction   | 0.621                       | 0.079      | 7.903  | 0.000 |
| Accessiblity | 0.084                       | 0.105      | 0.800  | 0.425 |
| Amenity      | 0.014                       | 0.087      | 0.164  | 0.870 |
| Ancillary    | 0.302                       | 0.100      | 3.020  | 0.003 |

Source: Researchers (2025)

Based on Table 2, the following multiple linear regression equation is obtained:

$$Y = -0.283 + 0.621X1 + 0.084X2 + 0.014X3 + 0.302X4$$

Based on this equation, the influence of Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) on Tourist Satisfaction (Y) can be explained.

- The constant value of -0.283 means that if the independent or free variables consisting of attraction, amenities, accessibility, and ancillary are absent or unchanged, the value of Tourist Satisfaction is -0.283.
- $b_1 = 0.621$ , meaning that if Attraction (X1) increases while Accessibility (X2), Amenity (X3), and Ancillary (X4) remain constant, then Tourist Satisfaction (Y) will increase by 0.621.
- $b_2 = 0.084$ , meaning that if Accessibility (X2) increases while Attraction (X1), Amenity (X3), and Ancillary (X4) remain constant, then Tourist Satisfaction (Y) will increase by 0.084.
- $b_3 = 0.014$ , meaning that if Amenity (X3) increases while Attraction (X1), Accessibility (X2), and Ancillary (X4) remain constant, then Tourist Satisfaction (Y) will increase by 0.014.
- $b_4 = 0.302$ , meaning that if Ancillary (X4) increases while Attraction (X1), Accessibility (X2), and Amenity (X3) remain constant, then Tourist Satisfaction (Y) will increase by 0.302.

b. Hypothesis Testing Results

The statistical analysis procedure known as hypothesis testing is used to determine whether a claim or statement about a population is true or valid based on sample data that is currently available. The following tests are among the outcomes of the hypothesis test.

c. Coefficient of Determination Test

Determination Coefficient to ascertain the degree to which Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) impact Tourist Satisfaction (Y), a study is conducted.

**Table 3.** Determination Test

| R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|------|----------|-------------------|----------------------------|
| .929 | 0.862    | 0.858             | 1.408                      |

Source: Researchers (2025)

The determination value (Adjusted R<sup>2</sup>) is 0.201, or 20.1%, based on the information in Table 3. This indicates that the combined effects of Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) affect Tourist Satisfaction (Y) by 92.9%, with other factors not included in this study accounting for the remaining 7.1%. This figure shows that the regression model can explain the variation in the Tourist Satisfaction (Y) variable quite well.

d. Model Validity Test (F-Test)

Ghozali (2014) states that a regression model is considered valid if the F test result is significant or the p value is less than 0.05. On the other hand, it is determined that the regression model is invalid if the p value is less than or equal to 0.

**Table 4.** F-Test Results

| Regression | Sum of Squares | df | Mean Square | F       | Sig.              |
|------------|----------------|----|-------------|---------|-------------------|
|            | 1674.425       | 4  | 418.606     | 211.223 | .000 <sup>b</sup> |

Source: Researchers (2025)

The calculated F value = 211.223 and Sig. = 0.000, which are less than the significance level of 0.05, are based on Table 4 of the F-test findings. This suggests that there is a considerable impact from the regression model used to examine the link between Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) on Tourist Satisfaction (Y) overall. Stated differently, Tourist Satisfaction (Y) is influenced by Attraction (X1), Accessibility (X2), Amenity (X3), and Ancillary (X4) all at the same time. Consequently, it can be said that the relationship between these variables may be explained by the regression model that was built.

e. Hypothesis Testing (T-Test)

To ascertain whether the independent factors alone or in combination have an impact on the dependent variable, the t-test was used. As seen in Table 3 above, the hypothesis can be accepted if the p-value (significant threshold) is less than 0.05, indicating that the independent variable statistically effects the dependent variable. The following justifications support this claim:

- Attraction's Impact on Travelers' Contentment (X1-Y)

Attraction (X1) has a computed t-value of 7.903 and Sig. = 0.000, which is less than the significance level of 0.05, according to the t-test results. H1 in this study is acceptable since it shows that Attraction (X1) significantly affects Tourist Satisfaction (Y).

- How Tourist Satisfaction Is Affected by Accessibility (X2-Y)

Accessibility (X2) has a t-value of 0.800 and a significance level of 0.425, both of which are higher than the significance level of 0.05, according to the t-test results. H2 in this study is rejected since it shows that accessibility (X2) has no effect on visitor satisfaction.

- How Amenities Affect Travelers' Satisfaction (X3-Y)

Amenity (X3) has a t-value of 0.013 and a significance level of = 0.870, both of which are higher than the significance threshold of 0.05, according to the t-test results. H3 in this study is disregarded since it shows that Amenity (X3) has no effect on Tourist Satisfaction.

- How Ancillary Affects Traveler Satisfaction (X3-Y)

Ancillary (X4) has a t-value of 3.020 and a significance level of 0.020, which is below the significance level of 0.05 according to the t-test findings. H4 in this study is accepted since it shows that Ancillary (X1) significantly affects Tourist Satisfaction (Y).

## 4.2 Discussion

With a regression coefficient of 0.621 and a significance value of 0.000, the multiple linear regression test findings demonstrate that attraction has a positive and substantial impact on visitor satisfaction. This indicates that, in comparison to other factors in the model (accessibility, amenity, and ancillary), boosting the quality of the attraction will immediately and significantly increase visitor happiness. This result is in line with studies that show attraction is a key component in raising visitor satisfaction (Marina et al., 2024; Pratiwi, 2023).

The accessibility variable has a t-value of 0.800 and a significance value (p-value) of 0.425 according to the findings of the linear regression analysis. Given that the significance value is higher than 0.05, it can be said that Suwat Waterfall visitors' satisfaction is not significantly impacted by accessibility. Even if there are still certain access-related issues, like comparatively small access roads, few directional signage, and

few parking spaces, these do not immediately lower visitor satisfaction levels. This is consistent with a study by (Sariana et al., 2022) that revealed no significant relationship between the accessibility variable and the choice to visit Bali Lestari Beach Tourism Object. The accessibility variable (X1) and visitor satisfaction (Y) among visitors to Gunung Budheg did not significantly affect each other, according to the same study by (Wilis, 23 C.E.). According to the findings of the study by (López-García & Carrascosa-García, 2024), there is a negative correlation between accessibility and revenue per available room. Additionally, there is no significant correlation between accessibility and competitive advantage and performance (perception variables), suggesting that tourists still visit Suwat Waterfall despite its poor accessibility.

The findings of the linear regression analysis showed that, with a low t-value of 0.164 and a significance value of 0.870 above 0.05, the amenity variable had no discernible impact on visitor happiness at Suwat Waterfall. According to this research, visitor pleasure is not yet primarily determined by auxiliary amenities or facilities like restrooms, seating places, food vendors, and parking lots (Lintang et al., n.d.). Even while some respondents voiced dissatisfaction with the quantity and caliber of facilities offered, this did not immediately lower their levels of satisfaction. This study supports that of (Sariana et al., 2022), who discovered no meaningful correlation between amenity factors and the choice to visit Bali Lestari Beach Tourism Object. According to (Lintang et al., n.d.), the main characteristics of a heritage canal destination are its cultural display, legacy value, supporting infrastructure, commercial services, social influence, and general atmosphere.

According to the analysis's findings, Suwat Waterfall's auxiliary quality and visitor pleasure are significantly and favorably correlated. With a computed t-value of 3.020 and a significance level of 0.003, which is less than 0.05, this indicates that the higher the degree of visitor satisfaction, the better the supporting amenities that are offered. This supports the findings of a study by (Alvianna et al., 2020), which found that ancillary facilities significantly and favorably affect customer satisfaction. (Lintang et al., n.d.) provided different findings, showing that tourists' desire in returning (Y) is considerably influenced by the ancillary variable (X4). For cultural heritage managers and tourism experts, the research by (Ksissou et al., 2024) offers important insights for planning tourism development and directing strategic decisions. Thus, it is crucial that the managers of Suwat Waterfall take into account supplementary services.

The four independent factors all significantly influenced traveler decisions at the same time, according to the findings of multiple linear regression analysis. The regression model is deemed legitimate since it shows a value of 211.223 with a significance F (sig F) of 0.000, which is less than 0.05. According to research by (Lintang et al., n.d.), the four independent variables all have an impact on tourists' desire to travel at the same time. This study is in line with (Sariana et al., 2022), which discovered that while amenities and accessibility had little bearing on visitors' decisions to visit, tourist attractions do.

With a p-value of 7.903 and a significance level of 0.000, the calculation results show that the attractiveness variable has the greatest impact on visitor happiness. The primary factor influencing tourists' opinions of Suwat Waterfall's allure is its natural beauty, according to the attraction indicators. (2) Perceptions of attractiveness are significantly influenced by the authenticity variable as well. Suwat Waterfall is rich in local values in addition to providing stunning scenery. The primary characteristic that sets Suwat apart from other waterfall locations that have become unduly marketed is authenticity (Bulmer et al., 2024). To guarantee that visitor pleasure stays high and

sustainable, it is necessary to continue improving attractions based on environment and culture in the future (Margaretha Hanita, 2024).

In addition to its natural beauty, Suwat Waterfall is appealing because of the way it manages the visitor experience using the 4A concept attraction, accessibility, amenity, and ancillary one of the fundamental elements of the tourism sector. Together, these four elements mold experiences and perceptions, which in turn affect how satisfied tourists are. This location's natural atmosphere, which has been protected, adds to its allure (Wanner et al., 2024). Tourists get an authentic experience when the local community is involved in destination management (Wayan Kartimin et al., 2023).

Based on the regression analysis, two variables Attraction and Ancillary services demonstrate a statistically significant influence on tourist satisfaction at Suwat Waterfall. Attraction shows the strongest effect ( $B = 0.621, p = 0.000$ ), indicating that the uniqueness, scenic beauty, and experiential value offered by Suwat Waterfall substantially enhance tourists' satisfaction levels. This finding aligns with previous tourism studies suggesting that destination attractiveness is a primary predictor of visitor experience and satisfaction (Catarina Marques et al., 2021; Ching-Fu Chen & Fu-Shian Chen, 2010). Therefore, sustainable management of core natural assets remains essential for strengthening Suwat Waterfall's competitive advantage.

Ancillary services also exhibit a positive and significant effect ( $B = 0.302, p = 0.003$ ). This implies that supporting services such as information centers, safety facilities, and staff hospitality play an important complementary role in shaping the visitor experience. When accessibility barriers exist, the presence of reliable ancillary support can compensate and maintain satisfaction—consistent with tourism infrastructure models highlighting the interplay between core and supporting elements of destination competitiveness (Margarida Abreu Novais et al., 2018).

In contrast, Accessibility ( $p = 0.425$ ) and Amenity ( $p = 0.870$ ) do not show significant effects within this model. Although both variables are theoretically recognized as key tourism components, their insignificant influence may reflect current development conditions at Suwat Waterfall. Accessibility remains limited due to the rural route and transportation constraints, and amenities such as food outlets, seating, and sanitary facilities may still be perceived as basic rather than value-enhancing. Thus, while visitors are attracted to the core natural beauty, these supporting attributes may not yet be strong enough to influence satisfaction statistically.

From a managerial perspective, these findings highlight two strategic implications: (1) Destination managers should maintain and enhance attraction quality, such as improving landscape preservation, experience-based tourism activities, and digital promotion. (2) Focused investment in ancillary services trained staff, security measures, and visitor information systems can further elevate satisfaction, especially as the site continues to grow.

Finally, although accessibility and amenities currently show non-significant influence, they should not be neglected. Infrastructure improvement, more convenient transport options, and better-quality amenities may contribute to long-term satisfaction and repeat visitation once upgraded.

Overall, this analysis reveals that attraction remains the core driver of satisfaction at Suwat Waterfall, while ancillary services act as a significant supporting factor. Strengthening these dimensions while gradually improving accessibility and amenities will allow Suwat Waterfall to increase its overall destination competitiveness within the regional tourism market.

## 5. CONCLUSION

This study demonstrates that Attraction and Ancillary services are the primary drivers of tourist satisfaction at Suwat Waterfall. The strong influence of attraction suggests that visitors are highly motivated by the site's natural charm and experiential uniqueness. Meanwhile, ancillary elements such as information services, hospitality, and safety play a crucial supporting role in enhancing overall experience quality.

On the other hand, Accessibility and Amenities do not yet significantly shape satisfaction, indicating that these aspects may still be perceived as insufficiently developed to impact visitor experiences. Therefore, while Suwat Waterfall has strong core tourism potential, its supporting infrastructure has not fully matched visitor expectations.

The findings emphasize a broader implication for destination development: maintaining unique natural attractions alone is not enough. Sustainable tourism competitiveness relies on balancing core attractiveness with service quality, comfort, and logistical support that facilitate a seamless visitor journey.

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Volume 8 Issue 2, December 2025, pages: 201-214

## **SMART & GREEN TOURISM IN BALI: INTEGRATING DIGITAL TECHNOLOGIES AND CIRCULAR ECONOMY PRINCIPLES FOR A LOW-CARBON DESTINATION DEVELOPMENT**

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Received: 01/09/2025

Revised: 21/10/2025

Accepted: 02/12/2025

### **Abstract**

This study examines the integration of digital technologies and circular economy principles to support Bali's transition toward a low-carbon tourism destination. Employing a qualitative descriptive approach with secondary data analysis, the research synthesizes evidence from academic literature, government policies, and industry reports to explore how smart and green tourism can be effectively operationalized. The findings demonstrate that digital technologies including IoT, big data, artificial intelligence, and VR/AR play a pivotal role in improving energy efficiency, optimizing transportation flows, enabling smart waste management, and preserving cultural heritage, while simultaneously enhancing visitor experiences and destination competitiveness. In parallel, circular economy practices such as waste reduction, recycling, eco-design, and resource efficiency address pressing environmental challenges while also strengthening local economies, cultural industries, and community resilience. Despite progress, Bali's implementation remains partial and fragmented, constrained by weak market demand for eco-friendly products, limited infrastructure, and low community literacy regarding sustainability practices. Theoretically, this study enriches sustainable tourism literature by advancing an integrative framework that connects smart and green paradigms. Practically, it offers strategic insights for policymakers, industry stakeholders, and local communities to enhance competitiveness while safeguarding cultural identity and ecological sustainability. The study concludes that Bali's pathway to sustainable tourism requires stronger regulations, fiscal incentives, digital literacy programs, and collaborative governance to build a holistic low-carbon ecosystem.

**Keywords:** Circular Economy Practices, Community-Based Tourism Innovation, Digital Transformation in Tourism, Low-Carbon Strategies, Sustainable Destination Development

### **1. INTRODUCTION**

Climate change is manifested through gradual shifts in temperature, precipitation, atmospheric moisture, wind intensity, sea-level rise, and the increasing frequency of extreme events. Nevertheless, its potential future consequences remain insufficiently

understood. A critical question arises: could anthropogenic climate change lead to global societal collapse or even the eventual extinction of humankind? At present, this issue remains dangerously underexplored, despite substantial reasons to suspect that climate change may indeed pose the risk of a global catastrophe (Sesana et al., 2021; Jahn et al., 2022).

The tourism industry is one of the fastest-growing sectors of the global economy; however, this expansion generates significant social and environmental impacts. The increasing number of tourists and uncontrolled tourism activities have triggered various issues, including rising carbon emissions, degradation of fragile ecosystems (such as forests, coastal areas, and national parks), and disruptions to local communities. The development of tourism infrastructure such as hotels, airports, and highways often exacerbates environmental damage, while global warming and pollution emerge as serious consequences of industry's rapid expansion (Susanti et al., 2023).

Conventional tourism, with its rapid growth, has exerted significant pressure on the environment, including rising carbon emissions, ecosystem degradation, and the overcapacity of destination carrying capacity. A study in China emphasizes that without the integration of sustainability principles and the support of green financing mechanisms, tourism expansion will exacerbate ecological footprints while threatening cultural heritage and community well-being. Similarly, research in Taiwan reveals that tourism growth exceeding ecological limits leads to ecological deficits, environmental stress, and increased vulnerability to natural disasters and global crises.

These findings highlight that the transition toward sustainable tourism is an urgent necessity to balance economic benefits with environmental conservation and social sustainability (Chen, 2025; Fu et al., 2024). This urgency aligns with global agendas such as the SDGs particularly Goal 12 (Responsible Consumption and Production), Goal 13 (Climate Action), and Goal 15 (Life on Land) which emphasize reducing ecological pressures while fostering inclusive development. Similarly, the Paris Agreement highlights the imperative to cut carbon emissions across all sectors, including tourism. Within this context, the green transition becomes pivotal, requiring low-carbon technologies, circular economy practices, and stronger community resilience. Thus, advancing sustainable tourism is not only a local policy need but also a critical contribution to global commitments for a more equitable, climate-resilient, and environmentally responsible future.

Bali, as Indonesia's leading tourist destination that accounts for nearly 40% of international arrivals, faces significant challenges stemming from the rapid expansion of mass tourism. Rising emissions from transportation, intensive energy use, and increasing waste volumes have exacerbated pollution, while land conversion and the degradation of coastal, agricultural, and forest ecosystems threaten environmental sustainability. On the social front, cultural commodification, gentrification, soaring land prices, and unequal distribution of economic benefits have intensified pressures on local communities. The region's heavy economic dependence on tourism, contributing approximately 80% of its GDP, further heightens its vulnerability to external crises. Consequently, the implementation of sustainable tourism through the integration of *Tri Hita Karana* principles, the development of community-based tourism, and the adoption of a decarbonization roadmap constitutes a strategic agenda to ensure the long-term sustainability of the destination (Astuti et al., 2024; Januar, 2024).

Bali serves as a crucial reference point for sustainable tourism in both Indonesia and Southeast Asia due to its role as a major international destination, accounting for

nearly 40% of Indonesia's foreign tourist arrivals and contributing substantially to the regional economy. The island's multifaceted challenges, including rising carbon emissions, environmental degradation, and cultural pressures make it an ideal case study for implementing sustainable tourism strategies. By combining digital innovation, circular economy approaches, and the indigenous philosophy of Tri Hita Karana, Bali demonstrates a model that can inspire other destinations in the region. Consequently, its shift toward becoming a low-carbon destination represents not only a local imperative but also a regional benchmark for fostering tourism that is competitive, environmentally responsible, and socially equitable.

To build sustainable tourism in Bali, Bali must implement what is called smart and green tourism. The concept of smart tourism refers to the integration of advanced digital technologies such as IoT, big data, AI, and mobile applications to enhance tourist experiences while strengthening destination competitiveness. These technologies enable service personalization, interactivity, accessible information, and efficient transactions, thereby fostering tourist satisfaction and loyalty. Furthermore, the adoption of smart tourism emphasizes trust dynamics, ethical AI practices, and tourists perceived value in shaping behavioral intentions. From a sustainability perspective, the notion of smart green tourism emerges, combining intelligent technologies with eco-friendly principles to encourage sustainable tourist behavior without diminishing the authenticity of the experience (Inmor et al., 2025; Koo et al., 2025; Yap et al., 2025).

The concept of smart tourism plays a crucial role in enhancing energy efficiency, destination management, and the overall visitor experience through the integration of advanced digital technologies. Data-driven transportation management, supported by IoT and big data, can reduce congestion and emissions, while energy monitoring systems help optimize electricity use across accommodations and tourism facilities. Similarly, smart waste management solutions using real-time sensors and analytics improve waste reduction and maintain cleaner destinations. Beyond operational benefits, these technologies not only create more seamless and satisfying travel experiences but also significantly contribute to lowering the carbon footprint, thereby fostering more sustainable and resilient tourism development.

Green Tourism is a sustainable tourism approach that emphasizes energy efficiency, resource conservation, and waste reduction to balance economic, social, and ecological benefits. In parallel, the Circular Economy offers a closed-loop economic model that prioritizes reuse, recycling, and eco-design to minimize waste and extend the lifecycle of resources (Chen, 2025; Modic et al., 2025; Tandon et al., 2023; Xu et al., 2024). Green tourism represents a sustainable approach to tourism that aligns with low-carbon development by promoting energy efficiency, resource conservation, and environmentally responsible practices.

The application of circular economy principles such as waste reduction, recycling, renewable energy adoption, and the reuse of local products strengthens the tourism ecosystem by fostering sustainable production and consumption cycles. In the context of Bali, the relevance of the circular economy is particularly evident in cultural festivals, small and medium enterprises (SMEs), and the creative industries, which draw upon local wisdom, traditional products, and culture-based innovation. Integrating these principles not only reduces the carbon footprint but also enhances destination competitiveness by reinforcing the local economy and preserving cultural identity.

The integration of digital technologies with circular economic principles in tourism represents not merely a contemporary trend but a strategic imperative for long-

term destination development. Smart tourism facilitates efficiency in energy use, mobility, and waste management through data-driven systems, while green tourism emphasizes the reduction of environmental impacts through waste minimization, renewable energy, and the valorization of local products. Their convergence enhances destination competitiveness while simultaneously safeguarding environmental sustainability and preserving local cultural heritage.

Despite growing academic interest in both smart tourism and green tourism, empirical research in Indonesia particularly in Bali remains limited in addressing their integration. Existing studies have predominantly examined either digital technologies to promote smart destinations or environmental practices within green tourism frameworks in isolation. Few studies have comprehensively combined these two perspectives to explore their synergistic role in advancing low-carbon destination development. This gap highlights the necessity of research that situates smart and green tourism within a unified framework.

The primary objective of this study is to examine how the integration of digital technologies and circular economy principles can foster the development of low-carbon destinations in Bali. Theoretically, this research contributes to the sustainable tourism literature by advancing an integrative approach that links smart and green paradigms. Practically, the study offers policy and managerial recommendations for local governments, tourism stakeholders, and community actors to operationalize smart and green strategies, thereby reinforcing Bali's trajectory toward becoming a sustainable, competitive, and climate-resilient destination.

## 2. LITERATURE REVIEW

### 2.1 Climate Change and Tourism

Tourism is recognized as both highly susceptible to climate change impacts and a substantial driver of environmental pressures. Evidence shows that tourism activities intensify carbon emissions, degrade fragile ecosystems, and expand ecological footprints when growth surpasses environmental carrying capacities (Sesana et al., 2021; Juhn et al., 2022). Research in China demonstrates that the absence of sustainability principles and green financing mechanisms in tourism development deepens ecological deficits while threatening cultural heritage and local community welfare. Similarly, studies in Taiwan reveal that unchecked tourism growth beyond ecological limits heightens vulnerability to disasters and global crises (Fu et al., 2024; H. S. Chen, 2025). Collectively, these findings emphasize the urgent need to embed sustainability into tourism practices, in line with global frameworks such as the Sustainable Development Goals (SDGs) and the Paris Agreement, which call for emission reduction and climate-resilient pathways across all sectors.

### 2.2 Green Tourism and Circular Economy

Green tourism is widely recognized as an approach that emphasizes energy efficiency, conservation of natural resources, and waste reduction in order to balance economic, social, and ecological benefits (Tandon et al., 2023; Xu et al., 2024). Within this framework, the concept of the circular economy provides a closed-loop model that prioritizes eco-design, reuse, and recycling to minimize waste and extend the lifecycle of resources (Chen, 2025; Modic et al., 2025). Empirical studies suggest that integrating circular economy principles into tourism enhances sustainability by reducing carbon emissions while fostering local economic empowerment through the valorization of

traditional products, renewable energy use, and creative industries. In the context of Bali, the application of circular economy principles is particularly relevant in cultural festivals, small and medium enterprises (SMEs), and community-driven creative industries, where local culture and traditions are embedded in production and consumption cycles.

### **2.3 Smart Tourism and Digital Technologies**

The notion of smart tourism refers to the adoption of advanced digital technologies such as IoT, big data, AI, and mobile applications to enhance tourist experiences, optimize resource management, and increase destination competitiveness (Yap et al., 2025; Koo et al., 2025). These technologies facilitate service personalization, real-time interaction, and seamless transactions while improving operational efficiency. From a sustainability perspective, digital innovations play a crucial role in energy efficiency, transport optimization, and waste management. For instance, data-driven transportation systems reduce congestion and emissions, while smart waste monitoring helps minimize pollution. Moreover, ethical considerations such as trust, perceived value, and responsible AI use are increasingly recognized as critical factors shaping tourists' behavioral intentions and acceptance of smart solutions (Inmor et al., 2025).

As supported by recent studies, technology plays a pivotal role in shaping low-carbon tourism systems through innovation and informatization (Song et al., 2022; Zimeng et al., 2023; Sgroi & Modica, 2024). These concepts form the theoretical basis for analyzing how digital technologies contribute to sustainable destination development in Bali.

### **2.4 Integrating Smart Tourism and Green Tourism**

While smart tourism and green tourism have been widely studied independently, limited empirical research has explored their integration. Smart tourism contributes efficiency and optimization, while green tourism ensures ecological balance and resource conservation. Their convergence often referred to as *smart green tourism* enables destinations to reduce their carbon footprint while maintaining cultural authenticity and visitor satisfaction (Yap et al., 2025). Studies suggest that digital technologies can act as enablers for circular economic practices by monitoring resource flows, promoting eco-friendly behavior among tourists, and supporting sustainable mobility systems. However, in the Indonesian context, and particularly in Bali, most research has been fragmented, focusing either on digitalization for smart destinations or on environmental practices in green tourism. A holistic framework that unifies these two paradigms remains underexplored.

### **2.5 Theoretical Framework: Behavioral Theories in Sustainable Tourism**

Understanding tourists' adoption of smart and green tourism practices requires a behavioral foundation that links attitudes, values, and intentions toward sustainable actions. The Theory of Planned Behavior (TPB) (Ajzen, 1991) posits that an individual's behavior is determined by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Within tourism, this framework explains how tourists' beliefs about environmental responsibility and perceived control over sustainable actions (e.g., waste reduction, energy saving, eco-friendly choices) shape their intention to engage in responsible behavior.

Complementing TPB, the Value–Belief–Norm (VBN) Theory (Stern, 2000) emphasizes that pro-environmental behavior arises from deeply held values, ecological worldviews, and moral obligations to act sustainably. When tourists internalize

environmental and cultural preservation values, they are more likely to support green innovations, choose low-carbon travel options, and participate in community-based tourism initiatives.

By integrating these two theories, this study provides a comprehensive lens for interpreting how digital technologies and circular economy principles influence not only structural transformations within the tourism system but also the psychological mechanisms that encourage sustainable behavior among tourists and local communities. Thus, behavioral theories complement the smart–green tourism framework by connecting technological innovation and circular practices with the human dimension of sustainability.

## **2.6 Research GAP and Contribution**

Existing literature highlights the potential of smart technologies and green principles to foster sustainable tourism; however, their integration in empirical settings remains limited. In Bali, despite its role as Indonesia's premier tourism hub and Southeast Asian benchmark, research has predominantly focused on single aspects of sustainability without adequately addressing synergies between digital innovation and circular economy practices. This gap presents an opportunity to examine how both approaches can be jointly operationalized to advance Bali's transition toward a low-carbon destination. Theoretically, this study extends sustainable tourism literature by proposing an integrative framework linking smart and green paradigms. Practically, it provides policy recommendations and strategic insights for local governments, industry stakeholders, and community actors to strengthen Bali's competitiveness while ensuring environmental sustainability and cultural preservation.

## **3. RESEARCH METHODS**

This study adopts a qualitative descriptive approach with an exclusive focus on secondary data analysis, as this method is appropriate for exploring complex socio-environmental issues without direct field intervention. The choice of this method is based on the need to synthesize diverse forms of documented evidence ranging from statistical reports to policy frameworks and scholarly works to obtain a comprehensive understanding of how digital technologies and circular economy principles contribute to the development of low-carbon tourism destinations in Bali.

Secondary data were collected through documentary research, which involved systematically accessing, selecting, and reviewing relevant documents. The sources included academic literature published within the last 5 years. The selection process was guided by three criteria: (1) direct relevance to the research focus on smart and green tourism, (2) recency of publication to ensure data validity, and (3) credibility of the issuing institution or author.

The collected data were analyzed using content analysis, which consisted of three systematic stages: (a) identification of key issues related to digitalization, circular economy, and low-carbon tourism strategies; (b) categorization of data according to major themes; and (c) interpretation by connecting findings to theoretical frameworks and the empirical context of Bali. To strengthen validity, source triangulation was applied by cross-examining governmental, industrial, and academic documents. The synthesis of findings was then carried out by comparing thematic patterns across sources, enabling the study to construct a holistic narrative about the opportunities, challenges, and policy implications of implementing *smart and green tourism* in Bali.

## 4. FINDINGS AND DISCUSSION

### 4.1 Digital Technologies Principles Contribute to the Development of Low-Carbon Tourism Destinations

Currently, technology plays a pivotal role in shaping human civilization, including within the tourism sector. According to (Song et al., 2022), (Zimeng et al., 2023), (Sgroi & Modica, 2024) The contribution of digital technologies to the development of low-carbon tourism destinations can be explained through several key points:

- a. Optimizing energy and transportation through digitalization

Digital technologies such as the Internet of Things (IoT), big data, cloud computing, blockchain, and digital twins facilitate more efficient management of energy and transportation systems. The deployment of sensors, 5G/6G communication networks, and predictive traffic algorithms help alleviate congestion, reduce energy consumption, and enable the integration of electric vehicles (EVs) into energy infrastructures. Consequently, these technologies play a pivotal role in lowering the carbon footprint associated with tourist mobility and destination infrastructure.

- b. Promoting innovation and informatization in tourism

Digitalization strengthens the integration between technological innovation and tourism development. Studies indicate that information technology enhances the operational efficiency of destinations, improves service quality, and supports structural transformation toward low-carbon tourism. Technologies such as big data, cloud computing, blockchain, AR/VR, and artificial intelligence (AI) enable destinations to reduce resource consumption, increase productivity, and adapt to market demands that increasingly emphasize sustainability.

- c. Digital-based natural resource management and tourism experiences

In the context of sustainable tourism such as mountainous regions, digital tools such as mobile applications, online booking systems, interactive reviews, and cloud-based information platforms enhance tourist accessibility while minimizing environmental impacts. Moreover, digitalization facilitates more effective planning in the utilization of natural resources (forests, water, landscapes), ensuring the preservation of ecosystem functions. At the same time, it contributes to carbon emission reduction through more efficient management of tourism attractions.

### 4.2 Circular Economy Principles Contribute to the Development of Low-Carbon Tourism Destinations

According to (A. Xu et al., 2022), (Strippoli et al., 2024), (Suhardono et al., 2025) there 5 Circular economy principles contribute to low-carbon tourism destinations:

- a. Resource Optimization and Emission Reduction

The principles of the circular economy emphasize the cycles of reducing, reusing, recycling, and recovering, alongside product design for durability, serviceability, and material recovery. Within the tourism sector, these principles foster greater energy efficiency, encourage the reuse of materials, and improve waste management practices. By retaining products and materials within the economic cycle for as long as possible, the demand for virgin resources is diminished, thereby lowering carbon emissions associated with the production and consumption processes in tourism.

b. Sustainable Waste and Water Management

Circular Economy (CE) directly addresses critical challenges in the tourism sector, including single-use plastic waste, food waste, and excessive water consumption. Strategies such as reduction, waste segregation, recycling, and the reuse of wastewater for agriculture or agritourism have proven effective in lowering pollution levels and reducing resource consumption. Consequently, CE enhances the ecological carrying capacity of tourist destinations while mitigating the carbon impacts associated with waste cycles.

c. Tourism Industry Ecologization

The concept of ecologization grounded in Circular Economy (CE) can be framed through the DPSIR model (Driver–Pressure–State–Impact–Response). This principle enables the identification of causal relationships within the tourism system and promotes more rational governance of energy, material, information, and value flows. Accordingly, tourism development is positioned not merely around linear economic growth, but toward achieving a balance between consumption patterns, ecological quality, and policy responses that support low-carbon destinations.

d. Linkages to SDGs and Socio-Economic Impacts

In the tourism sector, Circular Economy (CE) is closely aligned with SDG 12 (responsible consumption and production), which directly supports the achievement of other goals such as SDG 7 (clean energy), SDG 13 (climate action), and SDG 15 (life on land). The implementation of CE in tourist destinations contributes to the creation of green jobs, the strengthening of local value chains, and the improvement of community well-being, thereby fostering destinations that are not only low carbon but also socially inclusive.

e. Tourism Design and Consumer Behavior

Recent studies highlight the importance of design strategies such as longevity, serviceability, reusability, and material recovery that enhance tourists' willingness to pay for sustainable products and services. This willingness serves as a driver for tourists' active participation in CE practices, including the purchase of recycled products or the selection of green accommodations. Such consumer behavior aligns with CE principles and reinforces the transition toward low-carbon tourism.

### **4.3 The Existing State of Digital Technologies and Circular Economy Principle Implementation in Bali**

According to (Darmawiguna et al., 2020), (Faris, 2022), (Oka & Subadra, 2024), (Purnamawati & Adnyani, 2024) Currently, the implementation of digital tourism in Bali encompasses three major aspects: (1) the digitalization of tourist villages through websites and online services, (2) innovation based on VR/AR technologies for cultural preservation and promotion, and (3) digital marketing as the primary strategy to attract tourists, particularly in the post-pandemic era.

The implementation of digital tourism in Bali is currently manifested through several key initiatives. First, the digitalization of tourism villages, such as Blimbingsari, demonstrates the use of websites to promote attractions and provide services aligned with the principles of the green economy, although challenges remain in terms of infrastructure, community digital literacy, and the full adoption of sustainability practices. Second, the development of Virtual Reality (VR) and Augmented Reality (AR) applications, exemplified by the Bali Temple VR project, serves both as a strategy for cultural heritage preservation and as an innovative promotional tool, enabling virtual

access to temples while engaging diverse audiences. Third, digital marketing has emerged as a vital instrument for village tourism promotion, with strategies encompassing websites, social media, search engines, email marketing, and online advertising proven effective in influencing tourist decisions despite constraints related to human resources, funding, and innovation. Finally, in the post-pandemic recovery phase, digital technologies have played a pivotal role in revitalizing Bali's tourism industry by accelerating online promotion through social media platforms, enhancing reservation systems, and facilitating rapid information dissemination, thereby supporting the island's re-emergence as a competitive global tourism destination.

The existing condition of the circular economy in Bali remains in a transitional and experimental phase. Efforts are evident through initiatives such as TPS3R (Reduce, Reuse, Recycle Waste Processing Sites), local government policies promoting source-based waste management, integration with the agricultural sector, and small and medium enterprise (SME) initiatives. However, significant challenges persist, including weak market demand for recycled products (e.g., compost), limited financial capacity, low public literacy regarding circular economy principles, and continued dependence on landfills, all of which hinder the achievement of a sustainable circular economy.

According to (Indriana, 2022), (Utomo et al., 2023), (Muliarta, 2023), (Yuniarta & Purnamawati, 2024) The implementation of the existing conditions of the circular economy (CE) in Bali can be explained in the following points:

a. Waste-to-Compost and Integration with Rice Farming

In Gianyar, Bali, the implementation of circular economy (CE) practices is evident through the operation of TPS3R facilities (Reduce, Reuse, Recycle Waste Processing Units), which convert organic waste into compost and channel plastic waste for resale. The compost produced has the potential to improve soil quality in rice fields and facilitate the agricultural transition from chemical fertilizers to organic alternatives. Nevertheless, the primary challenge lies in the low demand for compost, driven by its relatively low market value and limited farmer interest. Integration efforts with village-level food security programs, however, highlight opportunities for sustaining CE practices at the community level.

b. Transition from Linear to Circular in Waste Management

Bali continues to operate predominantly under a linear "take-make-dispose" paradigm, with heavy reliance on landfills such as Suwung, resulting in overcapacity and leaving approximately 34.45% of waste unmanaged. The adoption of circular economy (CE) practices remains limited to pilot-scale initiatives. Indriana's research underscores the necessity of systemic transformation through three key strategies: (1) strengthening integrated upstream-downstream waste management systems, (2) enhancing the capacity and awareness of communities and stakeholders, and (3) establishing equitable financing schemes, including service fees, corporate social responsibility (CSR) contributions, and extended producer responsibility (EPR). At present, the transition is still confined to discourse and fragmented efforts, rather than constituting a robust and institutionalized system.

c. Regulation and Source-Based Waste Management

The implementation of circular economy (CE) in Bali is also reinforced by Bali Governor Regulation No. 47/2019 on Source-Based Waste Management. This regulation mandates households to engage in waste separation, reduction, and processing into value-added products such as compost, liquid fertilizer, eco-enzymes, and biopesticides. While the policy promotes a zero-waste paradigm, its practical

application continues to encounter challenges, including technical limitations, low public awareness, and insufficient financial support. In this context, the role of banking institutions and supporting agencies is considered essential in providing capital and facilitating the development of waste management enterprises.

d. Implementation of CE Principles in the MSME Sector

Beyond the waste sector, the circular economy (CE) in Bali is also applied within micro, small, and medium enterprises (MSMEs) through practices such as raw material efficiency, material recycling, and the development of eco-friendly product innovations. MSMEs that adopt CE principles have been shown to reduce costs, enhance competitiveness, and contribute to both environmental conservation and social well-being. Nevertheless, adoption remains limited, as many MSMEs lack sufficient understanding of CE mechanisms. To address this gap, it is recommended that government bodies and financial institutions provide targeted incentives and support to broaden the scope of implementation.

#### **4.4 Understanding of How Digital Technologies and Circular Economy Principles Contribute to the Development of Low-Carbon Tourism Destinations in Bali**

The findings underscore that the integration of digital technologies and circular economy (CE) principles constitutes a critical pillar in advancing low-carbon tourism destinations in Bali. Theoretically, these results reinforce the frameworks of sustainable tourism, circular economy, and behavioral theories that explain how human intentions shape environmental outcomes. The Theory of Planned Behavior (Ajzen, 1991) elucidates how tourists' attitudes, subjective norms, and perceived behavioral control influence their willingness to adopt smart and green tourism practices such as energy efficiency, waste reduction, and the use of eco-friendly facilities. Meanwhile, the Value-Belief-Norm (VBN) Theory (Stern, 2000) highlights the moral and value-based drivers that encourage pro-environmental behavior and support for community-based circular economy initiatives.

By aligning technological innovation with behavioral motivation, the integration of smart tourism and circular economy practices not only enhances efficiency and sustainability but also fosters behavioral transformation among tourists and local stakeholders. This synergy positions digital technology not merely as a technical enabler but as a behavioral catalyst that strengthens community participation, ethical decision-making, and long-term ecological awareness in Bali's tourism ecosystem. The novelty of this study therefore lies in bridging the technological and psychological dimensions of sustainability, offering a comprehensive model for low-carbon destination development.

Compared to previous studies, these findings align with global research that highlights the environmental risks of mass tourism, yet they contribute added value by showcasing hybrid practices in Bali such as the digitalization of tourism villages, the use of VR/AR for cultural preservation, and source-based waste management policies as a living laboratory for the integration of technology and circular economy principles.

Nevertheless, a significant gap remains between existing conditions and the ideal scenario. In Bali, digitalization is still partial, limited mainly to village websites, VR/AR applications, and digital marketing, with insufficient impact on energy and transportation efficiency. Similarly, the implementation of circular economy practices remains transitional, hindered by weak market demand for recycled products, low community literacy, and continued reliance on landfills. The ideal condition requires the establishment of an integrated smart-green destination ecosystem: deploying IoT and big

data for energy, transportation, and waste management; providing fiscal incentives and fostering green markets for circular economy products; and ensuring active tourist engagement in sustainable consumption.

The practical implications of these findings highlight the need for stronger regulations, incentives, and governmental support for MSMEs and digital tourism villages. For the tourism industry, digitalization powered by renewable energy and green marketing strategies emerges as a critical pathway, while for local communities, enhanced digital and circular economy literacy not only broadens economic opportunities but also safeguards cultural heritage. The theoretical implications extend the sustainable tourism literature by introducing a conceptual model of low-carbon smart destinations, positioning digital technologies as the primary enabler of circular economic practices.

The limitations of this study lie in its reliance on secondary data and its focus on Bali as a single case study. Consequently, future research should adopt mixed-method approaches, incorporate direct measurements of carbon impacts, and undertake cross-destination comparisons across Southeast Asia to test the replicability of the Bali model.

## 5. CONCLUSION

This study concludes that the development of low-carbon destinations in Bali can be achieved through the integration of digital technologies with circular economy principles, operationalized through initiatives such as digitalized tourism villages, VR/AR-based cultural heritage preservation, digital marketing, and source-based waste management (TPS3R). Digital technologies enhance energy efficiency, transportation optimization, and attraction management, while circular economy practices reduce waste, optimize resources, and strengthen local value chains. Theoretically, this study advances the conceptual model of low-carbon smart destinations by positioning digital technology as both a structural enabler and a behavioral catalyst that fosters pro-environmental intentions among tourists and local communities, consistent with the Theory of Planned Behavior (Ajzen, 1991) and the Value–Belief–Norm Theory (Stern, 2000). Practically, stronger regulations, fiscal incentives, and institutional support are needed to expand renewable-energy-based digital adoption and green marketing among SMEs and tourism villages, while enhancing digital and circular economy literacy to preserve Bali's cultural sustainability. Future research should adopt mixed methods, measure direct carbon impacts, and conduct cross-destination comparisons to validate the integrative smart–green tourism framework within broader Southeast Asian contexts.

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Volume 8 Issue 2, December 2025, pages: 215-226

## ANALYSIS OF THE POPULARITY OF DUBAI CHOCOLATE AMONG GENERATION Z IN CIRACAS, EAST JAKARTA

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Received: 18/07/2025

Revised: 29/10/2025

Accepted: 03/12/2025

### Abstract

This research explores the growing popularity of Dubai Chocolate among Generation Z in Ciracas, East Jakarta, driven by social media trends and influencer marketing. Dubai Chocolate, known for its premium taste featuring the pistachio and knafeh fillings, has become a viral sensation, especially on social media platforms such as TikTok and Instagram. This study employs a descriptive qualitative method, utilizing likert-scale questionnaires and in-depth interviews with both consumers and local business owners involved in selling the product. The AIDA model comprising Attention, Interest, Desire, and Action is used as the analytical framework to understand consumer behavior and the factors influencing purchasing decisions. The results show that social media virality, aesthetic packaging, exclusivity, and positive reviews from food influencers significantly contribute to consumer interest and brand recognition. Moreover, the hype around Dubai Chocolate has influenced local culinary trends, encouraging small food businesses to create innovative dessert products inspired by the original. The research provides insight into how food trends can shape market behavior and offers valuable references for culinary entrepreneurs and marketers targeting Gen Z consumers.

**Keywords:** Dubai Chocolate, Gen Z, AIDA Model, Social Media, Ciracas

### 1. INTRODUCTION

In the digital era, culinary trends are no longer driven solely by taste innovations but are increasingly shaped by visual appeal, influencer endorsement, and online virality. One of the most prominent global food phenomena in recent years is the popularity of Dubai Chocolate, a premium confectionary product featuring pistachio sauce and kunafa fillings, a unique blend inspired by Middle Eastern dessert. This product gained massive attention after being popularized by influencers on platforms like TikTok and Instagram, rapidly spreading to countries including Indonesia.

Previous studies have examined the influence of social media and digital marketing on consumer behavior. For instance, Tjoa et al. (2024) explored the effectiveness of the AIDA model on TikTok-based promotions, while Evania et al. (2021) analyzed how Instagram affected purchasing interest in local bread products. However, none of these studies have specifically focused on popularity of Dubai Chocolate among

Generation Z in Indonesia, particularly within local urban contexts like Ciracas, East Jakarta.

This creates a clear research gap, academic understanding remains limited regarding how viral phenomena like Dubai Chocolate shape young consumers' behavior at the grassroots level. Most existing literature focuses on established brands or macro-level campaigns, often neglecting organically developed trends and their adoption by micro-businesses or local communities. Furthermore, no study to date has explicitly applied the AIDA model to analyze a premium food trend that has yet to be commercially institutionalized in Indonesia.

Therefore, this research offers a clear novelty and contribution by: (1) analyzing Dubai Chocolate's popularity as a case of global culinary trends adopted locally by Gen Z consumers; (2) applying the AIDA model to explore consumer behavior stages from attention to purchase; and (3) highlighting the Ciracas subdistrict as microcosm for tracking localized consumer trends an area largely overlooked in culinary and marketing studies. Thus, this study is crucial for enriching the discourse on food trend diffusion, digital consumer behavior and marketing strategies of emerging premium culinary products in Indonesia.

The use of the AIDA model in this research is particularly relevant because the Dubai Chocolate phenomenon reflects a complete consumer journey that begins with viral attention on social media, continues with the interest driven by influencer engagement, involves into desire due to exclusivity and visual aesthetics, and culminated in action through purchase via social commerce platforms. Thus, AIDA serves not only as a marketing model but as an analytical lens to decode how Gen Z consumers transform digital exposure into real behavioral actions.

## 2. LITERATURE REVIEW

Understanding the popularity of Dubai Chocolate among Generation Z requires a strong theoretical foundation rooted in consumer behavior theory and marketing communication models, particularly the AIDA framework. In addition, supporting studies related to these food trends, social media influence, and Gen Z consumption patterns are essential to contextualize this research.

First, consumer behavior refers to the decision-making processes and actions of individuals or groups in selecting, purchasing, using, and evaluating products or services. According to Schiffman and Kanuk (2019), consumer behavior is influenced by various psychological, social, cultural, and personal factors. These factors include lifestyle, motivation, perception, peer influence, and digital exposure. For Generation Z individuals themselves that were born between 1997 and 2012, their consumption habits are heavily shaped by technological usage, social media engagement, and a strong sense of individual expression and social media validation.

Studies have highlighted the psychological tendencies of Gen Z such as FOMO or Fear of Missing Out and a preference of experiences over mere products. These traits make them particularly responsive to viral food items that are visually appealing and associated with exclusivity or social prestige characteristics that define Dubai Chocolate.

Second, the AIDA model developed by E. St. Elmo Lewis, formalized by Strong (1925), outlines the four stages consumers go through in their purchasing journey, which are (1) attention: this stage for capturing consumer awareness through engaging content or stimuli. (2) interest: the second stage was for generating curiosity or emotional engagement with the product. (3) desire: the third stage to create a strong preference or

perceived need for the product. (4) action: and the last stage for prompting the consumer to make a purchase or engage with the brand.

The AIDA model is widely used in digital marketing and advertising to understand how brand and product transition from being unknown to becoming a desirable purchase. In the context of Dubai Chocolate this model helps explain how visual content and influencer review can progress consumers from awareness to actual purchase.

Besides the theoretical foundation in this analysis, there's several studies that have demonstrated the relevance of the AIDA model and digital influence in shaping food purchasing behavior. First, Tjoa et al. (2024) examined the use of the AIDA model by TikTok influencers in promoting consumer products. Using a qualitative content analysis of three viral videos, the study found that influencer-led communication successfully guides audiences from attention to action. Their findings highlight that storytelling and authenticity enhance engagement, proving the AIDA model's adaptability in social media contexts.

Second, Erlangga et al. (2024) investigated the application of the AIDA model in Ultra Milk advertisements featuring the Indonesian band Sheila on 7. Through a qualitative approach, the research demonstrated that nostalgic cues such as music and celebrity familiarity effectively trigger emotional appeal across all AIDA stages. This study contributed to understanding how emotional and cultural symbols can strengthen purchase intention.

Third, Hanif et. al. (2024) quantitatively tested the effectiveness of the AIDA model in influencing purchasing decisions both in physical stored and online platforms. Using linear regression analysis with 100 respondents, the study confirmed that all four AIDA components significantly affect consumer behavior. Their results reinforce the model's reliability in predicting purchase outcomes across different media channels.

Fourth, Utami (2024), explored key factors shaping consumer decision-making behavior using a descriptive approach. The research identified cultural, social, personal, and psychological variables as major determinants in the buying process, divided into five stages from problem recognition to post-purchase evaluation. This work provides a foundational understanding of the psychological and social influences shaping Gen Z purchasing motives.

Fifth, Evanita et al. (2021) analyzed how the Instagram platform, guided by the AIDA framework, could enhance consumer purchase intention for Roti Bund products. Applying a qualitative approach, they found that visual appeal and influencer recommendation strongly affected interest and desire stages. The study demonstrates that integrating AIDA with social media marketing significantly increases consumer engagement and brand awareness among Gen Z.

Sixth, Sangen et al. (2021) assessed the effectiveness of Instagram-based promotion on purchase interest for the Gerobak Elba culinary product in Banjarmasin. Using quantitative methods, the research found a positive correlation between social media promotions and consumer purchase behavior. The contribution of this study lies in highlighting the role of visual and interactive digital promotion in enhancing food product appeal.

These studies collectively demonstrate that viral marketing, visual branding, and influencer advocacy are powerful mechanisms for driving food product success, especially within the Gen Z demographic, whose consumption patterns are increasingly shaped by digital storytelling and emotional engagement. Recent research has also explored how viral food phenomena affect digital-era consumer behavior. For example,

Hanoi et al. (2023) analyzed how TikTok food influencers influence engagement and purchase intention, showing that authenticity and reliability are key engagement drivers. Similarly, Budiman and Laili (2024) studied the viral trend of Labubu products on TikTok and concluded that novelty and social validation play significant roles in purchase decisions. These findings complement the Dubai Chocolate case, emphasizing that social media vitality is now an essential variable in understanding contemporary food marketing.

In summary, the combined application of consumer behavior theory and the AIDA model provides a comprehensive lens through which the popularity of Dubai Chocolate can be analyzed. While past research has addressed similar models and consumer patterns, this study distinguishes itself by applying these frameworks to a specific, localized, and trending food among Indonesia Gen Z that is filling a research gap in both culinary and consumer marketing literatures.

### **3. RESEARCH METHODS**

This study employs a descriptive qualitative approach to explore the factors influencing the popularity of Dubai Chocolate among Generation Z in Ciracas, East Jakarta. The method was chosen to allow in-depth understanding of consumer behavior, preferences, and emotional responses, which are often difficult to quantify through purely numerical data. A qualitative approach is also suitable for analyzing trends, symbolic meanings, and social influences embedded in consumer experiences.

#### **a. Data Collection Method**

To collect relevant data, the researcher utilized two main instruments: (1) Structured questionnaires distributed online using a likert format. The questions were designed to assess four variables based on the AIDA model: attention, interest, desire, and actions. (2) Semi-structured Interviews with two groups. First group with a local business owner who sells Chocolate Dubai inspired products in Ciracas. And, the second group with consumers within the Gen Z age range between 12 - 27 years that lived in Ciracas who have experienced or purchased the product. The selection of respondents was conducted through purposive samplings to ensure the participants met the criteria relevant to the research focus.

#### **b. Research Instrument**

The questionnaire was developed using five-point Likert scale responses ranging from “Strongly Disagree” to “Strongly Agree”. Each AIDA stage was represented by a cluster of statements to capture the degree of influence social media, product visual, exclusivity, and influencer endorsement had on purchasing behavior. Interview guides were prepared to explore personal experiences, motivations, product perceptions, and opinion on Dubai Chocolate presence in the local culinary scene.

#### **c. Data Analysis Technique**

The data analysis followed a qualitative descriptive method involving three types of Data, which are Data Reduction where it will show the filtered and categorizing questionnaire and interview responses into relevant themes aligned with the AIDA framework. Second, Data Display where it will present the result using narrative and descriptive explanations, tables of data, and pie charts to illustrate patterns and key findings. And last, conclusion and summary where it will interpret how the AIDA stages manifest in Gen Z behavior toward Chocolate Dubai, while considering social, psychological, and cultural factors. Synthesizing both qualitative tendencies from likert-scale patterns and insight from interviews allowed for a deeper

understanding of how a viral food product could influence consumer trends in localized Indonesian context.

d. Justification of the Method

This method was selected to not only observe behavioral trends but also to uncover the emotional and social drivers behind product popularity. A combination of data sources structured and narrative provided a richer and more holistic perspective on why and how Dubai Chocolate has become a trending item among Gen Z.

By Integrating the AIDA model into every stage of data collection and analysis, this research ensures consistency between theoretical framework and empirical findings, thus enhancing the validity and depth of the overall study.

#### 4. FINDINGS AND DISCUSSION

Based on data collected from 89 respondents, Gen Z individuals residing in Ciracas, East Jakarta. Also, interviews with business actors and consumers, the study identified several key factors driving the popularity of Dubai Chocolate. These include social media exposure, viral content, influencer reviews, visual branding, and a strong sense of FOMO or Fear of Missing Out.

Over 68% of respondents were aged between 18-22 years, indicating a strong interest from younger Gen Z segments. Social media, particularly TikTok and Instagram, played a dominant role in Attention and Interest stages of the AIDA model. Most respondents encountered Dubai Chocolate for the first time through visually captivating content such as chocolate melting videos, aesthetic unboxing, and ASMR clips.

The findings directly address the core research question: (1) What factors contributed to the popularity of Dubai Chocolate among Gen Z in Ciracas? The results confirm that social media exposure, aesthetic packaging and influencer endorsement are central triggers shaping consumer attention and desire, aligning with the theoretical model established in the introduction.

In the Attention phase, short-form videos on TikTok and Instagram Reels emerged as the most cited first exposure to Dubai Chocolate. These videos often feature satisfying chocolate-pulling visuals, the contrast of green pistachio against glossy brown chocolate and aesthetic unboxing experiences all of which appeal strongly to Gen Z visual consumption behavior. This supports previous studies, such as Lim & Kumar (2022), which emphasize the power of visual storytelling in food marketing.

In the Interest phase, respondents were drawn to the emotional and social appeal of the product. The perception that Dubai Chocolate is rare, luxurious, exclusive, and imported created a sense of prestige. As one respondent stated, "It feels exclusive, like not everyone can try it. That makes me want it more". This is consistent with Gentina et al. (2018), who argue that emotional consumption and social identity significantly affect compulsive or impulsive buying behavior in adolescents.

When analyzing the Desire stage, peer influence and social validation became central. Many respondents admitted that their desire stemmed less from personal craving and more from wanting to be in the trend. Consumption was often performative shares through Instagram Stories or TikTok reviews, emphasizing the symbolic rather than the functional value of the product. The interviews revealed that FOMO was a major motivator echoing findings from Djafarova & Bowes (2021), on impulse buying triggered by influencer post.

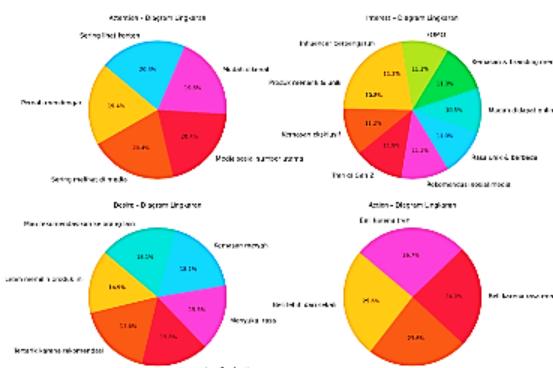
The Action phase highlighted the unique purchasing behavior around viral products. Respondents typically did not purchase Dubai Chocolate from official or premium retailers, but rather through resellers, friends, or trusted Instagram accounts. This social-commerce dynamic shows a shift in how Gen Z navigates trust, access, and immediacy in purchasing behavior. Notably, very few respondents indicated long-term loyalty to the product, confirming that the interest was trend driven and temporary.

The results align with Schiffman & Kanuk (2019), consumer behavior theory which emphasizes psychological and social factors like peer pressure, digital exposure, and influencer influence. This significantly shapes Gen Z purchasing decisions. The study reaffirms how Gen Z digital nativeness makes them highly susceptible to short-lived viral trends and visual marketing. The use of the AIDA model provided a structured way to measure consumer response at each phase, which at attention and interest stage were heavily influenced by visuals of the social content. Meanwhile, the desire stage shows were rooted in perceived exclusivity and lifestyle association. And, at the last stage our action was driven by social triggers, and not necessarily product utility. This reinforces findings by Tjoa et. al. (2024) and Evaria et al. (2021), that show how viral marketing and influencer campaigns are truly highly effective for short-cycle trends products.

The study reveals that Dubai Chocolate is less about taste and more about experiencing a reflection of how food, especially for Gen Z is becoming a lifestyle statement rather than a mere consumable. The emergence of derivative products such as Pistachio Kunafa Brownies, Dubai Chocolate Croissant, Martabak Dubai Chocolate among local highlight the product's influence on culinary innovation.

Moreover, Dubai Chocolate sets a precedent for how social commerce and micro-influencer networks can reshape local food business dynamics. This marks a novel contribution of the study, showing how a global food trend can spark localized transformations in consumer behavior, product development, and digital sales models. One of the key insights from this study is that Dubai Chocolate acts less as a food item and more as a cultural phenomenon. It embodies the shifting nature of food consumption among youth from nourishment and indulgence to identity expression, community belonging, and even short-term digital status.

This study thus contributed a novel perspective by capturing a real-time culinary trend through a marketing lens, showcasing the intersection of viral content, youth psychology, and grassroots business response. It also underscores the need for marketers and culinary entrepreneurs to adapt strategies that align with ephemeral yet powerful social moments, where emotion, peer culture, and digital story telling converge to influence behavior.



**Figure 1. Data Result Diagram**  
 Source: Researchers (2025)

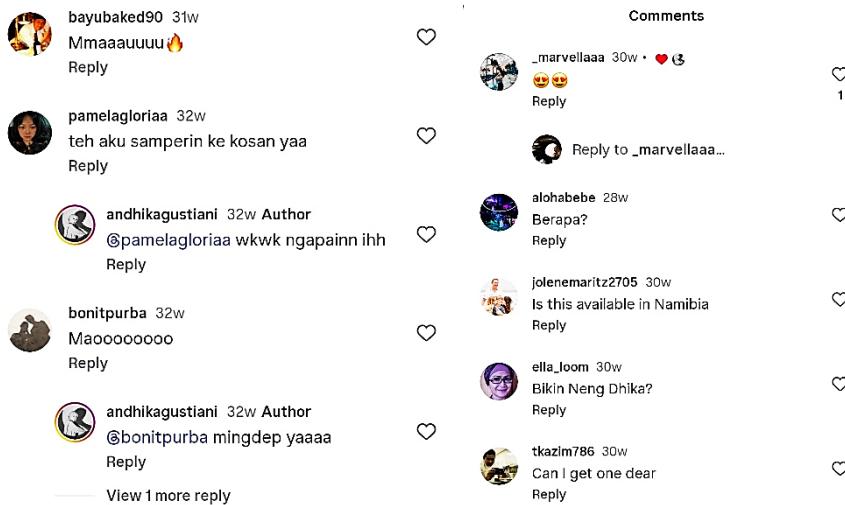
The diagram shows the distribution of average scores for each indicator and variable in the four stages of the AIDA model, namely Attention, Interest, Desire, and Action based on the result of distributing and filling out the questionnaire. In the first stage of AIDA, which attention have the highest indicators are “Often seen on social media”, “Soial media as the main source”, and “Often see content of Chocolate Dubai”. These top three indicators contributed more than 60% of respondents, which shows that continuous exposure on social media is the main key to forming awareness of Dubai Chocolate.

# #coklatdubai  
18.7K posts

# #coklatdubайлal  
5000+ posts

**Figure 2.** Dubai Chocolate Hastags on Instagram  
Source: Researchers (2025)

The second stage of the AIDA model of interest shows the highest indicators in “Gen Z Trends”, “Attractive Packaging and Branding”, and “Influential Influencers and Social Media Recommendations”. The diagram shows a fairly even distribution between these indicators. Dominance appears in social and visual where trends, influencers, and packaging design dominate far more than others. This confirms that Gen Z is interested because of the experience offered, not just product obtained. Unique or easily obtained flavors occupy a smaller percentage, indicating that the taste factor is not the strongest initial trigger for interest.



**Figure 3.** Comment Coloumn on Andhika Agustiani’s Instagram  
Source: Instagram.com/andhikagustiani (2025)

The third stage in the diagram is the desired stage. In this stage, there are high indicators for the statement “Want to recommend to others”, “Luxurious packaging”, and “Interested because of recommendations”. Desire is formed by social and visual aspects. Personal recommendations are still a strong driver of desire. Internal factors such as “Liking the taste” or “Price are comparable to quality” are actually much lower, this strengthens the findings that branding and existence are more important than product functions.



**Figure 4.** Desire Comment and Consumer Preference on Andhika Agustiani's Instagram

Source: Instagram.com/andhikagustiani (2025)

The last stage or action stage has the top two indicators in the diagram, namely “Buy because of the trend”, and “Buy more than once”. This shows that purchasing behavior is driven by trends and external influencers, not by rational considerations such as taste and price. The statement “Buy because the price is right” is in the lowest position, indicating it tends to be purchased because of following trends or FOMO feelings rather than actual needs.

Based on the diagram, it can be concluded that the most dominant factors are trends in Gen Z, buying because of trends, social media, exposure, and packaging or branding. This is able to strengthen that consumers are more motivated by trends, visual, and social media than product quality. Purchasing decisions are triggered by feelings of FOMO and digital existence, not pure preferences. Dubai Chocolate branding is very successful in creating desirability, although physical has not yet dominated consumer preferences.

Apart from the popularity factor of Dubai Chocolate, the virality and trends of Chocolate Dubai still have various implications for current culinary trends, there are four main points that are the result of the implications of Chocolate Dubai on current culinary trends. Among them are:

a. Encouraging Culinary Product

The popularity of Dubai Chocolate has inspired small business and culinary businesses to create innovative products based on Chocolate Dubai, such as: Brownies Kunafa, Dubai Pistachio Croissant, and others. This shows the existence of creative and adaptive menu diversification to market trends. Chocolate Dubai has provided a forum and ideas for small businesses to continue to innovate and provide new flavor variations.



**Figure 5.** Brownies Kunafa and Chocolate Dubai Croissant

Source: Researchers (2025)

b. Opening Business Opportunity and Adaptations

Dubai chocolate is not only a viral product, but also creates economic opportunities, especially for small business actors, home business, and MSMEs who are able to adapt to trends and to attract young consumers.

c. Transformation of Gen Z Consumption Patterns

Gen Z consumption patterns have changed from initially just pursuing the taste, to also considering aesthetic and photogenic product visuals, social aspects such as being trending or viral, and digital existence or product as part of online identity, such as being posted on Instagram or TikTok. This makes the food not only for consumption but also to be shared and shown off on social media.

d. Culinary Product as a Lifestyle

Dubai Chocolate emphasizes that culinary has now become a part of Gen Z's digital lifestyle. They choose foods that can support their self-image and social engagement on social media. Dubai chocolate not only influences taste preferences, but also encourages innovations, business opportunities, and transformation of consumption culture among Gen Z. This shows that current culinary trends are increasingly closely related to social media visuals and digital identity.

Based on interviews conducted with Andhika Agustiani, the owner of Me and My Sugar Story and Enrica Yunia Pramana, the owner of The Bake Supply. As the sellers of Dubai Chocolate, there are several implications felt by two sources. For Kak Andhika, many small businesses imitate or create their own versions and this product encourages local creativity. This proves that Dubai Chocolate provides a boost to local innovation and opportunity for small business. For Kak Enrica herself, she stated that the impact of Dubai Chocolate is very large, but it must be admitted that the pistachio trends has begun to saturate, expensive, and rare ingredients make the production very difficult. This indicates a cycle of trend saturation and challenge of primary raw materials.

Meanwhile, for consumer sources themselves it can be taken from Kikel Yudianto and Mutiara Nur Halimah's statement that there are many derivative foods such as martabak, brownies, croissants, and others. However, the only difference is its exclusivity. Mutiara also admitted that buying the derivative version because it was cheaper and more affordable, this product was a refresher for Dubai Chocolate in general. The statement given by Kikel and Mutiara can be said to be derivative trend limited innovation, trend refreshers, and short-term effect.

On the other hand, for Angellie Putri, this shifting trend is toward visual content snacks, many products follow the unboxing trend, gold packaging, and digital existence food. Meanwhile, for Berliana Tadjudin, she stated that the current snack trend has started to experience distribution via social commerce. Both speakers emphasized lifestyle, digital visibility, and the transformation of taste into distribution models.

This study acknowledges that the research was limited by sample scope and data collection process. The questionnaire responses were collected until reaching saturation point within Ciracas Gen Z respondents, meaning the findings may not fully represent wider regional or national behavior. Furthermore, the descriptive qualitative method relies on self-reported data, which could introduce subjective bias.

This result of this study strengthens existing theories on digital consumer behavior by confirming that Gen Z purchasing decisions are heavily mediated by social influence and digital exposure. The findings extend Schiffman and Kanuk's (2019) model by integrating FOMO and social validation as emotional catalysts in the AIDA process. In addition, the dominance of visual stimuli and influencer recommendations support Lim

& Kumar's (2022) argument on the persuasive power of visual storytelling in food marketing.

Practically, the Dubai Chocolate trend illustrated how digital culture can localize global food trends, creating short yet intense consumption waves that influences MSME product innovation. Theoretically, this research contributes to evolving AIDA application within viral marketing, suggesting that attention and desire phases may overlap in digital contexts due to instantaneous exposure and emotional contagion.

## 5. CONCLUSION

The study has explored the factors behind the popularity of Dubai Chocolate among Generation Z in Ciracas, East Jakarta, and examined its implications on contemporary culinary trends. Through the application of the AIDA model and qualitative insight from both survey data and interviews, it is evident that the product popularity is not merely rooted in its taste or origin but more significantly in the emotional, social, and digital dynamics surrounding it. Factors such as social media virality, influencer endorsement, aesthetic packaging, and the sense of exclusivity have been shown to greatly influence consumer behavior, especially within the Attention, Interest, and Desire phases. The Action phase was typically executed through social commerce channels, such as friends or local resellers, rather than formal retail platforms highlighting how community-driven access plays a key role in trend adoption among Gen Z.

The popularity of Dubai Chocolate has also demonstrated broader implications in shaping local culinary behavior. Its influence extends beyond consumption and into product innovation and marketing strategies among small and medium-sized food businesses. Inspired by the viral momentum of Dubai Chocolate, local entrepreneurs have begun to replicate not only the flavors but also the storytelling, branding, and digital promotion techniques associated with it. This signifies a paradigm shift in how food products are positioned—not as commodities, but as social experiences tied to identity and lifestyle narratives. In this way, Dubai Chocolate operates as both a product and a cultural symbol, marking the increasing convergence of food, media, and youth culture.

Theoretically, this study offers a fresh perspective on the AIDA model by showcasing how each stage is now heavily mediated by social platforms and peer engagement. While AIDA traditionally followed a linear logic, the influence of viral content and digital culture can now amplify or even collapse these stages, creating rapid consumer action driven more by emotion and hype than rational evaluation. This could be seen as an emerging evolution of consumer behavior among digital-native generations.

In terms of implication, this study encourages culinary marketers and SME owners to reframe their product strategies—emphasizing visual branding, influencer collaborations, and emotional storytelling as core components of campaign design. Moreover, for future researchers, it is recommended to expand this study across different regions or apply comparative analysis between various viral food trends to explore whether similar patterns emerge. Quantitative extensions could also measure long-term brand loyalty and behavioral shifts post-virality, offering insight into whether trend-based products can sustain momentum or evolve into lasting culinary movements.

From a practical perspective, the study implies that culinary marketers should focus on visual storytelling, influencer collaboration, and emotional engagement to attract Gen Z consumers. Policymakers and MSME developers can also utilize such insight to foster creative digital entrepreneurship among youth. The research contributes

theoretically by refining the understanding of how AIDA functions within social media ecosystems, where emotional and social validation accelerate consumer actions.

For the further studies should explore cross-regional comparison of viral food trends, apply quantitative models to test long-term brand retention after virality fades, and investigate how localized adaptations can transform short-term trend into sustainable culinary innovations.

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Volume 8 Issue 2, December 2025, pages: 227-238

## **ANALYSIS OF THE EFFECTIVE APPLICATION OF CROSS SELLING IN INCREASING PRODUCT SALES AT DWIDAYA TOUR SUMMARECON MALL SERPONG**

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Received: 09/07/2025

Revised: 28/10/2025

Accepted: 04/12/2025

### **Abstract**

This research aims to find out how to implement an effective cross-selling strategy in increasing product sales at Dwidaya Tour Summarecon Mall Serpong, identify supporting and inhibiting factors in its implementation, and understand customer perceptions of the strategy. This research uses a qualitative approach with data collection techniques through in-depth interviews, direct observation, and documentation. Interviews were conducted with Travel Consultants, as well as several customers who have made transactions at the branch. Meanwhile, observation and documentation were conducted for approximately three months at the research location. The results showed that the cross-selling strategy has been carried out optimally by Travel Consultants, through a personal approach. However, in its implementation, there are still some obstacles, such as limited-service time and the lack of initial customer understanding of the additional products offered. Nevertheless, customers' perceptions of the implementation of cross-selling strategies show a positive response, especially when additional product offers are delivered in a way that suits their needs.

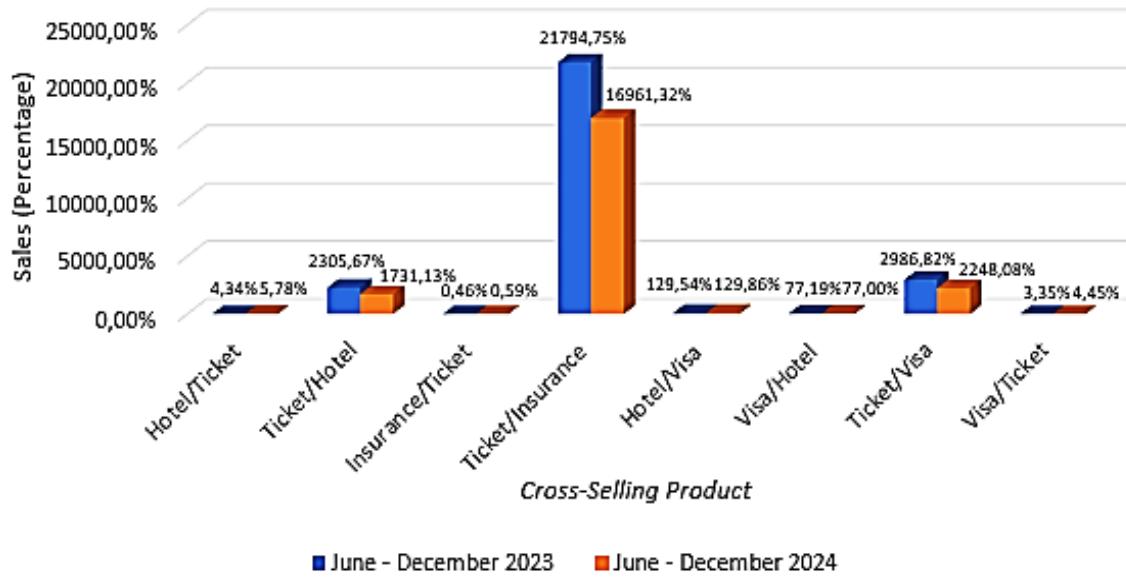
**Keywords:** Strategy, Sales, Cross-Selling, Travel Agency

### **1. INTRODUCTION**

Travel agencies are now facing various changes in trends and tourist preferences due to technological developments. Technological transformation has brought about major changes for travel agencies, resulting in the need to adjust business activities based on various technological sources and pay attention to market changes in order to improve operational efficiency and meet customer needs so that they remain relevant and competitive (Gai et al., 2024).

These changes pose a major challenge for travel agencies, which are required to continuously innovate in implementing effective marketing strategies to compete in the market. Companies are required to modify their business strategies and offerings through marketing efforts to meet tourist demand (Halim & Marpaung, 2023). According to an article in Kompas.com (2022), marketing strategies are crucial when building a business. Businesses can grow and enhance their sales potential by focusing on marketing their products or services, with the aim of generating profits. One business that requires a

marketing strategy, particularly in the travel agency industry, is PT. Dwidaya World Wide.



**Figure 1.** Cross-Selling Product Sales Data Dwidaya Tour SMS 2023 & 2024  
Source: Researchers (2025)

PT Dwidaya World Wide, better known by its brand name “Dwidayatour,” was established on July 19, 1967. Currently, under the Dwidayatour brand name, PT Dwidaya World Wide has over 50 branches spread across Indonesia. Specifically, one of the company's branches that will be studied by the author is Dwidaya Tour Summarecon Mall Serpong. Dwidaya Tour Summarecon Mall Serpong falls under the category of Travel Agencies, operating in the business of products and services that provide travel services, including purchasing airplane and train tickets, booking accommodations, handling travel documents, creating travel packages (tours), insurance services, vehicle rentals, photography services, Wi-Fi rentals, and purchasing entrance tickets to tourist attractions.

Dwidaya Tour Summarecon Mall Serpong needs to implement marketing strategies to attract customers to purchase their products or services. One of the sales methods applied by Dwidaya Tour Summarecon Mall Serpong is cross-selling.

According to Surveyandini (2016), cross-selling is the process of offering additional products to someone who has already made a purchase, or more simply, when a customer orders a product and the salesperson offers several additional supporting products. Efforts to attract buyers with goods/services related to the goods/services they will/have purchased can also be called cross-selling. The concept of cross-selling emerged as a strategy to address the high costs involved in attracting new customers. Through cross-selling, companies can leverage existing customers to increase sales of their products or services. This strategy can be applied across various industries, such as banking, insurance, automotive, retail, technology, F&B, and others, as these companies typically offer more than one or two products. An example of efforts to attract consumers by Telkomsel is forming a partnership with Samsung as a manufacturer of customer premises equipment (CPE) or providing telecommunications equipment used on the customer side/mobile phones. Telkomsel bundles its SIM card product offerings with Samsung mobile phones included in CPE, then cross-sells its SIM card products with Telkomsel Flash broadband internet access products. Currently, the concepts of

partnerships, bundling, and cross-selling are being adopted by large companies with the primary goal of enhancing the value proposition to consumers. This strategy is widely used, especially when facing competitive pressure and increasing consumer bargaining power. This necessitates companies having the ability to assess and select partners that align with their needs.

From the sales data of Dwidaya Tour's cross-selling products at Summarecon Mall Serpong, a significant fluctuating pattern was observed across various product categories. Although some products experienced a decline, overall, the cross-selling sales strategy remains effective in increasing sales volume, particularly for product combinations that provide significant added value to customers. This indicates that the phenomenon can be addressed by implementing a more targeted cross-selling strategy.

The implementation of cross-selling strategies in previous research conducted by Lase et al. (2024) shows that this strategy is effective in increasing sales and customer loyalty at PT Multi Pilar Indah Jaya. The success of this strategy is supported by careful planning, consistent implementation, and the use of technology. Cross-selling is not only aimed at selling additional products but also at providing relevant information to customers, thereby enhancing satisfaction. However, there are several challenges in implementing cross-selling marketing strategies, such as the need for in-depth analysis of customer behaviour and preferences. With proper market segmentation and relevant offers, this strategy can strengthen customer relationships and support the company's long-term growth.

Therefore, the author aims to conduct further research and conduct an in-depth analysis of the cross-selling strategy implemented by Dwidaya Tour Summarecon Mall Serpong to enhance profitability across all product sales combinations, including the factors supporting and hindering the implementation of this strategy, as well as exploring customer perceptions regarding the application of cross-selling strategies.

## 2. LITERATURE REVIEW

### 2.1 Sales

Sales are activities that enable sellers to offer products or services to buyers by setting an agreed price before the exchange takes place. Goods or services are exchanged for mutual benefit and monetary value (Astuti et al., 2022). According to Kotler et al. (2019), sales strategies are classified into several important aspects, including customer segmentation and targeting, positioning, personal selling, relationship selling, and integrated marketing communication (IMC).

In the context of the tourism industry, sales activities play an essential role in attracting customer through service personalization and added value. Effective sales strategies allow travel agencies to respond to diverse customer needs and encourage repeat purchases. Therefore, understanding sales fundamentals provides a foundation for implementing more specific approaches such as cross-selling.

### 2.2 Cross Selling

According to Hertia (2023), cross-selling strategies must be adjusted to the characteristics of each business. This strategy combines several products into a single offer to encourage customers to purchase more than one item in a transaction. Cross-selling can be implemented through bundling, membership programs, loyalty points, or promotional collaborations with business partners that align with customer needs. Triana et al. (2024) explain that several factors can hinder cross-selling, such as limited product

variety, lack of employee knowledge, and inadequate supporting facilities. Conversely, Lase et al. (2024) emphasize that effective cross-selling implementation requires proper market segmentation, sales training, and technological support to analyze customer data.

In the context of travel agencies, cross-selling can be applied when offering customers additional services such as travel insurance, hotel bookings, or tour packages after purchasing airline tickets. These strategies not only increase transaction value but also strengthen customer relationships, which is highly relevant to the operations of Dwidaya Tour Summarecon Mall Serpong.

### **2.3 Psychological Factors in Customer Behavior**

According to Sukaatmadja & Yasa (2020), consumer behavior is influenced by various psychological factors, including motivation, perception, and beliefs and attitudes. In this context, perception plays an important role because each individual interprets experiences differently, even in similar situations. For example, tourists may have distinct evaluations of a travel service depending on their expectations and satisfaction levels. These psychological factors are important for travel agencies to understand when designing marketing strategies. By recognizing what motivates customers to make travel-related purchases, companies can develop offers that match consumer desires. Thus, understanding customer psychology provides a conceptual link between cross-selling practices and customer satisfaction in the tourism sector.

### **2.4 Perception**

Perception is a psychological process in which individuals interpret and give meaning to the stimuli they receive from their environment. Through this process, people can assess and respond to the situation based on what they see, hear, and feel. The perceptions that are formed will influence how individuals behave and make decisions according to their experiences and interpretations (Ritonga, 2020). Research conducted by Alicia and Dewantara (2024) found that consumer perception significantly influences purchasing decisions, emphasizing the importance of understanding how consumers evaluate product offerings. In the tourism industry, positive perception toward travel agencies such as trust, credibility, and service quality can determine customer willingness to purchase additional services through cross-selling offers. Therefore, analyzing customer perception toward cross-selling practices at Dwidaya Tour Summarecon Mall Serpong becomes essential in identifying how customers respond to marketing strategies and what factors shape their purchasing decisions.

### **2.5 Travel Agency**

According to the Regulation of the Minister of Tourism of the Republic of Indonesia Number 18 of 2016, a travel agency is a business entity that provides services for travel planning and the organization of tourism activities, including religious trips. Lemy (2018) describes a travel agency as a company that markets and sells tourism services provided by suppliers and carriers to individual or group customers. Similarly, Sari & Yanita (2020) define a travel agency as a commercial service business that organizes, provides, and offers services to individuals or groups to undertake travel with the primary purpose of tourism.

From these definitions, it can be concluded that travel agencies play a crucial role in facilitating travel and assisting customers in planning and organizing their tourism activities. As noted by Veronica and Rivabelle (2024), travel agencies act as

intermediaries that bridge tourists' needs with tourism products and manage trips comprehensively.

In relation to this study, Dwidaya Tour Summarecon Mall Serpong functions as a travel agency that applies cross-selling strategies to increase sales while enhancing customer satisfaction. Understanding the operational characteristics of travel agencies helps clarify how cross-selling practices can be optimized in this service-based business environment.

### **3. RESEARCH METHODS**

#### **3.1 Type of Research**

This research uses a descriptive qualitative approach and generally includes the analysis process. This approach emphasizes the subject's point of view, understanding the processes that occurred, and exploring the meaning of the phenomena researched, using theory as a basis and supporting instrument to match the facts in the field.

#### **3.2 Data Collection Techniques**

The data collection techniques used in this study consist of three techniques, namely interviews, observation, and documentation. The main method used in this study is interviews, which is the process of collecting data by conducting direct question and answer sessions with informants to obtain in-depth information. Next is the observation method, which is a data collection method by recording information and directly observing activities or behaviors in the field. Additionally, the documentation method is used as a supporting method through the review of documents or archives relevant to the research, such as images, reports, brochures, or sales graphs, to strengthen the explanation of research findings.

#### **3.3 Data Analysis Techniques**

After collecting data, the next step is to reduce the data by transcribing the results of the interviews with the informants and filtering and simplifying the information obtained from the observations and documentation. The data is also presented in the form of descriptive text, which is elaborated by describing the results of the interviews and observations conducted, and supplemented with supporting data from the documentation. After reducing and presenting the data, conclusions are drawn and organized based on the findings from the research object, with the aim of clarifying the phenomenon being studied.

### **4. FINDINGS AND DISCUSSION**

Dwidaya Tour Summarecon Mall Serpong, commonly known as Dwidaya Tour SMS, is one of 27 branches of PT Dwidaya World Wide spread across the Jabodetabek area. This branch is strategically located in a shopping centre, specifically at Summarecon Mall Serpong 1 unit #2F-12D, Jl. Boulevard Gading Serpong, Tangerang 15810. As one of the branches operating in an area with high mobility and accessibility, Dwidaya Tour SMS continuously strives to implement effective marketing and sales strategies to attract customer interest, expand market share, enhance customer loyalty, and increase sales volume. In pursuit of these objectives, the branch management develops and implements various sales strategies that take into account market trends and customer needs. These strategies are tailored to the characteristics of customers visiting shopping centres like

Summarecon Mall Serpong, who generally prioritize comfort, fast service, and easy access to a variety of travel product options.

One of the product and service sales strategies consistently implemented by Dwidaya Tour Summarecon Mall Serpong is cross-selling. This strategy is an important part of daily sales activities as it is considered capable of contributing positively to increased product sales while providing more comprehensive service to customers.

Cross-selling is implemented by offering additional products related to the main product that the customer has not yet purchased, is currently purchasing, or has already purchased. This method is applied by the company to increase product sales. Additionally, the purpose of this strategy is to increase customer transaction value, provide a more comprehensive service experience, and introduce more complementary products. The implementation of this strategy is carried out through a personal and informative approach by sales staff, who actively explore customers' specific needs and provide relevant product recommendations so that customers feel assisted. For example, if a guest plans to purchase an airplane ticket, the staff will offer additional products such as admission, travel insurance, hotel voucher bookings, additional tour packages, and visa processing services.

In its operations, Dwidaya Tour Summarecon Mall Serpong is known for its one-stop service concept. This concept refers to a public service system designed to provide various travel services, needs, and products in an integrated manner at one location and time, so customers do not need to move to different places to obtain the services they require. In other words, customers can obtain all the services they need by simply visiting one location, namely Dwidaya Tour Summarecon Mall Serpong.

The products and services offered by Dwidaya Tour SMS are not only communicated directly by the staff but are also visually displayed in the form of promotional posters affixed to the walls and windows of the office space, as well as LED TVs placed at the front of the branch. Additionally, Dwidaya Tour Summarecon Mall Serpong actively implements digital marketing strategies through social media, particularly the WhatsApp platform. Dwidaya Tour Summarecon Mall Serpong uses WhatsApp broadcast features with the assistance of a system called Daisi.

The placement of visual promotional media at the Dwidaya Tour Summarecon Mall Serpong branch office is aimed at easily conveying information about the products and services offered to customers, whether they are just passing by or visiting the branch. Promotional media such as posters, TV screens, and other information displays are designed to attract attention and spontaneously stimulate customer interest in purchasing the available products. Additionally, in addition to visual media, the use of the WhatsApp platform can also be optimized. Both media not only serve as information dissemination tools but also form part of the cross-selling strategy implemented by Dwidaya Tour Summarecon Mall Serpong, as they provide greater opportunities for Travel Consultants to follow up on customers' interest in relevant additional product offers. As a result, this can encourage customers who initially intended to purchase a specific service (such as airline tickets) to be more inclined to use additional services, such as hotel bookings, travel insurance, or JR Passes, after seeing the clearly and attractively presented product information.

Every employee of Dwidaya Tour Summarecon Mall Serpong is required to implement cross-selling when assisting customers. This cross-selling sales strategy has been established as a service standard or Standard Operating Procedure (SOP) that applies across the entire Dwidaya Tour workplace, specifically for sales staff in the Travel

Consultant position. The implementation of this SOP plays a crucial role in maintaining efficiency, consistency, and standardization of the services provided to customers, in line with the company's vision and mission that prioritize service quality.

During the interviews, several key product combinations with additional services were identified as playing a significant role in the success of the cross-selling strategy. The product combinations preferred by customers are divided into several categories, including ticket combinations with insurance, tickets with hotels, visas with insurance, travel packages with Wi-Fi or SIM cards, and travel packages with visas.

### **1.1 The Effective Implementation of Cross-Selling**

According to Hertita (2023), the implementation of cross-selling strategies must be tailored to the conditions and characteristics of each business. This strategy can be implemented through several methods, namely bundling, where this strategy combines several products into one offer at a certain price, with the aim of encouraging customers to purchase more than one product in a single transaction. Additionally, offering a membership program can facilitate communication between businesses and customers, particularly in conveying various attractive promotions, which can be implemented in the form of reward points, promotions in specific areas, or loyalty programs. Furthermore, cross-selling strategies can also be implemented by offering attractive promotions resulting from collaborations with various business partners that align with customer needs.

The results of the study show that effective cross-selling can be implemented through various communication channels such as face-to-face, telephone, email, and WhatsApp. Offers are made using a variety of promotional approaches, ranging from product bundling, special discounts from Travel Consultants, discounts from partner banks, and the Dwidaya Rewards loyalty program. This approach is able to attract customers' attention and encourage them to make additional purchases, especially when offers are tailored to customers' needs and situations, such as bundling visa processing with hotels or travel insurance.

Cross-selling strategies not only increase transaction value but also strengthen long-term relationships with customers. The implementation of a personal and informative approach by staff makes customers feel assisted, satisfied, and more trusting of the services provided.

Additionally, this strategy also benefits the company in identifying loyal customers and increasing transaction frequency. These findings are reinforced by visual promotional evidence and bank collaboration programs observed directly at the service location, demonstrating the company's consistency and readiness in supporting the implementation of cross-selling comprehensively.

### **1.2 Inhibiting Factors of Cross-Selling**

Based on the findings of research conducted by Lase et al. (2024) and Triana et al. (2024), it was found that the implementation of cross-selling strategies faces a number of obstacles. These challenges include limited product variety, intense price competition that encourages customers to compare prices with competitors, which can influence their purchasing decisions, and time constraints faced by employees. Additionally, this strategy is sometimes perceived as overly pushy by customers, and employees' lack of product knowledge further hinders the implementation of cross-selling sales methods.

In practice, the implementation of cross-selling at Dwidaya Tour Summarecon Mall Serpong faces several obstacles. The main challenge stems from internal factors such as staff forgetting or rushing when offering additional products. In certain conditions, staff have limited time when the branch is busy with many visitors, so they prioritize the main needs of customers and often overlook additional product offers. Additionally, customers' departure times that are too far in advance or too close to departure also affect the effectiveness of offers, as not all products can be offered flexibly. Some customers also do not have cards from the bank partner's collaboration program and refuse offers due to improper timing or having already purchased products from other agencies.

### **1.3 Supporting Factors of Cross-Selling**

In a journal entitled "The Role of Cross Selling in Increasing Sales of Unilever Products by PT Multi Pilar Indah Jaya on Nias Island," it is explained that there are a number of factors that support the implementation of cross-selling strategies, namely market segmentation that has been analyzed in depth and grouped according to market needs and potential, and the quality of the products offered must meet company standards to ensure customer satisfaction. Additionally, the expertise of experienced sales staff who have received training also contributes to the effectiveness of implementing this strategy. Further support can be implemented through discounts and promotions that encourage customers to make larger purchases, as well as the use of systems and technologies such as monitoring systems and specific supporting applications that enhance the efficiency of cross-selling implementation. Furthermore, training and guidance are needed for employees to master cross-selling techniques and improve their communication skills with customers.

Data collected through interviews, observations, and documentation shows that the cross-selling strategy at Dwidaya Tour Summarecon Mall Serpong has proven effective thanks to the staff's skills in applying a personalized approach and understanding customer needs, as well as regular training support. Travel Consultants build comfortable communication through a "Know Your Customer" (KYC) approach to create bonds with customers. After identifying customers' specific needs through itinerary planning, additional products such as insurance, visas, admission tickets, and Wi-Fi can be offered in a way that is relevant to customers. The implementation of this strategy is also supported by the use of transaction history data through the MidOffice System (MOS), which enables more targeted product offerings. Additionally, exhibitions serve as important opportunities to support the success of this cross-selling strategy, due to specific promotions and discounts.

Internal support also plays a crucial role in implementing this strategy, such as regular training from the headquarters that equips staff with knowledge of the latest products and effective sales techniques. The staff's extensive work experience, combined with internal briefings and knowledge-sharing sessions led by branch managers, further strengthens their understanding of how to execute the cross-selling strategy. Based on observations and documentation, it is evident that staff's active participation in training and exhibitions enhances service quality and expands market reach. Thus, although this strategy is not the only one used, cross-selling has become an important component in increasing branch revenue and strengthening customer loyalty.

#### **1.4 Customer Perceptions of Cross-Selling**

Consumer behavior is influenced by various psychological factors, including motivation, perception, beliefs, and attitudes. In this context, perception plays an important role because each individual has a different perspective on a particular thing or activity, even when they are in the same situation. As an illustration, a group of Japanese tourists participating in the same tour may provide differing evaluations. One tourist might feel very satisfied with the service received, while another might rate their experience as average. These differences arise because each individual responds to stimuli in a unique way. These stimuli can be obtained through sight, hearing, smell, touch, and taste (Sukaatmadja & Yasa, 2020).

Based on the theory presented in the book *Tourism Marketing Management*, customer perceptions of cross-selling at Dwidaya Tour Summarecon Mall Serpong can be said to be aligned. Findings from interviews, observations, and documentation indicate that customer perceptions of the implementation of cross-selling strategies are quite positive. Customers feel that the service provided by the Travel Consultant staff is informative, communicative, and non-pushy, so they are open to accepting additional products, especially when the offers are relevant to their travel needs. Some customers stated that even though they do not always purchase additional products, the information obtained is still useful and makes the transaction process more practical because all of the customer's travel needs can be met in one place. Personalized approaches and effective communication are key factors in building customer trust and comfort when receiving offers, while preferences for information delivery vary, ranging from face-to-face, via WhatsApp, to email.

Additionally, the author's observations reinforce these findings by showing that staff at Dwidaya Tour actively implement cross-selling strategies by maintaining good communication, thoroughly understanding customer needs, and providing relevant product recommendations. They also strive to assist in finding solutions to challenges faced by customers. Staff are responsive in addressing questions and complaints, which can enhance customer satisfaction and comfort. Furthermore, the Dwidaya Rewards program adds value in terms of customer loyalty enhancement efforts. Overall, the implementation of cross-selling at Dwidaya Tour Summarecon Mall Serpong is running smoothly and effectively, providing tangible benefits for customers while contributing to increased product sales and strengthening long-term relationships between customers and the company.

### **5. CONCLUSION**

Based on the results of the research conducted on the implementation of cross-selling strategies at Dwidaya Tour Summarecon Mall Serpong, it can be concluded that this strategy has been implemented in accordance with the company's Standard Operating Procedure (SOP). Additional product offers are made directly by Travel Consultants either verbally or through promotional media such as posters, tent cards, and LED TVs. Promotional approaches are implemented through special pricing (best rates) offered by staff, discounts or price reductions from Dwidaya and partner bank programs, as well as through the Dwidaya Rewards loyalty program. Additionally, this strategy is implemented using a personalized approach. Ultimately, the implementation of the cross-selling strategy, which is conducted persuasively and tailored to customer preferences and needs, can increase the transaction value of product sales.

In its implementation, there are several supporting factors that strengthen the effectiveness of the cross-selling strategy, including the communication skills and personal approach of Travel Consultant staff, which are considered quite informative, the variety of discount and promotional programs offered, the use of systems and technology such as the Mid-Office System (MOS), and the provision of regular training on Dwidaya Tour products and services by the central team.

However, this strategy also faces various obstacles, including crowded branches that limit staff time, causing them to focus more on customers' primary needs and departure times, some customers not having cards from Dwidaya's partner banks, preventing them from taking advantage of discounts, poorly timed offers, and competition from competitors.

From the customers' perspective, it shows a positive response to the implementation of the cross-selling strategy. Customers feel that the additional product offers are helpful because they receive informations they were previously unaware of. Additionally, the approach taken by the Travel Consultant is considered good, informative, communicative, non-pushy, and able to explain the benefits of the additional products offered.

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Volume 8 Issue 2, December 2025, pages: 239-252

## INTEGRATION OF THE THERAPEUTIC ARCHITECTURE APPROACH IN PUBLIC BUILDINGS: EVALUATION OF PRIORITY IMPROVEMENT INDICATORS

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Received: 07/08/2025

Revised: 27/10/2025

Accepted: 05/12/2025

### Abstract

Mental health issues have become a pressing concern in the modern working environment, particularly among public service workers who are exposed to persistent occupational stress. Built environments play a critical role in mitigating psychological strain, and therapeutic architecture offers a promising spatial intervention to address mental well-being. This study investigates the application of therapeutic architectural principles in a public service building, Sewaka Dharma, located in Denpasar, Indonesia. Using the Joint Multivariate Preference (JMP) method, the research evaluates user perceptions across six core dimensions of healing design, sense of personal control, social support, positive distractions, connection to natural views, elimination of environmental stressors, and the ability to engender positive feelings. Data were collected through structured questionnaires distributed to building users, focusing on 26 sub-indicators associated with the aforementioned variables. The results show that five indicators presence of indoor water elements, availability of entertainment facilities, access to natural outdoor views, integration of interactive art, and access to food services scored significantly below the overall mean. These findings highlight specific spatial deficiencies that limit the building's restorative function and user comfort. The study contributes practical recommendations for public facility improvements by emphasizing evidence-based spatial design strategies that enhance psychological resilience and support mental health in the workplace.

**Keywords:** Therapeutic Architecture, Public Service Building, Psychology, Denpasar

### 1. INTRODUCTION

Mental health constitutes a fundamental component of human well-being, contributing significantly to quality of life, productivity, and the continuity of individuals' social functioning. Nonetheless, mental health disorders remain a major global public health concern. According to the World Health Organization (WHO), over 970 million people worldwide suffer from mental health conditions, including depression, bipolar disorder, schizophrenia, and dementia (Mashar, 2021). In Indonesia, data from the Ministry of Manpower of the Republic of Indonesia (2024) reports approximately

875,000 cases of stress, depression, and anxiety disorders that have resulted in the loss of more than 17 million workdays. A Gallup survey conducted in Southeast Asia further indicates that 20% of respondent's experience significant psychological stress, with public service workers identified as being at particularly high risk due to complex workloads and performance pressures (Ministry of Finance of the Republic of Indonesia, 2024).

This issue is exacerbated by psychologically unsupportive workplace environments. Factors such as time pressure, role ambiguity, lack of social support, and physical discomfort in the workplace contribute further to the decline in workers' mental well-being (Fadlilah, 2021; Kosasih & Komala, 2024). Physical environments designed with consideration for psychological needs have been shown to possess therapeutic potential. Several studies highlight that natural lighting, cross ventilation, the use of soft and natural color schemes, and visual connections to nature significantly reduce stress levels and enhance psychological recovery (Jiang, 2023). Research also affirms that the presence of green spaces and natural views is directly correlated with improvements in workers' psychological well-being (Zhang et al., 2021).

In the context of architectural design, the therapeutic architecture approach functions as a spatial intervention framework that integrates healing principles into the built environment. This approach posits that design elements such as form, color, scale, proportion, material, lighting, and access to nature are not merely aesthetic components, but exert a profound influence on users' perception, emotional state, and healing processes (Mahmoud, 2017). Furthermore, the approach is structured around six core pillars of healing architecture: sense of personal control, social support, positive distractions, eliminating environmental stressors, connecting users to natural views, and engendering positive feelings (Sigalingging et al., 2021; Vollmer et al., 2024).

These six dimensions serve as essential benchmarks in establishing a comprehensive healing environment across various building typologies, including public service facilities. However, the implementation of these principles within public sector workplaces in Indonesia particularly within government buildings remains largely undocumented. To date, there has been no comprehensive study evaluating the extent to which therapeutic architectural principles have been applied in public buildings, nor how such applications may influence the mental well-being of both employees and visitors.

Accordingly, this study was conducted to address this research gap by evaluating the application of therapeutic architectural elements in one of Denpasar City's public service buildings Graha Sewaka Dharma. Employing the Joint Multivariate Preference (JMP) analysis method, the study aims to identify priority improvement indicators and formulate spatial design recommendations that contribute to creating a work environment conducive to mental health and psychological well-being. The JMP method was selected due to its ability to simultaneously and comprehensively map user preferences across various design elements, making it particularly relevant for assessing spatial experience in a multidimensional manner.

## 2. LITERATURE REVIEW

Therapeutic architecture is a multidisciplinary approach that integrates principles of environmental psychology, spatial design, and public health to support users' psychological well-being. Its theoretical foundation is rooted in Attention Restoration Theory (ART) and Stress Reduction Theory (SRT), both of which emphasize the

importance of natural elements and structured environments in reducing stress and restoring cognitive functioning (Kaplan, 1995).

Built environments that foster a sense of control, offer sensory stimulation, and provide aesthetic experiences have been shown to enhance psychological comfort. Access to natural daylight, noise control, and spatial flexibility play a critical role in maintaining users' emotional stability (Jiang, 2023). In parallel, spatial attributes such as form, color, lighting, and spatial configuration contribute significantly to building mental resilience within interior environments (Mahmoud, 2017).

Numerous empirical studies affirm the role of visual connection to nature in psychological recovery. Direct access to green landscapes has been found to elevate mood and accelerate post-stress mental recovery (Zhang et al., 2021). Furthermore, six core dimensions underpin the creation of a healing environment: sense of personal control, social support, positive distractions, eliminating environmental stressors, connecting users to natural views, and engenders feelings (Sigalingging et al., 2021).

Within the framework of evidence-based design, the concept of "The Healing Seven" identifies seven architectural elements such as privacy, sightlines, human-scale proportions, and social interaction that have been empirically shown to reduce perceived stress and enhance psychological comfort (Vollmer et al., 2024). Despite its strong theoretical and empirical foundations, the implementation of therapeutic architecture principles in public service buildings remains limited, particularly in developing countries. Several studies highlight that public infrastructure often neglects the integration of restorative spaces, as evidenced by the scarcity of green views, rigid spatial arrangements, and the lack of inclusive relaxation zones.

This study aims to address that gap by evaluating the extent to which therapeutic architecture principles have been implemented in a public service building specifically, the Sewaka Dharma Building in Denpasar City. Employing a quantitative approach using Joint Multivariate Preference (JMP) analysis, this research seeks to identify spatial improvement priorities that can enhance psychological support and mental well-being for users within the context of a dense, tropical urban environment.

### 3. RESEARCH METHODS

This study employed a mixed-methods approach with a descriptive-evaluative design, combining qualitative and quantitative methods to gain a comprehensive understanding of the implementation of therapeutic architecture in public service buildings. The object of the study was Graha Sewaka Dharma, a public service facility in Denpasar City characterized by high visitor traffic and open access to public information. The qualitative component involved an in-depth literature review to formulate evaluation indicators, while the quantitative component assessed user perceptions of the presence and effectiveness of therapeutic design elements within the building.

#### 3.1 Data Collection

Data collection was conducted in two stages. Qualitative data were obtained through a literature review of theories and prior research related to healing architecture, restorative design, and psychological well-being in architectural environments. This process resulted in the identification of six dimensions and 26 evaluation indicators, which served as the foundation for the development of observation instruments and survey questionnaires. Quantitative data were gathered through direct field observations by the research team and user perception surveys administered to active building users

(employees) using a five-point Likert scale. The questionnaire was structured around the predefined indicators and captured perceptions of therapeutic design elements such as natural lighting, access to nature, spatial privacy, multisensory comfort, and physical accessibility.

### **3.2 Data Analysis**

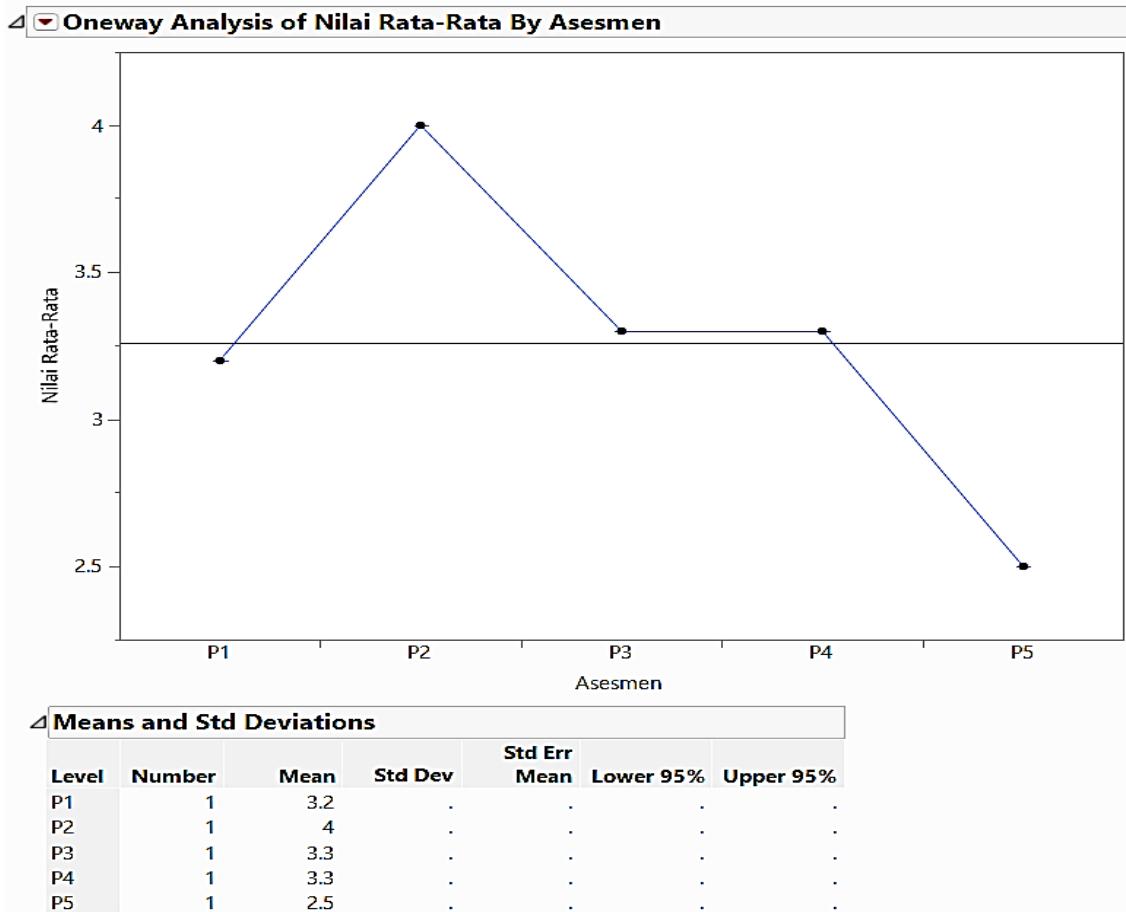
Quantitative data were analyzed using the Joint Multivariate Preference (JMP) method with the aid of JMP Statistical Discovery software. This analysis aimed to identify indicators that scored below the average and to determine spatial design improvement priorities based on user perceptions. Meanwhile, qualitative data from field observations were cross-compared with survey results to ensure the validity of the findings. The results from both data sources were then integrated to formulate evidence-based design recommendations aimed at enhancing the psychological comfort of users in public service buildings.

## **4. FINDINGS AND DISCUSSION**

This section presents the findings derived from a combined analysis of direct observations and user perception assessments regarding the implementation of therapeutic architecture principles in the Graha Sewaka Dharma Public Service Building in Denpasar City. The discussion is structured into two main themes. The first examines the extent to which the six dimensions of therapeutic architecture have been implemented in the context of public service buildings, based on staff perceptions and spatial indicator observations. The second evaluates the indicators that scored below average using the Joint Multivariate Preference (JMP) analysis, in order to identify priority areas for spatial design improvement that would more effectively support users' mental well-being.

### **4.1 Evaluation of the Implementation of Therapeutic Architecture Principles in Public Service Buildings**

The JMP analysis of the five sub-indicators under the sense of personal control dimension reveals a notable variation in achievement levels. Sub-indicator P2 (lighting quality within the building) received the highest mean score of 4.0, suggesting that the lighting aspect particularly natural and well controlled lighting adequately supports users' visual comfort. Sub-indicators P4 (seating options) and P3 (auditory comfort from music) each scored 3.3, indicating a reasonably positive perception of spatial flexibility and auditory environment, although these elements are not yet fully optimized. P1 (accessibility and ease of circulation) scored 3.2, pointing to areas for improvement in terms of physical access and spatial flow. Meanwhile, P5 (availability of quiet rest zones) recorded the lowest score at 2.5, highlighting the limited provision of tranquil spaces for relaxation. The strong performance of P2 aligns with previous research asserting that lighting especially high-quality natural lighting is a core element of therapeutic architecture, capable of improving mood, reducing stress, and enhancing productivity (Aliyu *et al.*, 2022). In the context of Graha Sewaka Dharma, this suggests that the lighting design effectively contributes to users' psychological comfort.



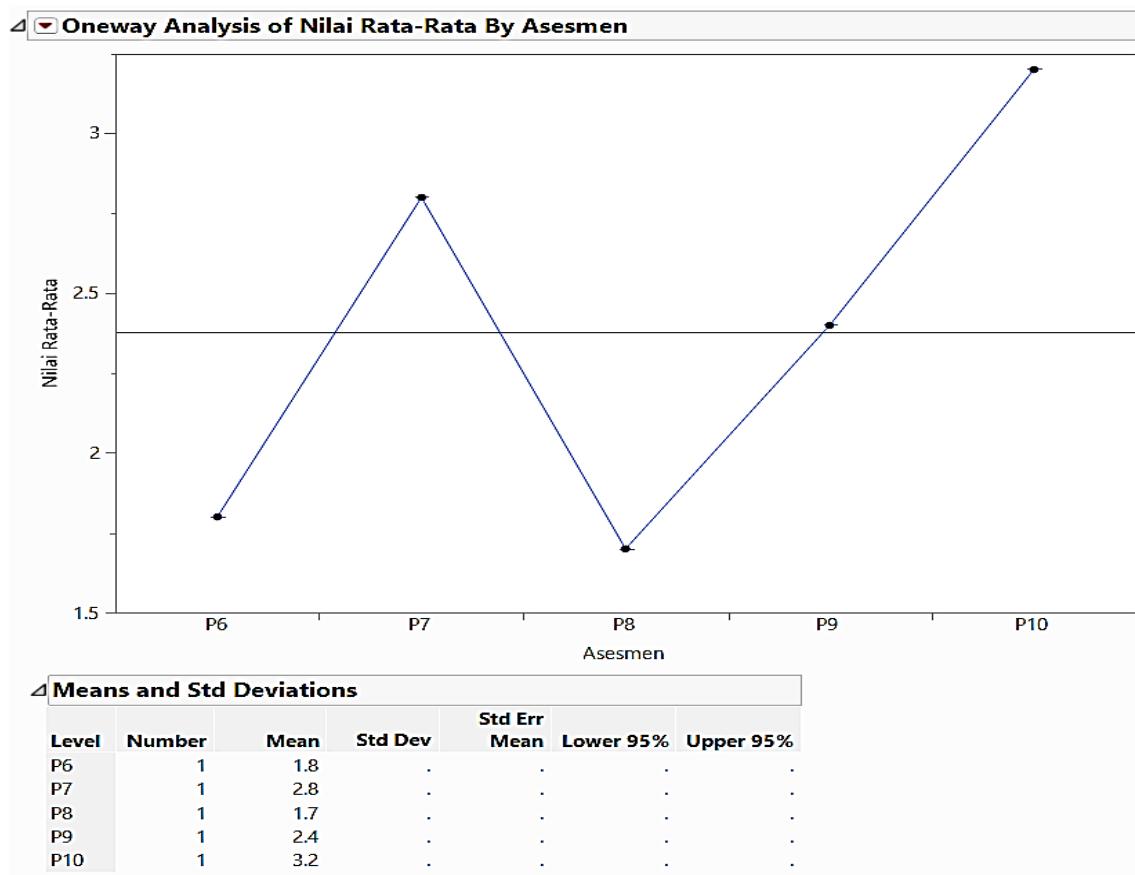
**Figure 1.** Bivariat Analysis Results of Sense of Personal Control Variable  
Source: Researchers (2025)

Conversely, the relatively low score of P1 indicates persistent barriers in terms of accessibility. Previous research suggests that adequate physical accessibility including safe, disability-friendly, and navigable pathways significantly enhances users' positive perceptions of the built environment (*Cho, 2023*). Furthermore, well-designed and ergonomic circulation paths can reduce cognitive load and improve users' sense of control in interacting with space (*Mahmoud, 2017*).

For sub-indicator P3, the score of 3.3 suggests that background music has contributed to auditory comfort; however, there remains room for refinement. This comfort is highly contingent on factors such as the genre of music, volume level, and its contextual appropriateness within the building's functional environment. A similar interpretation applies to P4, where flexibility in seating arrangements allows users to choose their preferred levels of privacy or social engagement. Nevertheless, expanding the variety and ergonomic quality of seating configurations may further enhance users' personal control over spatial experiences (*Laurentia & Choandi, 2023*).

The most critical finding lies in sub-indicator P5, where the low score reflects the lack of quiet rest areas. The presence of such zones within public service buildings is essential for psychological restoration, particularly in high-traffic and task-intensive environments. Quiet spaces allow users to regulate sensory input according to their individual needs, which in turn can mitigate stress levels (*Jiang, 2023*). The absence of such facilities undermines the therapeutic potential intended through the application of therapeutic architectural principles.

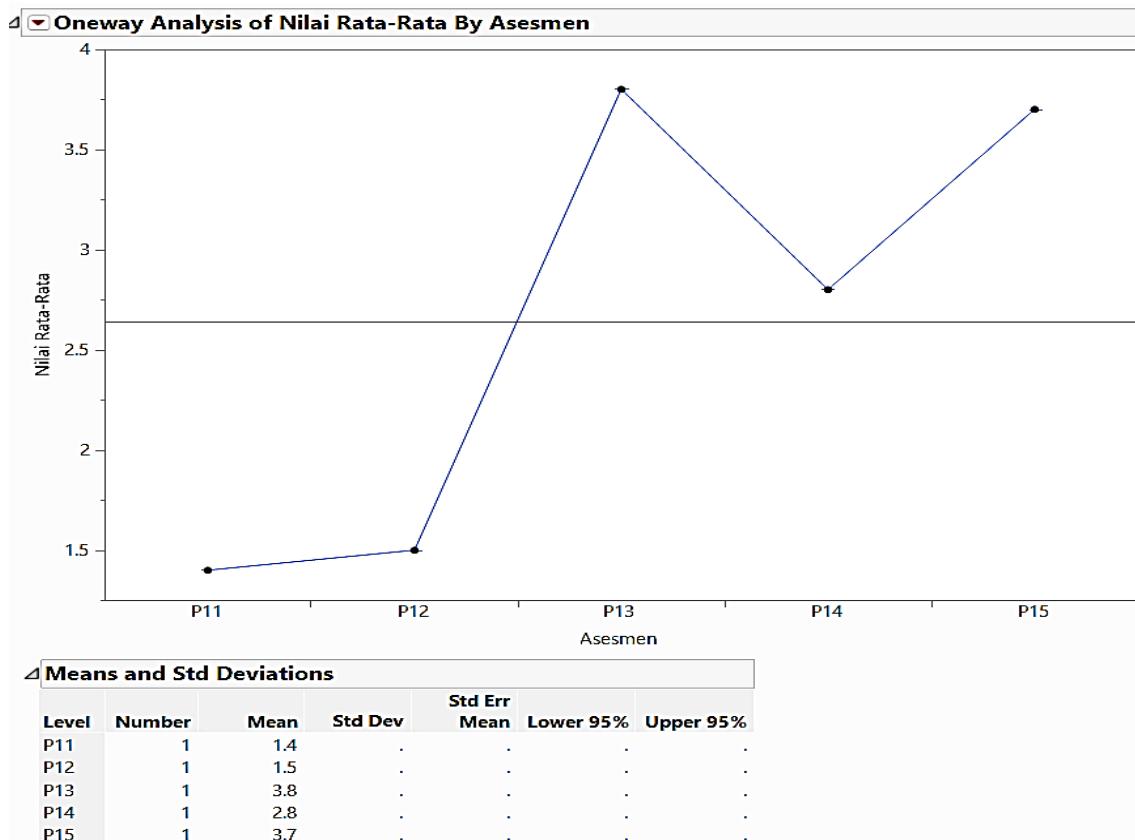
Based on the JMP analysis of the *social support* variable, sub-indicator P10 (availability of Wi-Fi and mobile signal) received the highest score of 3.2, followed by P7 (variation in furniture settings) at 2.8, and P9 (access to garden space) at 2.4. In contrast, P6 (private spaces for staff) and P8 (easy access to food sources) recorded the lowest scores, at 1.8 and 1.7 respectively. This pattern indicates that while digital connectivity is relatively well-provided, aspects of social support related to basic needs and access to personal space remain significantly underdeveloped.



**Figure 2.** Bivariat Analysis Results of Social Support Variable  
 Source: Researchers (2025)

The low score of P6 indicates a lack of spaces that allow employees to rest or engage in personal activities without disruption. Studies on healing organizations emphasize that the availability of private spaces in the workplace contributes significantly to psychological comfort and the quality of social interactions among employees (Livne et al., 2021). Similarly, the low score for P8 highlights inadequate access to food facilities, even though the presence of easily accessible canteens or dining areas is essential to support employee well-being and informal social interactions at work. The moderate scores for P7 and P9 suggest that while variations in furniture arrangements and access to outdoor spaces are present, there remains room for improvement. Diverse seating configurations and connectivity with green outdoor areas can enhance emotional regulation and foster a positive social atmosphere (Yan et al., 2024). Therefore, physical enhancements that facilitate social interaction, personal rest, and convenient access to support services are critical to optimizing the social support dimension within the framework of therapeutic architecture.

JMP analysis of the positive distraction variable revealed that P13 (natural imagery through murals, virtual videos, or ornaments) obtained the highest score of 3.8, followed closely by P15 (water elements with natural sounds) at 3.7. P14 (interactive floors and walls) received a moderate score of 2.8. In contrast, P11 (entertainment facilities such as music, games, TV/LCD) and P12 (interactive art) had the lowest scores, at 1.4 and 1.5 respectively. This pattern indicates that the case study site is more successful in incorporating natural visual elements and pleasant acoustic environments than in providing interactive entertainment or participatory art experiences.



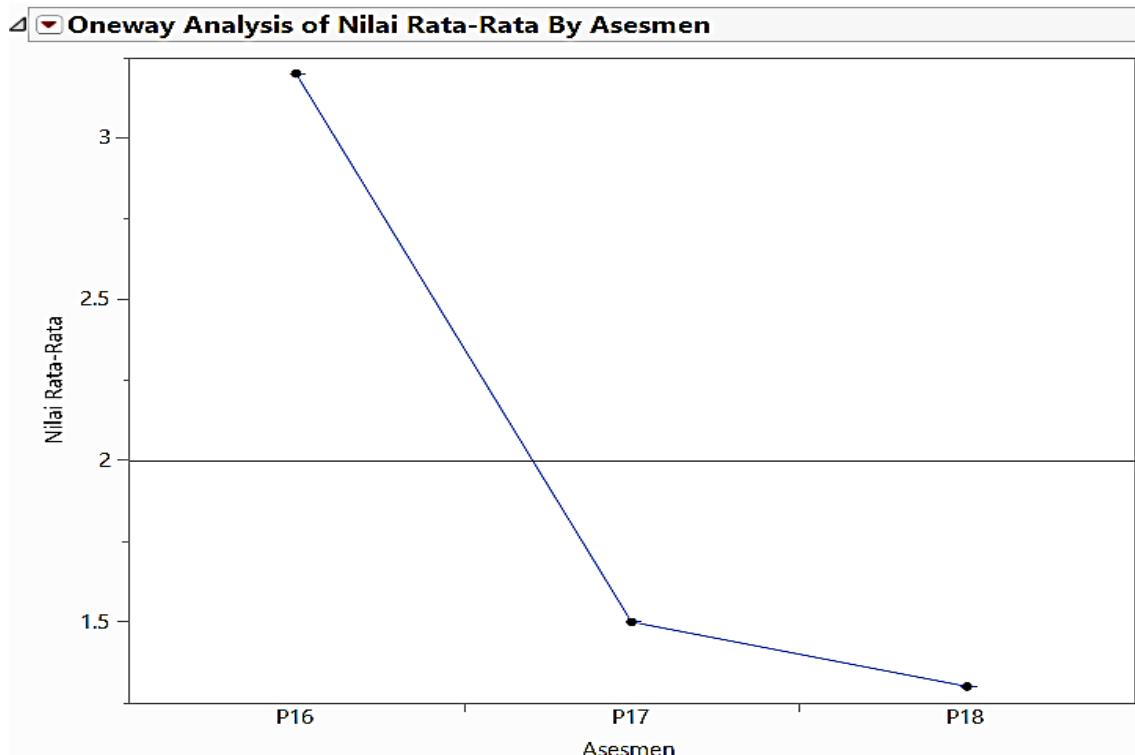
**Figure 3.** Bivariate Analysis Results of Positive Distraction Variable  
Source: Researchers (2025)

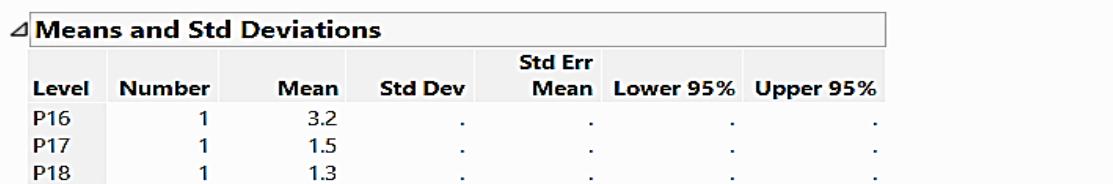
The low score of P11 indicates that entertainment facilities within the building remain highly limited. Yet, the presence of light recreational features integrated into public environments can serve as effective positive distractions, helping to redirect users' attention away from stressors and improve their overall mood. Similarly, the low rating of P12 points to a lack of interactive art installations that can stimulate user participation and creative engagement. Such features have been shown to enhance emotional involvement and foster more memorable spatial experiences (Fadlilah, 2021).

Conversely, the high scores for P13 and P15 demonstrate the successful integration of nature-based visual and acoustic elements. Natural imagery whether in the form of murals or digital media is consistently associated with increased psychological comfort and reduced stress levels (Jiang, 2023). Likewise, the presence of water features accompanied by natural sounds aligns with the core tenets of biophilic design, which emphasize the importance of positive sensory stimulation derived from nature to promote tranquility and support users' mental restoration (Sigalingging et al., 2021).

The JMP analysis of the *connecting user to natural views* variable revealed that P16 (presence of natural elements such as indoor plants and ambient nature sounds) received the highest score of 3.2, indicating that vegetation and the simulation of natural ambience within the building have been relatively well accommodated. In contrast, P17 (visual access to exterior natural landscapes) and P18 (presence of water features such as aquariums in interior spaces) scored significantly lower, at 1.5 and 1.3 respectively. These results suggest that direct visual integration with outdoor landscapes and the incorporation of indoor water elements remain highly limited.

The integration of natural elements such as vegetation, daylight, and water whether indoors or outdoors is a critical component of healing architecture, known to support psychological recovery and the restoration of user energy (Sigalingging et al., 2021). The limited visual access to external landscapes, as reflected in the low score for P17, undermines the potential effectiveness of therapeutic design in enabling stress reduction through calming views. Moreover, visual connection with nature achieved through well-positioned large windows or intentional framing of views and the inclusion of indoor water features have been empirically shown to lower stress levels and enhance psychological comfort in both public and residential buildings (Jiang, 2023). The very low rating of P18 further suggests that water elements have not yet been utilized, despite their proven cognitive and multisensory contributions to enhancing the restorative qualities of space.



4  Means and Std Deviations

| Level | Number | Mean | Std Dev | Std Err Mean | Lower 95% | Upper 95% |
|-------|--------|------|---------|--------------|-----------|-----------|
| P16   | 1      | 3.2  |         |              |           |           |
| P17   | 1      | 1.5  |         |              |           |           |
| P18   | 1      | 1.3  |         |              |           |           |

**Figure 4.** Bivariate Analysis Results of Connecting User to Natural Views Variable  
 Source: Researchers (2025)

The JMP analysis of the *eliminating environmental stressors* variable indicates that among the six sub-indicators, P22 (full accessibility for wheelchair users) received the lowest score. This suggests that the facilities at Graha Sewaka Dharma have yet to fully accommodate individuals with mobility impairments. Other sub-indicators including P19 (noise mitigation), P20 (privacy and perceived safety), P21 (restroom cleanliness), P23 (varied lighting for visual comfort), and P24 (air circulation and thermal comfort) scored relatively higher, though each still presents opportunities for further improvement.

The low performance on P22 underscores the presence of physical barriers that compromise both the inclusivity and comfort of users with special mobility needs. Universal design principles mandate that all public spaces should provide equitable access for all individuals, which includes unobstructed pathways, wide doorways, and sanitary facilities adapted for wheelchair users (Charles & Abbey, 2024). The absence of adequate accessibility not only restricts physical movement but also poses the risk of psychological distress and feelings of exclusion among persons with disabilities.

In addition, variables such as privacy, noise mitigation, air quality, and adaptive lighting are critical components in establishing a therapeutic environment that effectively minimizes environmental stressors (Cho, 2023). Built environments that offer adequate control over ambient noise levels, provide appropriate lighting, and maintain good air quality have been shown to enhance both physical comfort and users' mental well-being. Therefore, while most aspects related to environmental stress control at Graha Sewaka Dharma appear to be at a satisfactory level, improving physical accessibility for all users particularly individuals with disabilities emerges as a strategic priority. This is essential to ensure the development of an inclusive, healthy environment that fully embodies the principles of therapeutic architecture.



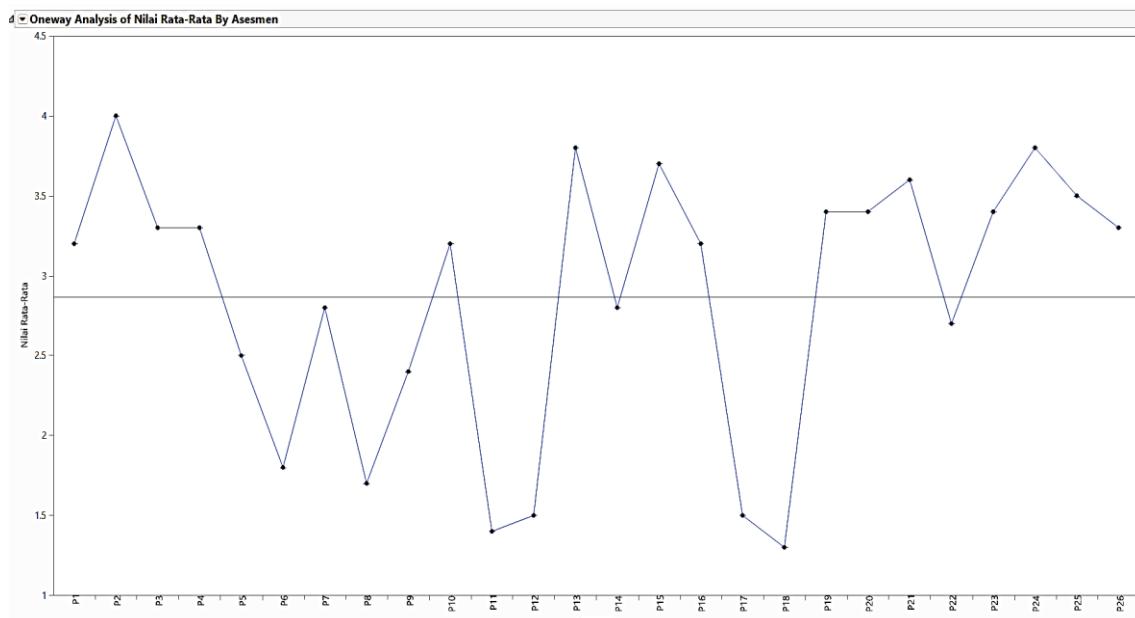
**Figure 5. Bivariat Analysis Results of Eliminating Environmental Stressors Variable**  
Source: Researchers (2025)

The JMP analysis of the *Engenders Feelings* variable reveals that P25 (the sense of peace and positive expectations evoked by the building's interior and exterior) received a higher score compared to P26 (opportunities for users to experience meaningful relaxation), which recorded the lowest score in this category. These findings suggest that while the architectural design of Graha Sewaka Dharma has succeeded in creating a visually calming atmosphere and eliciting positive emotional impressions, the availability of designated facilities that allow users to fully engage in restorative moments remains suboptimal.

The absence or inadequacy of spaces specifically designed for relaxation may hinder the full realization of therapeutic benefits. Emotional comfort in built environments is not solely determined by visual aesthetics but also by the presence of functional zones that support self-regulation activities such as sitting in a quiet area, enjoying natural views, or engaging in informal interaction with the surroundings (Yan et al., 2024). A combination of calming physical elements and both active and passive relaxation facilities can reinforce feelings of tranquility and instill a sense of positive expectation. Therefore, while the visual impression of peace has been well established, enhancing physical relaxation facilities such as shaded seating gardens, comfortable lounge areas, or tranquil reading corners should become a design priority. These improvements would help increase the P26 score and ensure the full therapeutic potential of the building is achieved.

#### 4.2 Identification of Priority Improvement Based on JMP Analysis

The JMP analysis of the six therapeutic architecture variables revealed that the majority of sub-indicators achieved scores approaching or exceeding the average threshold. Nevertheless, a number of sub-indicators fell below the mean, specifically P6, P7, P8, P9, P11, P12, P14, P17, P18, and P22. Among these, the five lowest-scoring indicators were P18 (presence of water elements in the interior), followed by P11 (availability of entertainment facilities), P17 (visual connection to natural outdoor views), P12 (presence of interactive art), and P8 (ease of access to food sources).



**Figure 6.** Bivariate Analysis Results of All Therapeutic Architecture Variable  
 Source: Researchers (2025)

The low score on P18 reflects the limited utilization of water elements as positive multisensory stimuli. In fact, water features in interior spaces have been proven to exert calming effects through a combination of visual and auditory stimulation, and are recognized as a key component of biophilic design that supports users' psychological recovery (Sigalingging et al., 2021). Similarly, the low score on P17 indicates a suboptimal visual connection between users and the outdoor landscape, potentially restricting the restorative potential of the built environment (Jiang, 2023). Furthermore, indicators P11 and P12, which represent the dimension of positive distractions, also recorded below-average values, suggesting that entertainment facilities and interactive art installations have not been effectively integrated to divert users' attention from mental stress. Positive distraction is one of the core mechanisms within the healing architecture approach, known to improve mood, reduce psychological tension, and strengthen users' emotional engagement with space.

Additional low scores were observed for indicators P8 and P6, which relate to the dimension of social support, particularly the provision of private spaces for staff and the ease of access to food facilities. The availability of these features is crucial for supporting users' social and physical well-being, as they facilitate informal interaction and provide opportunities for personal restoration (Livne et al., 2021). Finally, indicator P22, which reflects accessibility for users with disabilities, also fell below the average. This finding highlights limitations in the application of universal design principles, despite the fact that physical accessibility is a fundamental requirement for the creation of inclusive public environments (Charles & Abbey, 2024).

Overall, the findings affirm that while most dimensions of therapeutic architecture have been adequately implemented, several spatial elements require urgent enhancement. The priority indicators identified through the JMP analysis namely interior water features (P18), visual connection to outdoor landscapes (P17), entertainment facilities (P11), interactive art (P12), access to food (P8), and accessibility for persons with disabilities (P22) serve as a critical foundation for formulating spatial design recommendations. Optimizing these indicators will enhance the therapeutic function of the building and align the public service environment more closely with design principles that genuinely support mental health and psychological well-being. Based on the JMP analysis, several indicators scored below the average, highlighting critical areas in need of improvement to strengthen the therapeutic quality of the Graha Sewaka Dharma public service building. These indicators provide the basis for developing spatial design recommendations that are both applicable and contextually responsive to the building's existing conditions and the psychosocial needs of its users.

First, the integration of water features within the building's interior (P18) can be achieved through the incorporation of reflective pools, indoor fountains, or calming water wall installations. These elements not only enhance the aesthetic appeal of the environment but also serve as positive multisensory stimuli that support psychological recovery by providing rhythmic and soothing natural sounds (Fadlilah, 2021; Sigalingging et al., 2021).

Second, to enhance visual connectivity with surrounding natural landscapes (P17), it is recommended to open sightlines toward existing greenery through the optimization of window openings, panoramic glass panels, or the creation of internal courtyards. Where feasible, the addition of vertical gardens on the external façade can offer continuous natural visual stimuli from within the interior (Jiang, 2023).

Third, improvements to entertainment and interactive art facilities (P11 and P12) can be realized by installing ambient entertainment systems, such as soft instrumental music in waiting areas, interactive screens with uplifting content, and dynamic art installations. Interactive art designed to evoke positive emotions has been shown to function as a valuable form of positive distraction, capable of enhancing users' mood and engagement (Vollmer et al., 2024).

Fourth, to reinforce the dimension of social support (P6 and P8), it is advisable to provide private rest areas for staff and visitors, furnished with ergonomic seating and soft lighting. Additionally, easy access to nutritious food and beverages may be facilitated through vending machines, open pantries, or small-scale cafés with direct access to primary public spaces. Such provisions can encourage informal social interactions and foster a more supportive working atmosphere (Livne et al., 2021).

Fifth, enhancing physical accessibility (P22) is essential for achieving inclusive design. Key improvements include the installation of ramps with standard slopes, handrails, tactile signage, and circulation paths that are fully wheelchair-accessible. Inclusive design not only fulfills regulatory requirements but also strengthens the perception of spatial justice and promotes universal comfort and dignity (Charles & Abbey, 2024).

All of these recommendations aim to create a built environment that is not only aesthetically pleasing but also possesses a high therapeutic value. By aligning spatial improvements with the six core dimensions of therapeutic architecture, the transformation of public spaces such as Graha Sewaka Dharma holds significant potential to enhance users' mental well-being. The adoption of psychologically restorative design principles is crucial for broader implementation in public service buildings, forming part of a holistic strategy to improve the quality of life in urban communities.

## 5. CONCLUSION

This study underscores the significance of implementing the therapeutic architecture approach in the design of public service buildings as a spatial strategy to support users' mental health and psychological well-being. Through an evaluation of six core dimensions' sense of personal control, social support, positive distractions, eliminating environmental stressors, connecting users to natural views, and engendering feelings it was found that although most indicators were adequately present at the Graha Sewaka Dharma Public Service Building, several critical aspects still require priority improvement. The lowest-scoring indicators, including the presence of water elements, visual access to natural scenery, interactive art, entertainment facilities, and access to food, reveal spatial gaps in creating a truly restorative work environment. These findings inform design recommendations that emphasize the enhancement of natural elements, integration of calming entertainment, provision of private spaces to support informal social interaction, and improved physical accessibility for users with disabilities.

Conceptually, the results of this research broaden the discourse on healing architecture in the context of tropical urban environments and contribute to evidence-based design practices relevant to public space policy development. Furthermore, this study opens avenues for future inquiry into the necessity of structured assessment methods for evaluating the therapeutic quality of built environments, forming a foundation for transforming public buildings into spaces that are not only functional but also psychologically restorative.

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Volume 8 Issue 2, December 2025, pages: 253-264

## **DIGITAL MARKETING STRATEGIES TO INCREASE SALES (CASE STUDY: WARUNG WIKKO IN BANGKA BELITUNG)**

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Received: 16/07/2025

Revised: 29/10/2025

Accepted: 08/12/2025

### **Abstract**

This study aims to analyse the digital marketing strategies implemented by Warung Wikko, a local culinary business in Pangkal Pinang, Bangka, in an effort to increase sales and maintain its existence amid increasingly competitive business competition. This study was motivated by a decline in sales turnover and limited use of digital media in promotional activities. This study uses a descriptive qualitative approach with data collection techniques in the form of interviews, observations, documentation, and distribution of questionnaires to active consumers of Warung Wikko. The theory used in this study is the AIDA (Attention, Interest, Desire, Action) model to analyse the effectiveness of digital strategies in influencing consumer purchasing decisions. The results show that Warung Wikko's digital marketing strategy has succeeded in attracting consumer attention and interest through social media, particularly Instagram and WhatsApp. However, the lack of content variety, consistency in posting, and calls to action has resulted in suboptimal desire and purchasing behaviour. This study recommends strengthening promotional content, optimising the use of digital features, and collaborating to increase market reach. A well-planned and sustainable digital strategy is expected to significantly boost Warung Wikko's sales.

**Keywords:** Digital Marketing Strategy, AIDA Model, Warung Wikko, Social Media

### **1. INTRODUCTION**

Indonesia is a country with extraordinary culinary wealth, reflecting the rich culture of its diverse regions. This diversity is not limited to traditional cuisine, but also includes culinary innovations that continue to evolve over time. Amidst the rapid growth of the food and beverage (FnB) industry, competition among businesses has also intensified. Therefore, effective and efficient strategies are needed to maintain existence and increase sales, one of which is through the use of digital technology in marketing.

The development of information and communication technology has driven significant changes in the world of marketing. Currently, digital marketing has become an important key in reaching consumers in a broad, fast, and efficient manner. Especially with the increasing number of social media users in Indonesia, businesses are required to be active and strategic on digital platforms such as Instagram, Facebook, TikTok, and WhatsApp Business. This strategy is becoming increasingly relevant, especially for

micro, small, and medium enterprises (MSMEs) that want to increase their visibility and sales.

Digital marketing strategies have become an important tool for businesses, especially SMEs, in reaching consumers more widely, quickly, and cheaply. This method enables direct interaction with consumers and provides data and insights into market behaviour that can be used for business decision-making. Platforms such as social media, websites, and food ordering applications are now the main promotional channels for culinary businesses.

Warung Wikko, a culinary business that has been operating for more than a decade in Bangka Belitung, is facing challenges in maintaining sales volume. Promotional activities that still focus on conventional methods, such as word of mouth, are considered ineffective in reaching target markets that are now increasingly connected digitally. Although turnover has tended to stagnate in recent years, Warung Wikko has not fully utilised digital marketing strategies to reach new consumers, especially the younger generation who are more active on social media. This situation indicates a research gap in understanding how traditional culinary MSMEs in regions such as Bangka Belitung adapt digital marketing strategies in a strategic and sustainable manner. Most previous studies have focused on SMEs in large urban areas with more advanced digital infrastructure, while studies addressing the context of developing regions remain limited. This is the basis for this research to examine in depth the implementation of digital strategies at Warung Wikko as a concrete example of the adaptation of local culinary businesses in facing changes in consumer behaviour in the digital era.

Given these conditions, this study aims to examine and analyse the digital marketing strategies that have been and can be implemented by Warung Wikko. The main focus of this study is how the application of the AIDA model (Attention, Interest, Desire, Action) can help improve the effectiveness of digital promotion and drive sales growth. Using a case study approach and qualitative descriptive analysis, it is hoped that the results of this study can provide strategic recommendations that can be implemented not only by Warung Wikko, but also by other culinary SMEs.

This study was conducted to evaluate and identify digital marketing strategies that can be implemented by Warung Wikko to increase sales. This study will analyse the effectiveness of digital promotion through the AIDA theory as the main approach to understanding the consumer process from the attention stage to action. It is hoped that the results of this study can provide a clear and practical picture of effective digital marketing strategies for local culinary businesses. Based on this background, this study aims to bridge the knowledge gap regarding the application of digital marketing strategies in culinary MSMEs in areas that still rely on conventional methods. Specifically, this study seeks to identify how the AIDA theory can be adapted in the context of local culinary businesses by analysing the effectiveness of each stage, from attracting attention to encouraging purchasing actions at Warung Wikko as the main case study.

## 2. LITERATURE REVIEW

Digital marketing is a promotional activity carried out through technology-based media and the internet. According to Chaffey (2020), digital marketing includes the use of digital channels and technology to build and manage customer relationships. One of the approaches commonly used in assessing the effectiveness of marketing communication is the AIDA model, which consists of four stages: Attention, Interest, Desire, and Action.

This study is based on previous theories and studies on digital marketing for MSMEs. Several relevant studies were used as references, including: The first study conducted by Aditya and Rusdianto (2023) explains that digital marketing provides cost efficiency and reaches a wider market, although many MSMEs still do not understand its strategic application. The second study, conducted by Sugiyanti (2022), highlights the importance of social media in increasing promotional reach and consumer trust through attractive visual and interactive content. The third study, conducted by Munandar (2023), emphasises that the shift from conventional to digital systems is not only about promotion but also about comprehensive business transformation through technology. And the fourth or final study, conducted by Kasidi (2020), shows that business actors must be able to adapt to changes in trends and digital technology in order to remain competitive in the digital economy era.

The main theory used is AIDA (Attention, Interest, Desire, and Action), which explains the stages of consumer perception of promotions that will influence purchasing decisions. Although the AIDA model has been widely used in marketing research, most previous studies have only emphasised the early stages, such as attention and interest, without directly linking how desire and purchasing actions can be triggered by specific digital strategies. In the context of Warung Wikko, this theory is relevant because each stage of AIDA can be clearly identified through consumer behaviour on social media, such as interactions on posts, clicks on order links, and purchasing decisions. Thus, the AIDA model not only serves as a framework for analysing consumer behaviour but also as a diagnostic tool for evaluating the effectiveness of digital strategies for culinary MSMEs in developing regions. This approach is used to analyse consumer responses to Warung Wikko's digital content. In addition, the concept of digital marketing strategy is also described based on Dave Chaffey and Saputra et al., who divide digital strategies into SEO, SEM, social media marketing, email marketing, and content marketing. This study also uses case studies as the main approach to understand the dynamics that occur at Warung Wikko in depth, in a real and specific context.

The AIDA model was chosen in this study because it is simple, applicable, and capable of describing the psychological process of consumers in making purchasing decisions. Each stage in AIDA can be identified through observation and consumer feedback on published digital content. This model also serves as a guide in designing questionnaire questions and analysing research results. Based on the four previous studies reviewed, it can be concluded that the main focus of previous research was still on the advantages of digital marketing in general without discussing the psychological processes of consumers comprehensively in the context of local culinary businesses. Furthermore, most have not integrated the AIDA theory as an analytical approach in assessing the effectiveness of digital strategies. Therefore, this study aims to fill this gap by exploring how the application of digital strategies at Warung Wikko can influence each stage of AIDA in a tangible way, as well as providing new contributions to the development of digital marketing communication models at the SME level.

### **3. RESEARCH METHODS**

This study uses a descriptive qualitative approach that aims to gain an in-depth understanding of the conditions and digital marketing strategies implemented by Warung Wikko. This study prioritises comprehensive narratives through the collection of primary and secondary data.

In terms of research design, this study was designed using a qualitative approach with descriptive and exploratory characteristics. A qualitative approach was chosen because it is suitable for describing in depth the phenomena occurring in the field, especially when researchers want to understand the experiences, perceptions, and strategies implemented by the research subjects. This approach also allows researchers to explore the broader social context and business dynamics, without being limited by statistical figures. A case study design was used because the object of the research focused on a single business unit, namely Warung Wikko. Case studies provide researchers with the flexibility to explore data intensively, understand the problems faced, and evaluate the digital marketing strategies that have been implemented.

In this study, the data used was qualitative data from primary and secondary sources. Primary data was obtained through direct interviews via video call with the owner of Warung Wikko, observation of Warung Wikko's social media activities, and distribution of questionnaires to consumers. A total of 53 respondents participated in this study. They were active Warung Wikko consumers who had made at least two purchases in the last six months. Respondents were selected using purposive sampling, with criteria of being aged between 18 and 45 years old and actively using social media, particularly Instagram and WhatsApp. The composition of respondents consisted of 58% women and 42% men, with diverse occupational backgrounds such as private employees, students, and small business owners. These demographic characteristics were considered representative of Warung Wikko's main market segment, which is the target of its digital marketing strategy.

In addition, an in-depth interview was conducted with the owner of Warung Wikko, Mr William Liejanto, as a key informant. This source played an important role because he was directly involved in daily operations and social media management, thus providing a comprehensive perspective on the digital marketing strategies and obstacles encountered. Secondary data was obtained from journals, scientific articles, and business documentation.

The research location for this study was Warung Wikko in Bangka Belitung. The instruments used included interview guidelines, a questionnaire based on the AIDA model, and social media observation sheets. This research was conducted online, with the research subjects located at Warung Wikko, Bangka Belitung. Due to geographical limitations between the researchers and the research subjects, data collection was carried out through virtual media such as video calls, WhatsApp, and observation of Warung Wikko's social media accounts, particularly on Instagram.

The main instruments in this study were interview guidelines, questionnaire lists, and observation sheets. Interviews were conducted in a semi-structured manner so that researchers could obtain more exploratory answers. The questionnaire was designed based on the AIDA theory (Attention, Interest, Desire, Action), with question indicators that measure the effectiveness of digital content on consumer behaviour. Observations were made by examining Warung Wikko's promotional activities on social media, including posting frequency, content type, and interaction with the audience.

This study utilised several data collection techniques. Interviews were conducted with the owners of Warung Wikko to obtain in-depth information about their operations, obstacles, and views on digital marketing. Then, the researcher conducted observations to examine the content uploaded on Warung Wikko's social media, particularly on Instagram, to assess the form of promotion, customer interaction, and branding consistency. A documentation study was conducted by examining business documents

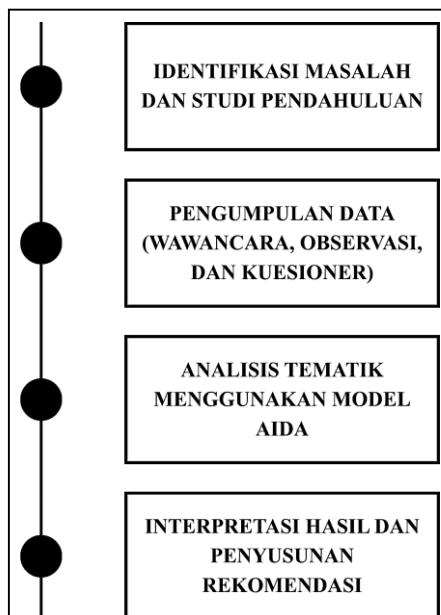
such as turnover data, promotional flyers, and previous marketing materials. A questionnaire was distributed to 53 respondents who were active consumers of Warung Wikko to measure the impact of digital promotion based on indicators in the AIDA theory. Meanwhile, data analysis was conducted thematically based on the Braun & Clarke (2006) method. The analysis process consisted of data collection, data reduction, theme categorisation, and interpretation.

The research results are presented in the form of descriptive narratives, graphs, and tables. Conclusions are drawn inductively based on the main themes of the analysed data. The results of the data analysis are presented in the form of narrative text, frequency tables, and graphs, making it easier for readers to understand the general picture and details of Warung Wikko's digital marketing strategy. The narrative is systematically organised based on indicators in the AIDA theory so that the relationship between variables is clear. Conclusions are drawn inductively, based on patterns and trends in the data collected from the field. With this method, it is hoped that the research will produce an accurate, applicable, and useful overview for local culinary businesses that want to optimise their digital marketing strategies.

This research procedure was designed through several systematic stages to ensure data accuracy and suitability with the research objectives. Each stage was carried out sequentially so that the results obtained could describe the actual conditions in the field.

The first stage is preparation and problem identification, where researchers conduct preliminary studies on the profile of Warung Wikko and digital marketing trends in the local culinary sector. The second stage is the collection of primary and secondary data through interviews, observation of social media accounts, and distribution of questionnaires. The third stage is thematic data analysis using the Braun & Clarke (2006) method to find patterns of findings related to the AIDA stages. The final stage is the interpretation and verification of results, where the analysis results are compared with previous theories and research to ensure academic consistency and data validity.

Visually, the research procedure can be explained through Figure 1. Research Stage Flow, as follows:



**Figure 1.** Research Stage Flow  
Source: Researchers (2025)

#### 4. FINDINGS AND DISCUSSION

Based on the research and discussion obtained from the primary and secondary data collected, the main focus of this chapter is to analyse how Warung Wikko implements its digital marketing strategy and the obstacles encountered in implementing this strategy. This analysis was examined using the AIDA (Attention, Interest, Desire, Action) theory approach as a conceptual basis. The findings obtained from interviews, observations, and direct questionnaire distribution directly answer the two research questions: (1) the obstacles faced by Warung Wikko in managing its digital marketing strategy, and (2) how this strategy can increase sales through the application of the AIDA model. This analysis reveals a close relationship between the AIDA stages and consumer responses on social media, while also identifying internal factors that hinder the optimal implementation of digital strategies.

Warung Wikko is a local culinary business located in Bangka Belitung that has been operating for more than 11 years. This food stall serves a variety of speciality dishes such as kangkung noodles and Hainanese rice, which have become customer favourites. However, over the past five years, Warung Wikko's sales turnover has shown a stagnant trend and even a downward trend. This situation has been exacerbated by the impact of the COVID-19 pandemic and the suboptimal implementation of promotional strategies, particularly in the digital realm. Promotions are still focused on conventional methods such as word of mouth and banners.

| HARGA | SOTO                                  | QTY | HARGA | NAMA BARANG                               | QTY | HARGA  | SAYURAN                                 | QTY | HARGA | MINUMAN   | QTY |
|-------|---------------------------------------|-----|-------|---|-----|--------|---|-----|-------|---|-----|
| 38    | Soto Betawi/Tanquer Daging            |     | 6     | Nasi Putih                                |     | 45     | Capcay Buncis (pake saus tomat)         |     | 3     | Teh Tawar   |     |
| 48    | Soto Betawi/Tanquer Daging Besar      |     | 4     | Nasi Pupuk 1/2                            |     | 45     | Capcay Jakarta                          |     | 5,6   | Es Teh Tawar / Es Teh Manis                       |     |
| 58    | Soto Betawi/Tanquer Daging Jumbo      |     | 5     | Tekri Dadar / Telor Ceplok                |     | 45     | Capcay Kuah                             |     | 12    | Kopi O  |     |
| 48    | Soto Betawi/Tanquer Campur            |     |       |   |     | 45     | Kelan Celi Bawg Putih                   |     | 15    | Kopi O Dingin                                     |     |
| 30    | Soto Betawi/Tanquer Ayam Basa         |     |       |   |     | 50     | Kalan Celi Ayam Sapi Seafood            |     | 18    | Kopi Susu Press / Es Kopi Susu Freshmix Gula Aren |     |
| 38    | Soto Betawi/Tanquer Ayam Ku           |     | 22    | Nasi Goreng Biasa                         |     | 55,160 | Tomyum / Tom Yum Komplit                |     | 18    | Kopi Susu Press / Es Kopi Susu Freshmix Gula Aren |     |
| 38    | Soto Betawi/Tanquer Kikil             |     |       |   |     | 55,160 | Tomyum / Tom Yum Komplit                |     | 22    | Fresh milk Cincang Gula Aren                      |     |
| 38    | Soto Betawi/Tanquer Babat             |     | 23    | Nasi Goreng Ayam Suwir                    |     | 55,160 | Tofu Udang Pete Saus Tako               |     | 20    | Kopi Susu Gula Aren                               |     |
| 38    | Soto Betawi/Tanquer Perut             |     | 35    | Nasi Goreng Sosis (Kandar)                |     |        |   |     | 18    | Es Jeruk Kunci                                    |     |
| 38    | Soto Betawi Bakar                     |     | 40    | Nasi Goreng Ayam Sosis (Kanzan)           |     |        |   |     | 18    | Es Jeruk Kunci Longan                             |     |
|       |                                       |     | 30    | Nasi Goreng Pete                          |     |        |   |     | 15    | Es Jeruk Manis                                    |     |
|       |                                       |     | 55    | Nasi Goreng Special Ayam / Sapi / Seafood |     |        |   |     | 20    | Es Jeruk Manis Longan                             |     |
|       |                                       |     | 55    | Nasi Goreng Special WIKKO                 |     |        |   |     | 20    | Es Jeruk Manis Nata de coco                       |     |
| 38    | Sop Daging                            |     | 50    | Nasi Goreng Iga (Telor+Kuah+Emping)       |     | 25     | MKB Goreng Blata                        |     | 15    | Es Jeruk Nipis                                    |     |
| 48    | Sop Daging Besar                      |     | 45    | Nasi Goreng Ayam Lada Hitam               |     | 30     | MKB Goreng Bakso                        |     | 20    | Es Jeruk Nipis Lengan                             |     |
| 58    | Sop Daging Jumbo                      |     | 45    | Nasi Goreng Sapi Lada Hitam               |     | 30     | MKB Goreng Ayam + Telor                 |     | 15    | Es Soda Susu                                      |     |
| 30    | Sop Ayam Rasa                         |     | 45    | Nasi Goreng Seafood Lada Hitam            |     | 45     | MKB Goreng Ayam-Sapi-Seafood Special    |     | 15    | Milo  |     |
| 38    | Sop Ayam Kampung                      |     | 50    | Nasi Goreng Cabe Iga Sapi-Ayam-Sus        |     | 45     | Kwetiaw Goreng Lada Hitam Sapi-Ayam-Sus |     | 15    | Es Fanta Susu                                     |     |
| 48    | Sop Campur                            |     |       |   |     |        |   |     | 15    | Es Lemon Tea                                      |     |
| 50    | Sop Campur                            |     | 45    | Ayam Goreng Tepung                        |     |        |   |     | 20    | Es Lemon Tea Lengan                               |     |
| 50    | Sop Iga Biasa                         |     | 55    | Udang Goreng Tepung                       |     |        |   |     | 20    | Es Lemon Soda                                     |     |
| 80    | Sop Iga Suwer                         |     | 55    | Cumi Goreng Tepung                        |     |        |   |     |       |   |     |
| 90    | Sop Buntut                            |     | 60    | Udang/Ayam Saus Telor Asin                |     |        |   |     |       |   |     |
| HARGA | OSENG-OSENG                           | QTY | HARGA | Omelet                                    | QTY | HARGA  | AYAM GEPREK                             | QTY | HARGA | INDOMIE   | QTY |
| 38    | Oseeng-Oseeng Daging                  |     | 15    | Omelet Polos                              |     | 30     | Ayam Geprek + Nasi                      |     | 8     | Indomie Polos                                     |     |
| 38    | Oseeng-Oseeng Campur                  |     | 20    | Omelet Keju                               |     | 40     | Chicken Crispy Steak                    |     | 14    | Indomie Jumbo Polos                               |     |
| 38    | Oseeng-Oseeng Kikil                   |     | 20    | Omelet Komet                              |     | 25     | Ayam Geprek Sambel Pedes-Jno-Penyal     |     | 12    | Indomie Teler                                     |     |
| 38    | Oseeng-Oseeng Babat                   |     | 24    | Omelet Keju Kornet                        |     |        |   |     | 12    | Indomie Komet                                     |     |
| 38    | Oseeng-Oseeng Paru                    |     |       | Ket. Omelet Telor Meltanya Double         |     |        |   |     | 15    | Indomie Teler Komet                               |     |
| 30    | Oseeng-Oseeng Ayam Biasa              |     |       |   |     |        |   |     |       |   |     |
| 38    | Oseeng-Oseeng Ayam Kampung            |     |       |   |     |        |   |     |       |   |     |
| HARGA | Special Menu Penyet                   | QTY | HARGA | NASI OSENG PETE                           | QTY | HARGA  | MENU NASI AYAM & UDANG                  | QTY | HARGA | WARUNG WIKKO                                      | QTY |
| 80    | Iga Bakar                             |     | 45    | Nasi Oseng Ayam Pete                      |     | 45     | Ayam Saus                               |     | 8     | Buka lebih Pagi                                   |     |
| 90    | Buntut Bakar                          |     | 45    | Nasi Oseng Sapi Pete                      |     | 45     | Ayam Saus                               |     | 14    | Mulai jam 09.00 s.d Tutup                         |     |
| 85    | Iga Bakar Penyet                      |     | 45    | Nasi Oseng Seafood Pete                   |     | 45     | Ayam Saus Pedas                         |     |       |   |     |
| 90    | Buntut Penyet                         |     | 45    | Nasi Oseng Kikil Pete                     |     | 45     | Ayam Saus Spicy                         |     |       |   |     |
| 15    | Tahu Tempe/Telor Dadar Penyet         |     | 50    | Nasi Oseng Pete Komplit                   |     | 45     | Nasi Oseng Saus Menteo                  |     |       |   |     |
| 25    | Bakso Penyet                          |     |       |   |     | 45     | Nasi Ayam + Udang Saus Keju             |     |       |   |     |
|       |                                       |     |       |   |     | 30     | Ayam Geprek Sambel Pedas                |     |       |   |     |
|       |                                       |     |       |   |     | 30     | Ayam Geprek Sambel Ijo                  |     |       |   |     |
|       |                                       |     |       |   |     | 30     | Ayam Geprek Sambal Penyet               |     |       |   |     |
| HARGA | JAM BIASA BAKAR DAN GORENG            | QTY | HARGA | ISANG DAN KENTANG GORENG                  | QTY | HARGA  | WEDANG JAHE                             | QTY | HARGA | WEDANG UUH  | QTY |
| 17    | Ayam Goreng/Bakar Biasa               |     | 45    | Nasi Gila Bakso Ayam Telor                |     | 15     | Wedang Uuuh                             |     | 15    | Pisang Goreng Biasa                               |     |
|       |                                       |     | 45    | Nasi Gila Bakso Sapi Ayam                 |     | 15     | Wedang Rosella                          |     | 18    | Pisang Goreng Brown Sugar                         |     |
| 22    | Ayam Goreng/Bakar Biasa Cabe Ijo      |     | 45    | Nasi Gila Bakso Seafood Telor             |     | 18     | Wedang Jahe Merah                       |     | 18    | Pisang Goreng Coklat                              |     |
| 22    | Ayam Goreng/Bakar Biasa Sambel Mercon |     | 50    | Nasi Gila Kikil                           |     | 18     | Wedang Jahe Madu                        |     | 12    | Kentang Goreng Biasa                              |     |
|       |                                       |     | 45    | Nasi Gila Sapi Jamur                      |     | 15     | Kentang Goreng Keju                     |     | 15    | Kentang Goreng Bdg                                |     |
|       |                                       |     | 45    | Nasi Gila Sapi Jamur                      |     | 15     | Kentang Goreng Balado                   |     | 15    | Kentang Goreng Kacang                             |     |
| HARGA | GAYAM KAMPUNG GOR & BAKAF             | QTY | 45    | Nasi Gila Sapi Seafood Jamur              |     |        |   |     |       |   |     |
| 38    | Ayam Bakar Kampung                    |     | 50    | Nasi Gila Sapi Tofu                       |     |        |   |     |       |   |     |
| 38    | Ayam Goreng Kampung                   |     | 45    | Nasi Gila Tahu Saus Tiram                 |     |        |   |     |       |   |     |
| 40    | Ayam Bakar Kampung Poriyet            |     | 45    | Nasi Gila Tahu Saus Tiram                 |     |        |   |     |       |   |     |
| 40    | Ayam Goreng Kampung Cabe Ijo          |     | 45    | Nasi Gila Tahu Saus Tiram                 |     |        |   |     |       |   |     |
| 40    | Ayam Goreng Kampung Sambel Mercon     |     | 45    | Nasi Gila Tahu Saus Tiram                 |     |        |   |     |       |   |     |
| 40    | Ayam Goreng Kampung Poriyet           |     | 45    | Nasi Gila Tahu Saus Tiram                 |     |        |   |     |       |   |     |

**Figure 2. Wikko Food Stall Menu**

Source: Researchers (2025)

In an effort to adapt to changes in consumer behaviour and technological advances, Warung Wikko has begun to utilise social media such as Instagram and WhatsApp as promotional tools. Research shows that these social media platforms are used to share content in the form of product photos, promotional information, and short messages with customers. However, from observations and interview results, it is known that social media management is still incidental, without any content planning or maximum utilisation of digital features.

Based on the AIDA model, Warung Wikko's digital marketing strategy can be analysed as follows:

a. Attention

In the attention stage, the majority of questionnaire respondents stated that they knew about Warung Wikko from social media. This means that social media has become an effective channel for building awareness. However, the content uploaded tends to be monotonous and rarely updated. This means that consumer attention cannot be maintained in the long term.

b. Interest

In the interest stage, several respondents admitted to being interested in the appearance of the food and the captions provided. However, limited content variety and a lack of two-way interaction prevented consumer interest from developing further. Warung Wikko has not yet utilised Instagram features such as interactive stories, reels, and live cooking sessions, which could increase user engagement.

c. Desire

In the desire stage, the desire to purchase arises when Warung Wikko holds certain promotions, such as discounts or economy packages. Unfortunately, these promotions are only held occasionally and are not scheduled. Several respondents stated that they were interested in purchasing, but did not receive sufficient information about how to order or the limitations on service times.

d. Action

In the action stage, most respondents admitted to having purchased products after seeing posts on social media, but the purchasing process was still manual and impractical. There were no direct ordering links, such as WhatsApp Order or Shopee Food/GoFood links. This hindered consumers who wanted to make quick purchases without having to ask questions first.

From the results of interviews and observations, several major obstacles were found in the implementation of digital strategies at Warung Wikko, including limited time and energy, as the business owner also serves as the kitchen manager and business manager, leaving him with insufficient time to consistently design and manage digital content. There is also a lack of digital knowledge, as the owner does not yet have an adequate understanding of digital marketing, social media algorithms, and engaging content strategies. The absence of a dedicated team, where there are no personnel or a dedicated team to handle marketing, means that the entire burden of promotion is borne by the owner, resulting in a lack of evaluation and strategy improvement. And finally, there is a lack of digital performance evaluation, where there is no evaluation of social media upload performance such as engagement rate, content reach, and conversion rate, so that the promotion strategy is trial and error.



**Figure 3.** Wikko Warung in Bangka Belitung

Source: Researchers (2025)

The questionnaire data distributed to 53 respondents shows that Warung Wikko's digital strategy has been able to reach a younger audience, particularly those aged 21-30 years. Most of them stated that the content displayed was quite interesting, but they wanted more variety and more complete and interactive information. Respondents also suggested that Warung Wikko be more active on social media and simplify the ordering process.

The data also shows that some respondents who have tried purchasing from Warung Wikko through social media are satisfied, but only a small percentage have made repeat purchases. This indicates the need for customer retention strategies, such as loyalty programmes, digital vouchers, or weekly special menu reminders.

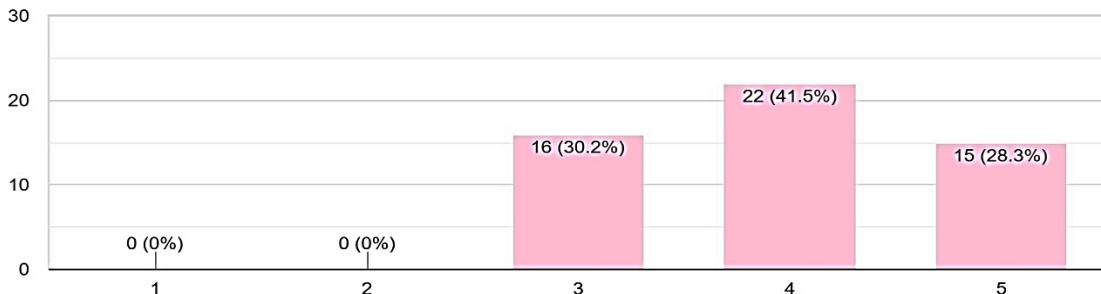
Based on the above findings, the researchers recommend several strengthening strategies, including:

- a. Create a monthly digital content calendar to ensure more consistent posting.
- b. Use free features such as Meta Business Suite for content scheduling.
- c. Increase content variety through photos, videos, testimonials, and product education.
- d. Activate direct links to instant messaging services (WhatsApp Order) and simplify the purchasing process.
- e. Engaging interns or local freelancers to assist with social media management.

By implementing this strategy gradually and consistently, Warung Wikko can optimise its use of digital marketing to increase its competitiveness and sales volume. The results of this study confirm that the effectiveness of digital marketing for MSMEs is greatly influenced by consistency in creating engagement and the relevance of content to the target audience. When the attention and interest stages are successfully built through attractive visual content, the desire and action stages will be formed if there is clarity of information and ease of access to purchase. This pattern shows a direct connection between the AIDA theory and actual consumer behaviour on social media.

In the context of Warung Wikko, the success in generating interest has not been followed by a digital marketing system capable of guiding consumers to the stage of repeat purchases. Therefore, the practical implication of these findings is the need for a digital strategy design that not only emphasises visual aesthetics but also encourages active participation through interactive features and a simple ordering system. Such an approach is believed to be able to strengthen conversion rates and consumer loyalty to local culinary businesses.

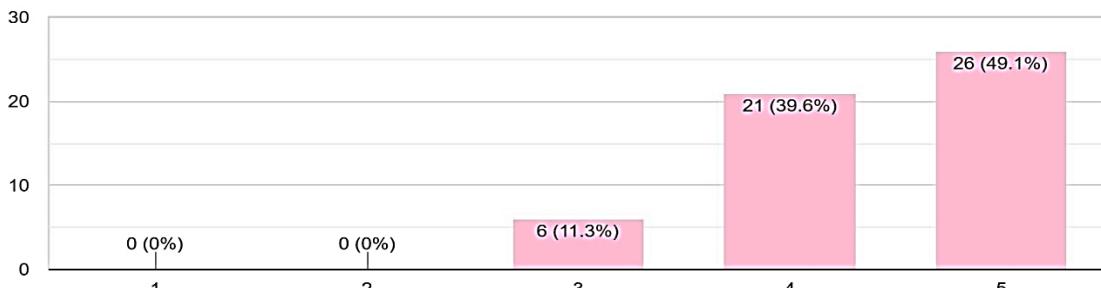
Konten promosi Warung Wikko di Instagram cukup menarik perhatian saya  
53 responses



**Figure 4.** Results of the Warung Wikko Instagram Content Attractiveness Questionnaire  
Source: Researchers (2025)

Of the 53 respondents, 81% said that Warung Wikko's Instagram content was interesting, but only 24% had purchased more than twice. In addition, 67% of consumers were unaware that Warung Wikko offered a delivery service.

Promo seperti diskon atau paket hemat dari Warung Wikko mendorong saya ingin membeli  
53 responses



**Figure 5.** Results of the Questionnaire: Promotions Have a Significant Impact on Purchasing Decisions  
Source: Researchers (2025)

78% stated that promotions had a significant influence on their purchasing decisions. This study shows that Warung Wikko has begun the process of marketing digitalisation, but it is not yet running optimally and lacks consistency in its strategy. There are still vast opportunities for growth if Warung Wikko is able to transform itself into a locally-based culinary brand that is active in the digital realm.

When compared to the results of research by Sugiyanti (2022) and Aditya & Rusdianto (2023), the findings of this study reinforce the argument that social media is an effective main channel for building brand awareness in the MSME sector. However, this study adds a new dimension, namely the importance of continuity between attention and action, which was often overlooked in previous studies. In the case of Warung Wikko, the effectiveness of digital promotion does not only depend on visual appearance, but also on the clarity of the call to action and the ease of ordering, in line with the final stage of the AIDA model.

Furthermore, this study confirms that the obstacles faced by MSMEs are not only technical factors such as limited resources, but also conceptual factors: a lack of understanding of consumer psychology-based digital communication strategies. These findings expand the understanding of the AIDA model in the context of culinary MSMEs in developing regions, where emotional and personal engagement with customers plays an important role in converting interest into purchasing behaviour.

Thus, the results of this study not only confirm the existing AIDA theory, but also provide a conceptual contribution that the 'desire' and 'action' stages in SME practice require more contextual and humanistic strategies.

Although this study has provided a fairly clear picture of the application of digital marketing strategies at Warung Wikko, there are several limitations that need to be acknowledged. First, time and scope limitations meant that the study focused on only one object of study, so generalising the results to other MSMEs must be done with caution. Second, most of the data was obtained through online interviews and social media observation, so there is a possibility of perception bias from respondents and researchers. Third, this study has not fully assessed quantitative aspects such as digital sales conversion rates or engagement metrics in depth. Therefore, further studies are recommended to use a mixed methods approach so that the analysis can be more comprehensive and produce stronger empirical findings.

## 5. CONCLUSION

Based on the results of the study, it can be concluded that Warung Wikko has begun to adapt its digital marketing strategy through social media, primarily Instagram and WhatsApp. This strategy has proven effective in reaching young consumers and building awareness, but it is not yet fully optimal in terms of interest, desire, and purchase behaviour. This is due to a lack of content consistency, limitations in the digital features utilised, and the absence of a clear call to action.

From a theoretical perspective, this research contributes to the development of the AIDA theory in the context of culinary MSMEs. The findings show that the desire and action stages cannot be fully explained through a conventional marketing communication approach, but need to be adapted to the characteristics of consumer behaviour in the digital era. Therefore, this study expands the understanding of AIDA by emphasising the importance of digital interactivity elements such as direct messaging features, collaboration with customers, and experience-based content as a bridge between interest and purchasing behaviour.

From a practical standpoint, the research results provide direct guidance for culinary SME players to optimise their digital marketing strategies. These findings indicate that the success of digital campaigns depends not only on content design, but also on consistency, quick responses to customers, and clear calls to action. Simple strategies such as creating a posting calendar, adding direct ordering links, and utilising free features from social media platforms can have a significant impact on increasing sales and customer loyalty.

This study aims to analyse digital marketing strategies in an effort to increase sales at Warung Wikko, a local culinary business that is facing challenges in maintaining its existence and increasing turnover. Based on data collected through interviews, observations, and questionnaires, it can be concluded that Warung Wikko has begun the process of transforming from conventional to digital marketing methods. Social media such as Instagram and WhatsApp have been used as the main promotional tools, although their implementation has not been optimal.

The digital marketing strategy employed can be analysed using the AIDA model. At the attention and interest stages, Warung Wikko successfully attracted consumers' attention through visual content and promotional information displayed. However, at the desire and action stages, weaknesses were still found, such as a lack of call to action, an

impractical ordering process, and a lack of promotions that created urgency to buy. This resulted in the conversion of interest into actual action not being maximised.

The main obstacles in implementing digital marketing stemmed from limited human resources, time, and understanding of digital strategies. The absence of a dedicated team to manage social media results in sporadic promotions, without adequate planning and evaluation. Additionally, inconsistencies in conveying promotional information or ordering methods are major obstacles in converting consumer interest into actual purchases. Nevertheless, opportunities for growth remain wide open if Warung Wikko is able to adopt digital strategies consistently, structurally, and based on data.

Therefore, the author recommends that Warung Wikko begin developing content planning, maximising the use of social media features, and establishing collaborations with external parties such as interns or local influencers.

Regular evaluations of digital performance are also necessary so that the strategies implemented can be adjusted to changing trends and consumer needs. With commitment and continuous adaptation, digital marketing can become a key tool in expanding the market, increasing customer loyalty, and significantly boosting Warung Wikko's sales growth in the future.

The recommendations proposed in this study are directly related to the practical implications found during the research. Each strategic step suggested, such as strengthening content variety, increasing interactivity on social media, and clarifying the ordering system, is a concrete form of the desire and action stages in the AIDA model. Thus, the implementation of these recommendations is not only a technical improvement effort but also a theory-based strategy designed to accelerate the conversion of interest into actual purchases.

For further research, it is recommended that researchers expand the scope of their study to include more than one culinary business unit so that they can compare the effectiveness of AIDA strategies between MSMEs with different digital characteristics. In addition, a mixed-method approach that combines quantitative analysis such as engagement rate, click-through rate, and online sales data will provide a stronger empirical dimension to testing the AIDA theory in the digital realm. Future research is also expected to examine how local cultural factors, community values, and the role of influencer marketing can strengthen the interest and desire stages in digital marketing in Indonesia.

With reference to the AIDA theory and questionnaire responses, it is recommended that Warung Wikko begin to develop a regular and professional content strategy, simplify the ordering process through direct links, establish partnerships with external parties, increase the frequency and variety of promotions, and conduct regular data analysis so that its digital strategy can be evaluated and improved. If these recommendations are consistently implemented, Warung Wikko has the potential to experience significant sales growth and establish a strong brand positioning in the Bangka Belitung region, particularly among young people who are active on social media.

Retrospectively, this study successfully demonstrates that the application of the AIDA theory in the context of culinary MSMEs can provide new insights into the dynamics of digital consumer behaviour. This study confirms that even classical theories remain relevant when adapted to the context and communication media used. A reflective approach to the results of this study confirms that effective digital strategies are not only about technology, but also about understanding consumer psychology, consistency in communication, and the ability to build emotional relationships with customers.

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Volume 8 Issue 2, December 2025, pages: 265-278

## FACTORS AFFECTING TOURIST VISITS TO MERERE HILL IN CENTRAL LOMBOK REGENCY

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Received: 11/09/2025

Revised: 31/10/2025

Accepted: 09/12/2025

### Abstract

Tourism plays a vital role in regional economic development, particularly in priority destinations such as Mandalika in Central Lombok, yet limited research has examined the key determinants of tourist visits to specific sites within this area. This study aims to assess the effects of attractiveness, facilities, accessibility, and promotion on the number of tourist visits to the Merese Hill tourist destination, which is part of the Mandalika Special Economic Zone (KEK), Central Lombok. The research addresses a gap in understanding how these four factors interact to influence visitor behavior in newly developed tourism areas. The study adopts a quantitative approach using a multiple linear regression model. Primary data were collected through accidental sampling by distributing questionnaires to 100 tourists who visited Merese Hill in June 2025. The findings revealed that the four independent variables significantly affect the level of tourist arrivals, both simultaneously and partially. Among them, attractiveness emerged as the most influential factor, followed by promotion, facilities, and accessibility. These findings underscore the importance of managing destination attractiveness and optimizing digital promotion strategies to strengthen Mandalika's competitiveness in the national and international tourism markets.

**Keywords:** Attractiveness, Accessibility, Facilities, Promotion, Tourist Visit

### 1. INTRODUCTION

The tourism industry has become a strategic sector for supporting regional economic development, particularly in priority destination areas such as Mandalika in Central Lombok Regency. Merese Hill, a constituent of the Mandalika Special Economic Zone (KEK), possesses considerable potential to attract both domestic and foreign tourists. The variable nature of tourist visits to this destination necessitates a scientific study to ascertain the factors that significantly influence it. This research is designed to examine the implications of attractiveness, promotional efforts, amenities, and accessibility on the volume of tourist visits to Merese Hill. To this end, multiple linear regression models will be employed to analyze the data.

In practice, the management of Merese Hill faces several challenges that hinder sustainable tourism growth. Infrastructure limitations, including inadequate access roads and limited supporting facilities such as sanitation, information boards, and rest areas, often reduce visitor comfort. In addition, digital promotional efforts remain inconsistent, with minimal creativity and engagement across social media platforms. The lack of

integrated management and coordination among tourism stakeholders, including local government, destination managers, and community organizations, has also resulted in fragmented development. These conditions highlight the urgent need for evidence-based strategies to strengthen the competitiveness of Merese Hill and enhance its role within Mandalika's tourism ecosystem.

One of the fundamental factors influencing tourist's decisions to visit is the attractiveness of the destination. Attractions can manifest in the form of unique natural panoramas, cultural values, and distinctive experiences offered. According to Kawatu and Mandey (2020) research, the tourist attractiveness of a region directly impacts the interest of visitors in returning to that location. The visual appeal and exotic nature of a destination are identified as the primary factors contributing to tourists' decision to make repeat visits (Kawatu & Mandey, 2020). This phenomenon is further substantiated by the research conducted by Siagian & Mita (2022), which revealed that the distinctiveness of natural landscapes and local attractions fosters an escalation in the frequency of repeat tourist visits.

In addition to attractiveness, promotion is an important instrument in influencing tourist's perceptions and awareness of a destination. Through effective promotion, information about the beauty and selling power of tourist attractions can reach a wide audience. Research by Tanjung et al. (2022) underlines that digital promotion through social media significantly increases tourists' desire to visit. A well-targeted promotional strategy can increase expectations and form a positive image of tourist destinations.

Supporting facilities in destinations also have a strategic role in creating tourist comfort and satisfaction. The existence of facilities such as rest areas, sanitation, trekking trails, and food and beverage facilities support the quality of the tourist experience. Siagian & Mita (2022) prove that service facilities contribute significantly to tourist satisfaction. Research by Nurchomariyah & Liliyan (2023) on the Umbul Ponggok destination also confirms the importance of facilities in attracting visits.

Accessibility is another factor that influences tourist's decisions about where to travel. The effectiveness of tourist visits depends on factors such as ease of transportation, travel distance, road conditions, and availability of mobility facilities. A study by Nurbaiti and Rahmanita (2021) indicates that accessibility significantly affects interest in visiting Cipondoh Lake. In the context of merese hill, which is located in a hilly area, accessibility is a major determining factor, especially for foreign tourists who rely on ease of navigation and local transportation.

Previous studies show that the four factors followed by attractiveness, promotion, facilities, and accessibility significantly influence tourist visits. This study adopted a quantitative approach using multiple linear regression models to test the simultaneous and partial relationships between the variables. The analysis results are expected to provide empirical contributions to help tourism managers and local governments formulate sustainable destination development strategies.

Accordingly, the main objective of this study is to analyze the effects of attractiveness, facilities, accessibility, and promotion on tourist visits to Merese Hill using a multiple linear regression approach. The results are expected to provide useful insights for policymakers and tourism stakeholders in formulating integrated strategies that enhance visitor experience, improve marketing effectiveness, and strengthen the long-term competitiveness of Mandalika's tourism destinations.

The selection of Merese Hill as the object of study is not without reason. As part of the Mandalika Special Economic Zone (SEZ), Merese Hill is one of the strategic tourist

nodes expected to promote tourism in the Central Lombok regency. However, few studies have specifically evaluated the factors influencing tourist visits to this location. Therefore, this research is important in filling the void in the literature and providing data-based recommendations to stakeholders of the tourism destination.

## **2. LITERATURE REVIEW**

### **2.1 Tourist Visits**

Tourist visits are a behavioral phenomenon that can be explained by consumer behavior theory and travel motivation. In this study, the push and pull theory serves as the conceptual foundation connecting all independent variables with tourist visits. The push factors represent tourists' internal motivations to travel, including the desire for exploration, rest, and self-fulfillment (Dann, 1977). The pull factors, on the other hand, refer to the external attributes of a destination that attract tourists, such as attractiveness, facilities, accessibility, and promotion (Saputra, 2022). Each of these external elements functions as a stimulus that influences tourists' behavioral intentions and decision-making processes when choosing a destination like Merese Hill. Therefore, understanding how these four pull factors interact is essential to explain variations in tourist behavior and to formulate destination management strategies that align with tourists' motivational patterns.

### **2.2 Attractiveness**

Attractiveness functions not only as a motivational factor but also as an emotional and cognitive driver that shapes tourists' perceptions of value (Kawatu & Mandey, 2020). In natural destinations such as Merese Hill, scenic landscapes and distinctive topographical features play an important role in building the destination image (Siagian & Mita, 2022). When combined with cultural narratives and creative digital storytelling, attractiveness can strengthen visitors' emotional attachment and stimulate positive word of mouth communication, which ultimately increases the number of visits.

### **2.3 Promotion**

Empirical evidence shows that promotion often acts as a connecting mechanism that reinforces the influence of attractiveness on tourist visits (Tanjung et al., 2022). Appealing natural scenery will not necessarily result in high visitation without sufficient promotional exposure (Saputra, 2022). In the case of Merese Hill, limited use of digital media and the absence of integrated branding have weakened its visibility within the broader Mandalika tourism area. Therefore, promotion is a crucial variable that converts tourists' awareness into actual visitation decisions.

### **2.4 Facilities**

Beyond their functional role, facilities also influence perceived service quality, which contributes to satisfaction and revisit intentions (Sari & Suyuthie, 2022). According to the service quality framework, the availability of amenities such as clean sanitation, rest areas, and accessible information points enhances tourists' perceived value of the destination (Bangun & Lubis, 2022). For natural attractions such as Merese Hill, where activities often involve walking and trekking, the adequacy of facilities is an essential determinant of the overall tourist experience.

## 2.5 Accessibility

Accessibility serves as a structural factor that either supports or constrains the influence of other destination attributes (Nurbaeti & Rahmanita, 2021). Even when a site possesses strong attractiveness and effective promotion, inadequate access routes or transportation infrastructure can significantly reduce tourist visits. In the case of Merese Hill, its hilly terrain and the limited availability of public transportation create challenges, especially for international tourists who are not familiar with local routes (Nurchromariyah & Liliyan, 2023). Therefore, improving accessibility is a fundamental step toward ensuring equal opportunities for visitation and achieving sustainable tourism growth.

## 3. RESEARCH METHODS

This research took place at Merese Hill, a tourist attraction situated in Pujut District, Central Lombok Regency, West Nusa Tenggara, during June 2025. Merese Hill is included within the Mandalika Special Economic Zone (SEZ), which has been designated as a super-priority tourism development area at the national level. The study utilized primary data obtained through questionnaires distributed directly to visitors at Merese Hill. The population in this study consisted of all tourists visiting Merese Hill during the research period in June 2025. Because the exact number of visitors was unknown and the flow of tourists varied daily, the study applied an accidental sampling technique. This non-probability sampling method was selected because it allows researchers to collect data directly from visitors who happened to be present and willing to respond at the site (Sugiyono, 2021). The technique was considered appropriate for this research, which aimed to explore behavioral patterns in naturally occurring visitor flows rather than from a fixed sampling frame.

To ensure representativeness, respondents were approached systematically throughout different times of the day and week (morning, afternoon, and weekend periods) to capture variation in visitor profiles. This approach helped minimize potential bias by ensuring that both domestic and international tourists, as well as various age groups, were proportionally represented in the final sample of 100 respondents.

The research involves one dependent variable, namely the number of tourist visits (Y), and four independent variables: attractiveness (X1), facilities (X2), accessibility (X3), and promotion (X4). Each variable was measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The validity of the instrument was then examined using the Pearson Product Moment correlation method, which tests the correlation between each item score and its total construct score (Sugiyono, 2021). Items with correlation coefficients greater than the critical  $r$ -table value ( $r > 0.195$ ,  $n = 100$ ,  $\alpha = 0.05$ ) were considered valid. Reliability testing was conducted using Cronbach's Alpha to measure internal consistency. A Cronbach's Alpha value greater than 0.70 indicated that the instrument was reliable and suitable for data collection (Yunita & Kartini, 2021). The validity and reliability tests ensured that all questionnaire items accurately reflected the intended constructs and consistently measured the same dimensions across respondents.

Data were analyzed using multiple linear regression with the assistance of SPSS software. The regression model was used to determine both the simultaneous and partial effects of the independent variables on tourist visits. Before performing regression analysis, the data were subjected to a series of classical assumption tests to ensure that the model met the statistical requirements for unbiased estimation (Yunita & Kartini, 2022).

### 3.1 Multiple Linear Regression

Multiple linear regression represents a statistical method to analyze the influence of more independent variables on one dependent variable on a quantitative scale. This analytical model is commonly used in research to examine causal relationships between independent and dependent variables (Siregar, 2022). Typically, the general form of the multiple linear regression is expressed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \dots \dots \dots [1]$$

$Y$ : dependent variable,  $\beta_0$ : constant,  $\beta_{1,2,3,4}$ : regression coefficient  $X_{1,2,3,4}$ : independent variable and  $\varepsilon$ : error

The model is applied to assess the simultaneous and individual impacts of every independent variable in relation to the dependent variable.

### 3.2 Normality Test

The test is implemented to examine the extent to which the residuals are normally distributed. The Kolmogorov-Smirnov test is employed, according to the established decision-making rule, if the significance value  $Sig > 0,05$  value is then  $H_0$  is rejected. So it can be indicating that the residuals follow a normal distribution. (Yunita & Kartini, 2021).

### 3.3 Multicollinearity Test

To examine whether the independent variables are strongly correlated. The decision criteria are revealed from the tolerance and VIF values. If the Tolerance  $> 0.10$  and VIF  $< 10$  values are high, there is no multicollinearity (Firmansyah & Suryani, 2020).

### 3.4 Heteroscedasticity Test

To see if the residual variance is constant. The analysis can be performed through the interpretation of the scatterplot graph. If the data on the scatterplot graph spreads on the right and left sides of 0, it is said to be constant (Rizki & Sholihah, 2021).

### 3.5 Autocorrelation Test

Used to see if there is a correlation between residuals. Testing is done with the Durbin-Watson test with the criteria if the DW value is between 1.55 - 2.46, then it can be said that there is no autocorrelation (Mahyudin, 2023).

After confirming that all assumptions were satisfied, multiple linear regression analysis was carried out to estimate the relationship between the independent variables (attractiveness, facilities, accessibility, and promotion) and the dependent variable (tourist visits). The analysis included the F-test to evaluate the simultaneous significance of all independent variables and the t-test to assess the partial significance of each variable (Siregar, 2022).

### 3.6 F-Test (Simultaneous)

In multiple regression analysis, the F-test is utilized to determine the overall significance of the regression model by testing whether all independent variables collectively exert a statistically meaningful influence on the dependent variable. (Siregar, 2022).

$$F = \frac{R^2/k}{(1-R^2)/(n-k-1)} \dots \dots \dots [2]$$

$R^2$ : coefficient of determination,  $k$ : number of independent variables, and  $n$ : sample.

The test hypotheses are

$H_0$ : There is no simultaneous influence between  $X_{1,2,3,4}$  to  $Y$

$H_1$ : There is simultaneous influence between  $X_{1,2,3,4}$  to  $Y$

The evaluative criteria for making decisions is  $H_0$  rejected if  $Sig < 0,05$  the value of.

### 3.7 T-Test (Partial)

The t-test is applied to evaluate the individual contribution of every independent variable to the dependent variable. The equation for the t-test is as follows:

$$t = \frac{b_i}{SE(b_i)} \dots \dots \dots [3]$$

$b_i$ : regression coefficient of each variable and  $SE(b_i)$ : error standard from  $b_i$ .

The test hypothesis is

$H_0$ : There is no effect of variable  $X_i$  on  $Y$

$H_1$ : There is effect of variable  $X_i$  on  $Y$

The evaluative criteria for making decisions criteria is  $H_0$  rejected if  $Sig < 0,05$  the value of.

### 3.8 Coefficient of Determination ( $R^2$ )

The coefficient of determination indicates the contribution of the total variation in the dependent variable that can be explained collectively by the independent variables. The equation is (Sugiyono, 2021)

$$R^2 = \frac{SSR}{SST} = 1 - \frac{SSE}{SST} \dots \dots \dots [4]$$

$SSR$ : Sum of Squares Regression,  $SSE$ : Sum of Squares Error,  $SST$ : Total Sum of Squares. The value of  $R^2$  ranges from 0 to 1. The nearer the  $R^2$  value is to 1, the higher the proportion of variation in variable  $Y$  explained by variable  $X$ .

The coefficient of determination ( $R^2$ ) was also calculated to determine the proportion of variance in tourist visits explained by the four independent variables.

## 4. FINDINGS AND DISCUSSION

Merese Hill is one of the natural tourist destinations located in Mandalika SEZ, Central Lombok, West Nusa Tenggara. The hill is known for offering stunning panoramic views, especially during sunrise and sunset, with a landscape of green hills directly facing the Indian Ocean and beautiful coastlines such as Tanjung Aan Beach and Seger Beach. Access to merese hill is quite easy, both for local and foreign tourists, making it one of the favorite spots for photography, light trekking, or simply enjoying the beauty of nature. The unspoiled natural charm and calm atmosphere make merese hill an icon of outdoor tourism in Mandalika which is always crowded, especially during the holiday season and major events in the surrounding area.

The respondent characteristics examined in this research consisted of tourists visiting merese hill, with a total of 100 respondents. the majority of respondents were in the age range of 21-35 years (62%), which is a productive age group and active in tourism activities. Most respondents were female (55%) and came from outside West Nusa Tenggara (68%), both from other parts of Indonesia and abroad. In order to confirm the validity and accuracy of the questionnaire as the study instrument, validity testing and reliability testing of all question items were carried out. The test results are as follows,

#### 4.1 Validity Test and Reliability Test

**Table 1.** Instrument Validity Test

| Questions | R Table | R Counts | P-Value | Description |
|-----------|---------|----------|---------|-------------|
| X1.1      | 0,195   | 0,307**  | 0,002   | Valid       |
| X1.2      |         | 0,249*   | 0,012   |             |
| X1.3      |         | 0,266**  | 0,007   |             |
| X2.1      |         | 0,400**  | 0,000   |             |
| X2.2      |         | 0,234*   | 0,019   |             |
| X2.3      |         | 0,334**  | 0,001   |             |
| X3.1      |         | 0,307**  | 0,002   |             |
| X3.2      |         | 0,207*   | 0,039   |             |
| X3.3      |         | 0,284**  | 0,004   |             |
| X4.1      |         | 0,326**  | 0,001   |             |
| X4.2      |         | 0,287**  | 0,004   |             |
| X4.3      |         | 0,295**  | 0,003   |             |
| Y.1       |         | 0,290**  | 0,003   |             |
| Y.2       |         | 0,219*   | 0,028   |             |
| Y.3       |         | 0,251*   | 0,012   |             |

Source: Researchers (2025)

Validity testing is conducted to evaluate how far the question items reflect in the questionnaire actually measure the intended constructs. In this research constructs, validity was tested using construct validity through item-total correlation analysis (Product Moment Pearson). Each indicator (item) of each variable is tested by correlating the item score with the total variable score (the sum of all items in one variable). The correlation values are evaluated by referencing the critical r-table value at the 5% significance level, because the number of respondents is 100 respondents, then  $r$  table  $\approx 0.195$ . Based on the validity test results, all variables X1, X2, X3, X4, and Y have a correlation value  $> r$  table, the result it can be deduced that all items in the questionnaire are valid and suitable for data collection.

Reliability test is used to measure the extent to which a measurement instrument is consistent and stable in measuring a concept. Reliability testing was carried out using the Cronbach's Alpha method. Based on the results of calculations using SPSS, the Cronbach's Alpha value for all variables is  $0,89 > 0,70$ , which means that the instrument has good reliability. Thus, this questionnaire instrument is declared consistent and reliable in measuring the variables studied.

#### 4.2 Classical Assumption Test

##### a. Normality Test

The purpose of conducting a normality test is to examine determine whether the residual data (the difference between the observed value and the predicted value) is normally distributed. Testing is done using the Kolmogorov-Smirnov Test. The test

results show that the residuals are normally distributed with a significance of  $0.2 \geq 0.05$ , Therefore, it may be inferred that the residuals are normally distributed and fulfill the assumption of normality.

b. Multicollinearity Test

The purpose of the multicollinearity test is to identify whether there is a very strong relationship between the independent variables, which can cause the regression results to be unstable. The results of this test are summarized in Table 2.

**Table 2.** Multicollinearity Test Result

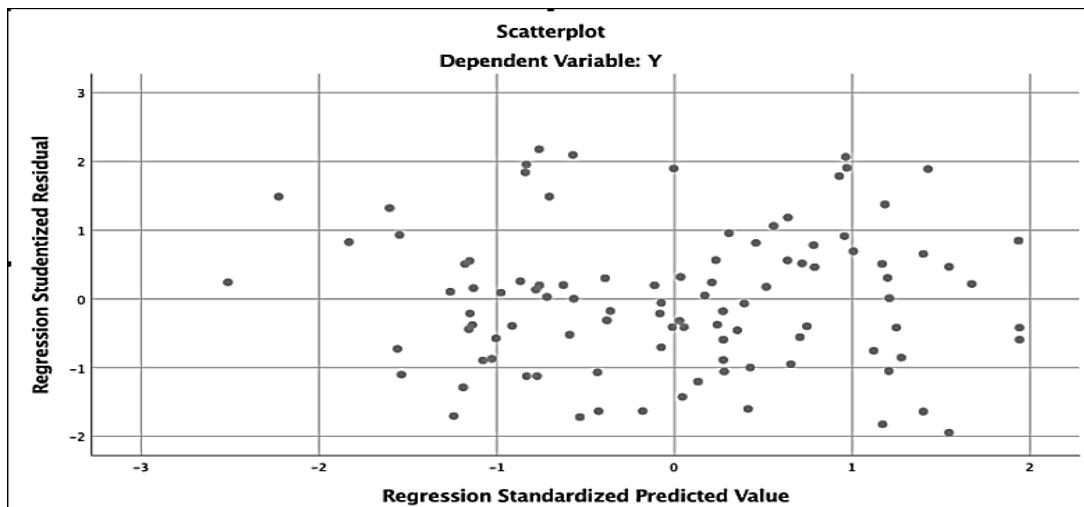
| Variable | Tolerance | Variance Inflation Factor (VIF) |
|----------|-----------|---------------------------------|
| X1       | 0,989     | 1,011                           |
| X2       | 0,971     | 1,030                           |
| X3       | 0,958     | 1,044                           |
| X4       | 0,985     | 1,016                           |

Source: Researchers (2025)

All variables have a Tolerance value  $> 0.10$  or VIF  $< 10$ , which means indicating that multicollinearity is not detected in the regression model. Tolerance value all the variables  $\geq 0.10$  and VIF value  $\leq 10$  so multicollinearity not detected.

c. Heteroscedasticity Test

Heteroscedasticity test is conducted to determine if an inequality exists in the variance of the residuals (errors) for each predicted value in the regression model. One way to do this is through a scatterplot between residuals and predicted values (fitted values).



**Figure 1.** Scatter Plot  
 Source: Researchers (2025)

The scatterplot of residuals against the predicted values in this regression model shows that the residuals are randomly distributed, with no discernible pattern, and are spread both above and below the zero line. This suggests that the variance of the residuals remains relatively constant across all predicted values. Hence, it can be inferred that the regression model does not exhibit heteroscedasticity and satisfies the assumption of homoscedasticity.

d. Autocorrelation Test

The autocorrelation test is intended to examine whether residuals from one observation are correlated with those from another. Using the Durbin-Watson test, a statistic of 2.439 was obtained. As this value lies within the acceptable interval of 1.5 to 2.5, it suggests that no autocorrelation is present. Thus, the regression model can be considered free from autocorrelation problems.

Considering the results of testing the four classical assumptions, this indicates that the regression model in this study fulfills all classical assumptions. Therefore, the regression model used is suitable for interpretation and further analysis.

### 4.3 Regression Analysis Results

After the data is declared valid, reliable, and meets all classical assumption tests, the next step is to perform multiple linear regression analysis. The purpose of this analysis is to determine the effect of each independent variable on the dependent variable, both simultaneously and partial. The analysis results in multiple linear regression equations in the form of:

**Table 3.** Regression Analysis Results

| Model |                          | Coefficientsa |            |       | t      | Sig.  |
|-------|--------------------------|---------------|------------|-------|--------|-------|
|       |                          | B             | Std. Error | Beta  |        |       |
| 1     | (Constant)               | -0,020        | 0,219      |       | -.092  | 0,927 |
|       | Attractiveness ( $x_1$ ) | 0,490         | 0,028      | 0,744 | 17,514 | 0,000 |
|       | Facilities ( $x_2$ )     | 0,256         | 0,027      | 0,401 | 9,365  | 0,000 |
|       | Accebility ( $x_3$ )     | 0,090         | 0,027      | 0,146 | 3,373  | 0,001 |
|       | Promotion ( $x_4$ )      | 0,274         | 0,027      | 0,439 | 10,326 | 0,000 |

Source: Researchers (2025)

From Table 3, the regression model is:

$$y = -0,20 + 0,490x_1 + 0,256x_2 + 0,090x_3 + 0,274x_4$$

The interpretation of the model:

Among these, attractiveness recorded the highest standardized coefficient ( $\beta = 0.744$ ), followed by promotion ( $\beta = 0.439$ ), facilities ( $\beta = 0.401$ ), and accessibility ( $\beta = 0.146$ ). These results highlight that destination attractiveness and promotional efforts are the two most dominant factors influencing the number of tourist visits to Merese Hill.

a. Determination of Coeffffcient

**Table 4.** Determination of Coefficient

| Model Summary |       |          |                   |                            |
|---------------|-------|----------|-------------------|----------------------------|
| Model         | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | ,911a | ,831     | ,823              | ,29826                     |

Source: Researchers (2025)

As derived from the results of the regression analysis, the coefficient of determination ( $R^2$ ) is 0.831. This shows that 83.1% of the variation that occurs in tourist visits (Y) can be explained by the variables of attractiveness, facilities, accessibility and promotion in the model. While the remaining 16.9% is explained by

other variables not included in the model such as individual factors, the environment, or other variables. Therefore, this regression model can be said to have a fairly good explanatory ability.

b. F Test (Simultaneous)

The F-test is applied to assess whether the independent variables, when considered simultaneously, exert a significant influence on the dependent variable.

**Table 5.** Anova

| ANOVA <sup>a</sup> |            |                |    |             |         |
|--------------------|------------|----------------|----|-------------|---------|
| Model              |            | Sum of Squares | df | Mean Square | F       |
| 1                  | Regression | 41,440         | 4  | 10,360      | 116,461 |
|                    | Residual   | 8,451          | 95 | ,089        |         |
|                    | Total      | 49,891         | 99 |             |         |

Source: Researchers (2025)

Referring to Table 5, the F-test yields a value of 116.461 with a significance level of 0.000, which is less than 0.05. The result supports the decision to reject the null hypothesis ( $H_0$ ), indicating that attractiveness, facilities, accessibility, and promotion have a statistically significant simultaneous effect on the dependent variable, which is tourist visits.

c. T Test (Parcial)

The t-test results further revealed that each variable individually has a significant positive influence ( $p < 0.05$ ).

- The Effect of Attractiveness ( $x_1$ ) on Tourist Visit ( $y$ )

The attraction variable has a significance value of 0.000 < 0.05, indicating that both rejections and attractions partially affect tourist visits. The results indicate that attractiveness remains the most decisive factor driving tourist visits. The natural panorama of Merese Hill, overlooking Tanjung Aan Beach and the Indian Ocean, provides strong visual appeal and emotional experiences that align with the pull dimension of the push and pull theory (Dann, 1977). This finding supports Kawatu and Mandey (2020), who stated that unique landscape and aesthetic experiences significantly increase tourist loyalty. However, unlike other natural destinations, Merese Hill's attractiveness is closely tied to its accessibility and facility quality. Visitors perceive the natural landscape as more enjoyable when supported by comfortable trekking paths, shaded areas, and adequate photo spots. Thus, the interaction between attractiveness and facilities forms a complementary relationship that enhances overall visitor satisfaction.

- The Effect of Facilities ( $x_2$ ) on Tourist Visit ( $y$ )

The facility variable has a significance value of 0.000 < 0.05, suggesting that both the rejection of facilities and their partial impact on tourist visits are statistically significant. Tourism facilities represent a pivotal element in establishing a pleasurable and memorable travel experience. In the context of destination development, the quality and availability of facilities are frequently the pivotal factors that influence tourists' decisions to visit, extend their stay, or even make repeat visits to a tourist spot. The quality of facilities has been identified as a contributing factor to the perception of attractiveness (Marchha & Sunarta, 2024). The analysis revealed that enhancing venue amenities, such as

shade structures, gardens, and seating arrangements, can result in an increase in visit duration and tourist expenditure, with a maximum increase of 50% observed in some cases.

- The Effect of Accessibility ( $x_3$ ) on Tourist Visit ( $y$ )

The accessibility variable has a significance value of  $0.000 < 0.05$ , indicating that both accessibility and its partial effect on tourist visits are statistically significant. Accessibility is a pivotal factor in the development of tourism, as it determines the ease with which tourists can reach a destination. Accessibility elements encompass the availability and quality of transportation infrastructure (e.g., roads, airports, and ports), ease of digital navigation, and travel time and costs. Tampubolon & Sarjana (2025) emphasize the importance of accessibility in increasing visits to tourist destinations. A disparity in transportation infrastructure can diminish the region's appeal, despite its considerable tourism potential.

- The Effect of Promotion ( $x_4$ ) on Tourist Visit ( $y$ )

The promotion variable has a significance value of  $0.000 < 0.05$ , so reject and promotion partially affect tourist visits. Promotion, identified as the second most influential factor, also plays a vital role in transforming destination potential into real tourist flows. Effective promotion amplifies the impact of attractiveness by broadening awareness through digital media and storytelling. The current promotional efforts for Merese Hill remain largely dependent on user-generated content rather than structured marketing campaigns. Strengthening digital branding through coordinated social media management and collaboration with the Mandalika Tourism Authority would help position Merese Hill as a flagship nature-based attraction within the Mandalika SEZ. This aligns with the findings of Tanjung et al. (2022), who emphasized that digital promotion significantly influences tourists' decisions, particularly among younger demographics.

The findings have several implications for destination management in Merese Hill and the broader Mandalika SEZ. First, the dominance of attractiveness and promotion underscores the need for a dual strategy: maintaining environmental quality through sustainable tourism practices while simultaneously enhancing promotional visibility. Management should prioritize eco-friendly infrastructure such as viewing decks, shaded resting points, and improved sanitation facilities to maintain visitor comfort without damaging the natural landscape. Second, destination managers, in collaboration with the Indonesia Tourism Development Corporation (ITDC) and local communities, should strengthen digital branding and promotional consistency across platforms to attract both domestic and international markets. Finally, improving accessibility through road maintenance, signage, and transportation connectivity will enhance the overall competitiveness of Merese Hill as a gateway attraction within Mandalika's tourism cluster.

## 5. CONCLUSION

This study demonstrated that attractiveness, facilities, accessibility, and promotion significantly influence tourist visits to Merese Hill, with attractiveness emerging as the most dominant factor. These findings align with the push and pull motivation theory (Dann, 1977), in which external destination attributes serve as pull factors that stimulate tourists' internal motivations to travel. The results also reinforce the concept of destination competitiveness, showing that Merese Hill's performance depends

on the integration of natural appeal, supporting infrastructure, and promotional effectiveness. Together, these factors shape visitors' behavioral intentions and determine the destination's capacity to attract and retain tourists within the Mandalika SEZ.

Theoretically, this research contributes to tourism studies by validating the push-pull framework and extending its application to emerging destinations in developing regions. Practically, it provides guidance for destination managers and policymakers to prioritize sustainable infrastructure, enhance digital promotion, and preserve natural attractions to strengthen competitiveness. Future studies should include variables such as destination image, service quality, and environmental management to deepen the understanding of how these elements collectively sustain tourism growth in Mandalika and similar areas.

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Volume 8 Issue 2, December 2025, pages: 279-290

## **JEMBRANA REGENCY'S LIVELY FESTIVAL AS A REPRESENTATION OF LOCAL ARTS, CULTURE AND TOURISM IN COMMEMORATION OF THE 130TH ANNIVERSARY OF THE CITY OF NEGARA**

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Received: 08/09/2025

Revised: 21/11/2025

Accepted: 09/12/2025

### **Abstract**

The Jembrana Regency Semarak Festival, held to commemorate the 130th anniversary of Negara City, serves as an important platform for showcasing traditional arts, strengthening local identity, and encouraging the development of culture-based tourism. This study aims to analyze the festival's role in representing the arts and culture of the Jembrana community and its role in strengthening local tourism. A qualitative method was used, with interviews conducted with ten informants from the committee, artists, MSMEs, community leaders, and tourists. The data obtained were analyzed through stages of reduction, presentation, and conclusion drawing to obtain a comprehensive picture of the festival's meaning. The results show that the festival plays a role in preserving traditional arts through performances of Jegog, a traditional dance, and Makepung, a symbol of regional identity. Community involvement significantly contributes to maintaining the continuity of traditions while demonstrating a sense of ownership of local culture. Artistic innovation combined with modern elements also provides space for traditions to remain relevant amidst changing times. Furthermore, the festival offers educational value by involving the younger generation in the cultural heritage process. From a tourism perspective, the Semarak Festival has a positive impact on strengthening the destination's image and improving the local economy. Craft exhibitions, culinary bazaars, and the involvement of MSMEs open up new market opportunities while enriching the tourist experience. The 130th anniversary of Kota Negara adds a historical dimension that reinforces the festival's value, giving it the potential to expand the promotion of culture-based tourism at the local and regional levels. The implications of this research lie in the importance of integrating arts and culture with tourism development strategies, which can serve as a reference in designing similar festival models in other regions.

**Keywords:** Vibrant Festival, Arts and Culture, Local Tourism, Negara City, Jembrana

### **1. INTRODUCTION**

Tourism is a strategic sector that plays a role in economic development, cultural preservation, and strengthening regional identity. In addition to contributing to local income, tourism also encourages communities to showcase their artistic heritage, traditions, and social values to visitors (Kurniati et al. 2023). Tourism approaches that emphasize authenticity, sustainability, and community involvement are gaining

popularity, as they provide authentic experiences while maintaining a balance between economic development and cultural preservation (Wulung 2021). In Indonesia, each region has unique potential that can be developed through tourism. One example is Jembrana Regency in Bali, which boasts a rich, distinctive culture and diverse local traditions.

Jembrana Regency in Bali has a unique cultural richness that distinguishes it from other areas on the Island of the Gods (Megawan and Suryawan 2019). One of the most prominent traditions is Makepung, a buffalo race that originated from the local agricultural community. This tradition has evolved into a cultural attraction full of social significance, demonstrating the community's togetherness, cooperation, and sportsmanship (Negara, Pramana, and Raharjo 2021). In the long history of Kota Negara, now 130 years old, the Jembrana Regency Festival Semarak serves as a platform to showcase Makepung, along with various local arts and culture. This festival serves as both a celebration and a representation of regional identity, which is crucial to maintain and promote.

Tourist arrivals in Bali are still heavily concentrated in areas like Kuta, Ubud, and Nusa Dua. This leaves areas like Jembrana often less well-known to both international and domestic tourists (Murtono 2024). Jembrana boasts strong cultural tourism potential through its agricultural traditions, jegog music, traditional dances, and lively folk festivals. The Semarak Kota Negara Festival could be a new strategy for promoting regional tourism, while also opening up opportunities for equitable distribution of tourism destinations in Bali. With Kota Negara celebrating its 130th anniversary, Jembrana has the opportunity to assert its position as an authentic and engaging cultural destination.

Makepung as a cultural icon of Jembrana is not just a spectacle for the local community, but also a tradition with strong values (Anggariyana, Arya Sunu, and Bagus Sanjaya 2019). Murtono et al. (2024) highlight in their study on sports tourism that Makepung possesses strong potential to evolve into a prominent tourist attraction, as it uniquely blends the tradition of buffalo racing with rich local cultural values. The Semarak Festival provides a broader platform for this tradition to be introduced to the public, both through live performances and cultural documentation. Makepung has great potential to become a tourist attraction that entertains and educates tourists about the cultural values of the Jembrana community.

Apart from Makepung, Jembrana is also rich in other arts and cultural traditions that have the potential to strengthen the festival's appeal (Ardianti 2017). For instance, the jegog musical art, which features large bamboo instruments, has long served as a distinctive musical identity of Jembrana and offers a unique attraction for tourists (Utama and Murtono 2024). Likewise, traditional dance, local cuisine, and handicrafts can be incorporated into a cohesive and integrated cultural festival. Through these diverse attractions, the Semarak Festival can serve as a cultural showcase, showcasing Jembrana's uniqueness while strengthening the region's tourism brand. This potential will be even greater if linked to historical commemorations, allowing the festival to reflect the historical journey of Kota Negara.

Cultural festivals play a vital role in tourism development as a means of promoting regional identity and empowering the community's economy (Murtono et al. 2025). Research on the development of cultural tourism attractions shows that festivals designed with community participation have a greater chance of success and sustainability. The Semarak Festival in Jembrana can be designed as a space for interaction between the community, tourists, and tourism stakeholders. This festival can provide authentic

experiences for visitors while preserving traditions for the younger generation. The role of the community as key actors will further strengthen the festival's significance as part of everyday life.

The positive impact of tourism events is also evident in various studies on sports tourism in Bali. For example, the Maybank Marathon has been shown to attract thousands of tourists, increase hotel occupancy, and stimulate local economic growth (Murtono et al. 2024). This phenomenon provides valuable lessons for Jembrana in designing the Semarak Festival, which is expected to provide similar benefits. If the festival is professionally packaged and properly promoted, the potential for increased tourist visits will be even greater. This can also open new job opportunities and foster a creative economy sector based on local culture.

The Jembrana Regency Semarak Festival is highly urgent to develop because it serves as a key opportunity to revive local cultural potential amidst the dominance of other Balinese tourist destinations. Jembrana requires a promotional strategy that emphasizes its uniqueness to avoid being marginalized by more popular tourist destinations. This festival, which combines art, culture, and tourism, can serve as a catalyst for regional development, both socially, culturally, and economically. Furthermore, the festival serves as a means of preserving traditions to ensure their relevance to current developments.

Previous research has extensively discussed the potential of Makepung and cultural tourism in Jembrana, but rarely has it been linked to festivals as a promotional strategy and a way to commemorate the city's history. Therefore, this study aims to explain the role of the Jembrana Regency Semarak Festival as a representation of arts and culture and an instrument for local tourism development in commemorating the 130th anniversary of the city. This research is expected to fill the gap in academic research and provide practical benefits for tourism development in Jembrana.

## 2. LITERATURE REVIEW

### 2.1 Cultural Festival

A cultural festival is essentially a form of social event designed to bring people together in a celebration of values, traditions, and creative expressions passed down across generations Getz & Page (2015). Festivals play a crucial role in strengthening a destination's image while also providing a space for cross-cultural interaction that can expand collective knowledge. In practice, festivals typically feature a variety of activities, such as art performances, traditional rituals, craft exhibitions, and various forms of traditional attractions. These activities serve as entertainment and reflect the representation of social identity, demonstrating the distinctive characteristics of a community.

Quinn (2025) emphasizes that festivals play a strategic role as a means of intergenerational cultural transfer, a place where values, norms, and symbols are passed down through performances and shared activities. This function makes festivals more than just public entertainment, but also a vehicle for cultural education that introduces noble values to the wider community. The celebratory process, which involves various social elements, also creates a sense of togetherness and strengthens solidarity. This demonstrates that festivals have a dual function: preserving traditions while facilitating harmonious social interaction among community groups.

Gómez-Ullate & Saraiva (2024) highlight that festivals can showcase a region's unique character through its artistic heritage, traditions, and distinctive cultural

expressions. Festivals are a medium that can elevate local riches to a broader audience and enrich the diversity of tourism attractions. Festivals also create opportunities to strengthen the collective identity that distinguishes one community from another (Saputra and Suparta 2023). Therefore, cultural festivals can be understood as social phenomena that reflect everyday life while articulating the historical and symbolic values inherent in community life.

## 2.2 Local Tourism

Local tourism conceptually refers to tourism activities that are rooted in the cultural potential, traditions, and resources originating from the local community. Ivona (2021) states that local tourism is developing with an emphasis on sustainability, authenticity, and community involvement in organizing tourism activities. This form of tourism emerged as a response to tourists' need for authentic experiences, differing from mass tourism, which tends to be uniform and consumption-oriented. Local tourism focuses solely on recreation and the creation of values that reflect the community's identity and heritage.

According to Aquino et al. (2018), local tourism plays a strategic role as a mechanism for strengthening collective identity and distributing economic benefits more equitably. This type of tourism typically emphasizes the active involvement of local communities, whether through the provision of attractions, services, or direct interaction with tourists. The authenticity and diversity of traditions are the primary attractions offered, allowing tourists to experience a more personalized experience. This distinguishes local tourism from mass tourism, which generally offers uniform attractions without regard for traditional and social values. Local tourism can create a multi-layered experience, encompassing social, economic, and cultural dimensions within a single activity.

Meanwhile, Yanan et al. (2024) explains that local tourism contributes to maintaining the continuity of traditions while strengthening cultural appreciation. Locally-based tourism facilitates economic activities and maintains the social values inherent in a community. This model contributes to the preservation of cultural heritage and strengthens collective awareness of local identity. Theoretically, local tourism is seen as an alternative form of tourism that prioritizes a balance between economic needs, cultural preservation, and environmental sustainability (Widyastuty and Dwiarta 2021).

## 3. RESEARCH METHODS

This study employed a qualitative approach with a descriptive design, which allows researchers to explore social phenomena in depth through the experiences, perspectives, and interactions of participants. As explained by Creswell (2017), qualitative research emphasizes the interpretation and understanding of meanings constructed by individuals and communities within particular social contexts. In line with this, the present study seeks to capture the lived experiences and cultural expressions surrounding the Semarak Festival in Jembrana Regency.

The research was conducted during the Semarak Festival, located in Jembrana Regency, Bali. The participants consisted of ten informants selected through purposive sampling, based on their relevance and direct involvement in the festival. These informants included two members of the organizing committee, two local artists, two micro-entrepreneurs, two community leaders, and two festival visitors. This number was

considered adequate to obtain comprehensive information consistent with the focus of the study.

Data were collected through three main techniques, namely interviews, participatory observation, and documentation. Semi-structured interviews guided by open-ended questions were used to explore the informants' perspectives, experiences, and interpretations regarding the role of local arts, culture, and tourism in the festival. Participatory observation was carried out by attending various festival events to record activities, social interactions, and artistic performances. These observations were conducted systematically to provide a holistic understanding of the event's dynamics. In addition, documentation such as; archives, photographs, event posters, and relevant notes was analyzed to complement and strengthen the data obtained from interviews and observations.

Data analysis followed the interactive model of (Miles, Huberman, and Saldaña 2019), which involves three interconnected stages: data reduction, data display, and conclusion drawing. Data reduction entailed sorting, simplifying, and focusing field information to retain only the most relevant data. The reduced data were then presented in descriptive narratives, tables, and field notes to facilitate understanding. Finally, conclusions were drawn by identifying recurring patterns, relationships, and key themes emerging from the data, which were then interpreted to answer the research focus.

To ensure the validity and reliability of the findings, data triangulation techniques were employed. Source triangulation was conducted by comparing information obtained from different informants to check consistency. Method triangulation involved integrating interview, observation, and documentation results to enhance credibility. Meanwhile, data triangulation was implemented by verifying field findings with related literature and secondary sources. In addition, member checking was performed by confirming interview summaries with the respective informants to ensure the accuracy and authenticity of the data collected.

## 4. FINDINGS AND DISCUSSION

### 4.1 Research Result

#### a. Description of Research Results

Qualitative interviews were conducted with ten informants selected based on their involvement in the festival. The informants included organizers, artists, small businesses, community leaders, and visitors. The information obtained provided a diverse picture of the meaning, experiences, and impact of the Semarak Kota Negara Festival, as outlined in the following table.

**Table 1.** Summary of Informant Interview Results

| Initials | Background    | Main View  | Impact Felt  |
|----------|---------------|--|--|
| BG       | Committee     | Festivals are a means of strengthening togetherness among residents    | Increasing social solidarity                         |
| AM       | Artist        | Jegog performances and traditional dances strengthen cultural identity | Local art is better known to the younger generation  |
| SR       | MSMEs         | Bazaars provide opportunities to promote local products                | Sales turnover increases                             |
| DS       | Public figure | The festival fosters a sense of pride in ancestral heritage.           | Maintaining the preservation of traditions           |
| LN       | Traveler      | A unique event with an authentic local feel                            | Different tourism experience compared to other areas |

|    |               |   |  |
|----|---------------|---|--|
| RK | Committee     | The 130th anniversary gives historical significance to the festival     | Strengthening the historical value of the City of Negara |
| YM | Artist        | The combination of traditional and modern art creates a new attraction. | Local art is more flexible to be performed               |
| FT | MSMEs         | Festival participation helps business networks grow                     | Open opportunities for trade cooperation                 |
| WD | Public figure | Festivals become educational spaces for the younger generation          | Children are more familiar with regional culture         |
| HM | Traveler      | Festivals are a reason to visit Jembrana                                | Increasing interest in returning to travel               |

Source: Researchers (2025)

Based on Table 1, the Semarak Festival is seen as a space for togetherness that provides social and historical significance for the people of Jembrana. Committee informants, such as BG and RK, emphasized that this event unites residents and provides special significance in commemorating the 130th anniversary of Kota Negara. For them, the festival's success demonstrates how a cultural activity can strengthen solidarity while preserving collective memory of the city's history. BG (Interview, 2025) expressed this sentiment, stating that "*we strive to ensure that all levels of society feel involved, because this festival belongs to everyone*". This statement reflects the committee's commitment to inclusivity and their view of the festival as a unifying social event that transcends community boundaries.

From the perspective of artists, AM and YM see the festival as a crucial platform for preserving and developing cultural works. Jegog performances, traditional dances, and artistic innovations combined with modern elements demonstrate that local culture remains relevant to current developments. The impact they feel is an increased appreciation of local arts among the younger generation, as well as the opening of opportunities for exploration, allowing regional arts to be performed more widely. As AM (Interview, 2025) noted, "*every year we come up with a new spirit so that the younger generation remains interested in Jegog*," emphasizing the artists' adaptive creativity in maintaining cultural continuity.

MSMEs and tourists also provided valuable perspectives. SR and FT considered the festival an effective way to expand their business networks and increase revenue through a local product bazaar. Meanwhile, LN and HM, as tourists, stated that the uniqueness of the event was the main reason they came and planned to return to Jembrana. DS and WD, as community leaders, emphasized the festival's educational value, especially for the younger generation, who are becoming more familiar with local traditions. As SR emphasized, sales of MSME products increased because many tourists were interested in trying local products. LN also added that he came to experience the traditions and found the event much more interesting than he had initially imagined.

b. Representation of Local Arts, Culture and Tourism in Commemoration of 130th Anniversary of Negara City

The Semarak Festival celebrations showcase local arts, culture, and tourism, reflecting the distinctive identity of Jembrana Regency. Various attractions, exhibitions, and creative economic activities are a key part of the event. Interviews with informants revealed that the festival is seen as a means of strengthening cultural values, promoting tourism, and empowering the community.

**Table 2.** Representation of Local Arts, Culture and Tourism in the Semarak Festival

| No. | Main Aspects                     | Description of Findings  |
|-----|----------------------------------|--|
| 1.  | Traditional Arts                 | The Jegog performance, a traditional Jembrana dance, and local performing arts are the main attractions.             |
| 2.  | Artistic Innovation              | The collaboration between traditional and modern arts creates a new nuance in the festival.                          |
| 3.  | Cultural Exhibition              | Exhibitions of crafts, artifacts and local products showcase the region's overall identity.                          |
| 4.  | Empowerment of MSMEs             | Culinary and creative product bazaars open up market opportunities for local entrepreneurs.                          |
| 5.  | Historical Value                 | The 130th anniversary of Kota Negara is associated with strengthening the region's cultural and historical identity. |
| 6.  | Educating the Younger Generation | Festivals are a means of cultural learning for children and teenagers.   |
| 7.  | Destination Image                | The festival strengthens Jembrana's identity as an arts and culture-based tourist destination.                       |
| 8.  | Travel Experience                | Tourists experience authentic experiences that encourage repeat visits.  |

Source: Researchers (2025)

Based on Table 2, this festival features traditional arts as a core element representing Jembrana's identity. Jegog performances and traditional dances consistently represent regional culture. Furthermore, artistic innovations combine tradition with modern touches, allowing the festival to showcase cultural heritage while also creating a new atmosphere that attracts visitors from various backgrounds.

Another prominent aspect is the role of cultural exhibitions and local economic empowerment. Through exhibitions of crafts, artifacts, and traditional products, regional identity can be comprehensively showcased to the wider community. At the same time, the involvement of MSMEs in culinary and creative product bazaars provides opportunities for businesses to expand their markets. This makes festivals a powerful medium for connecting arts and culture with community economic empowerment.

From a tourism perspective, the festival showcases historical value relevant to the 130th anniversary of Kota Negara. This momentum adds to the festival's significance by linking arts and culture to the region's history. Furthermore, it includes an educational dimension aimed at the younger generation, enabling them to understand and appreciate cultural heritage. Ultimately, the festival contributes to shaping Jembrana's image as an arts-based tourism destination, while providing an authentic experience for visitors.

## 4.2 Discussion

### a. Semarak Festival as a Representation of Arts and Culture

The Semarak Festival in Jembrana can be understood as a cultural celebration that has a dual function, namely as a means of public entertainment and a medium for representing traditional art. Getz & Page (2015) highlighted that festivals play a crucial role in strengthening a region's identity and serving as a vehicle for cross-cultural communication. The presence of attractions such as Jegog, traditional dance, and Makepung at the Semarak Festival demonstrates how cultural symbols are preserved through collective celebration. Jembrana's identity as a region with a rich and distinctive traditional arts heritage is reinforced through performances attended

by local residents and tourists, enabling the festival to serve as a vibrant cultural showcase in the public space.

The aspect of cultural heritage is also clearly visible in the organization of this festival. This is in line with the findings, Quinn (2025) stated that festivals are a medium for transmitting values, norms, and cultural symbols from older generations to younger ones. This phenomenon is reflected in the Semarak Festival, where children and teenagers participate as both performers and spectators. Through direct participation, the younger generation gains learning experiences about traditional arts that may be difficult to find in everyday life. This process demonstrates that festivals serve as a bridge, maintaining the continuity of traditions from the past to the future.

Besides being a means of inheritance, the festival also shows the unique character of Jembrana. Gómez-Ullate & Saraiva (2024) also explained that festivals can showcase local uniqueness while strengthening the differentiation of a tourist destination. In this case, Jegog and Makepung are not merely entertainment attractions, but symbols of identity that distinguish Jembrana from other areas in Bali. When these distinctive arts are performed on the festival stage, their authentic values leave a lasting impression on audiences and tourists alike, while also affirming Jembrana's place on the Balinese cultural map.

Community participation is a vital element that strengthens the representational function of arts and culture. This finding is consistent with the study of Murtono et al. (2025), who emphasized that the success of a festival is greatly influenced by community involvement as key actors. The Semarak Festival demonstrates this through the active participation of artists, MSMEs, cultural communities, and community groups. Their role extends beyond spectators to driving forces, maintaining the continuity of traditions. This kind of participation demonstrates a sense of collective ownership, making the festival a truly representative event for the Jembrana community.

Another unique feature of the Semarak Festival is the promotion of traditional Makepung sports as a cultural attraction. Similarly, Murtono et al. (2024) highlighted that Makepung is more than just a buffalo race, but a tradition steeped in the values of sportsmanship, solidarity, and togetherness of an agrarian community. By placing Makepung as part of the festival, organizers are creating a space for this tradition to remain familiar to the younger generation and tourists. Makepung's presence at the festival demonstrates that cultural arts represent more than just dance or music performances, but also expressions of community life embodied in sporting traditions.

Festivals are also a vital space for artistic innovation. According to Utama & Murtono (2024), Jegog has great potential for development through creative collaborations with modern music. At the Semarak Festival, this effort was evident through performances that combined traditional musical instruments with new performance styles. This form of innovation demonstrates that arts and culture can evolve with changing times without losing their traditional roots. Therefore, the festival serves both as a preservation and a creative space that maintains the relevance of Jembrana's arts and culture.

The representation of arts and culture through the Semarak Festival demonstrates how local heritage is preserved, cultural values are passed on, and innovation is developed. Its existence demonstrates the theory of cultural representation and cultural performance in practice, where local arts and traditions are promoted in the public sphere, involving all elements of society. This makes the

Semarak Festival a collective medium that reflects the strength of Jembrana's culture while demonstrating the community's active role in preserving regional identity.

b. The Semarak Festival as a Local Tourism Destination in Commemoration of the 130th Anniversary of Negara City

The Semarak Festival can also be seen as an instrument for strengthening local culture-based tourism. This is in line with findings of Yanan et al. (2024), who explained that local tourism emphasizes authenticity, sustainability, and community participation. The Semarak Festival showcases all of these dimensions through community involvement, preservation of traditions, and support for the creative economy. Festival activities, integrated with local life, provide an authentic experience for tourists, making this celebration an effective way to promote Jembrana as a unique tourist destination.

The aspect of authenticity in cultural tourism is given primary emphasis through the Semarak Festival. Aquino et al. (2018) stated that authentic traditions are the main attraction of culture-based tourism. At this festival, tourists have the opportunity to witness Jegog art, dance performances, and Makepung, a symbol of Jembrana. Furthermore, exhibitions of local handicrafts and culinary delights reinforce the impression that the festival truly represents the region's identity. Through these firsthand experiences, tourists gain a deeper understanding of Jembrana's unique character.

Ivona (2021) emphasized that local tourism plays a role in preserving traditions and strengthening public awareness. The Semarak Festival demonstrates this by presenting a series of events that connect art, culture, and regional history. The 130th anniversary of Kota Negara provides a historical dimension that adds to the festival's significance. This celebration is not merely entertainment, but also a platform to celebrate the region's long history, providing a unique experience for both residents and tourists.

Event tourism theory, explained by Getz & Page (2015) that festivals can build a destination's image while simultaneously distributing economic benefits to the community. The Semarak Festival demonstrates this by opening significant opportunities for MSMEs through bazaars and local product exhibitions. Tourists come not only to enjoy cultural attractions but also to consume products that represent local character. Therefore, festivals provide direct economic benefits that are felt by the community.

Meanwhile, Murtono et al. (2024) explained that this demonstrates that holding cultural events can have a positive impact on the local economy. A similar phenomenon was seen at the Semarak Festival, where MSMEs' turnover increased due to high demand for local products from tourists. Furthermore, the festival created new job opportunities in supporting sectors such as transportation, accommodation, and other tourism services. This demonstrates how culture-based tourism contributes to strengthening the creative economy in the region.

The Semarak Festival also demonstrates the close relationship between history and tourism. The 130th anniversary of Kota Negara provides a historical narrative that enriches the tourist experience. This aligns with the findings of Quinn (2025), who stated that heritage-based tourism can provide added value for visitors by combining entertainment with historical knowledge. At this festival, visitors not only enjoy the

artistic performances but also understand the historical significance behind the celebration.

The Semarak Festival showcases the dimensions of local tourism, encompassing cultural authenticity, sustainable activities, and community engagement. Drawing on theories of sustainable tourism, heritage tourism, and event tourism, the festival serves as a platform to strengthen Jembrana's image as an arts-based tourism destination. The festival's combination of art, the creative economy, and historical values demonstrates how collective celebrations can serve as meaningful tourism instruments for both the community and tourists.

## 5. CONCLUSION

The Jembrana Regency Festival, commemorating the 130th anniversary of Negara City, represents local arts and culture and serves as an instrument for community-based tourism development. Jegog and Makepung performances, traditional dances, craft exhibitions, and a bazaar showcasing the diversity of cultural expressions that are preserved and developing. The festival provides a platform for preserving traditions, passing on values to the younger generation, fostering artistic innovation, and enhancing the destination's image. Furthermore, the festival contributes to the local tourism sector through promotion, increasing MSME revenue, and strengthening Jembrana's identity as a destination based on arts, culture, and history.

Future Semarak Festival initiatives can focus on strengthening management quality, expanding promotional networks, and enhancing the role of the community as key actors. A collaborative approach between local governments, cultural communities, businesses, and academics can enrich the festival's content and strengthen its sustainability. Furthermore, the integration of education, cultural preservation, and community economic empowerment can be maintained to further strengthen Jembrana's position as a region with a strong identity and a sustainable tourist attraction.

Future research could expand the scope by using a quantitative or mixed methods approach to more comprehensively measure the economic, social, and cultural impacts of the Semarak Festival. A more comprehensive study of international tourist perceptions, destination branding strategies, and the effectiveness of collaboration between stakeholders could also be a focus of this research. A comparative approach with similar festivals in other regions would provide a broader picture of the Semarak Festival's strategic position in the development of culture-based tourism in Indonesia.

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Volume 8 Issue 2, December 2025, pages: 291-302

## ANALYSIS OF FOOD WASTE MANAGEMENT STRATEGIES AT PANDORA LOUNGE GADING SERPONG

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Received: 03/09/2025

Revised: 07/11/2025

Accepted: 10/12/2025

### Abstract

This qualitative study aims to analyze the strategies and effectiveness of food waste management in the kitchen operations of Pandora Lounge Restaurant, highlighting the issue of food waste as a critical concern in Indonesia's tourism sector. Data was collected through interviews with the Owner and Head Chef, observations, and documentation, and then analyzed using the Miles and Huberman model and SWOT evaluation. The research findings reveal that the food waste management strategies at the restaurant are not yet optimal, with strengths in the reuse of leftover ingredients and the separation of halal or non-halal waste, but limited by major weaknesses such as the absence of written standard operating procedures (SOPs), limited processing equipment, and insufficient staff awareness of the 3R methods (Reduce, Reuse, Recycle). While opportunities for collaboration with third parties and government incentives remain untapped, threats such as stricter regulations and competition from more environmentally friendly restaurants need to be addressed. The study concludes that a more systematic and integrated approach is essential, through the development of SOPs, technological investments, and staff training, to enhance the effectiveness of food waste management in support of sustainable tourism.

**Keywords:** Strategy, Processing, Food Waste, Restaurant

### 1. INTRODUCTION

Food waste data reported by the United Nations in Think Eat Save, included in the Food Waste Index Report 2024, shows that Indonesia is one of the countries with the highest food waste in Southeast Asia. The amount reaches 14.73 million tons, according to Good Stats (Yonatan, 2024). This factor proves that Indonesia is experiencing an emergency in handling food scraps and food waste. According to the Ministry of Environment and Forestry, in 2023, food waste in the Jakarta area reached 3,141,650 tons/year, with food waste accounting for 49.87% or 1,566,740 tons/year. The sources of this food waste are households, markets, offices, and hotels, restaurants, and cafes (HOREKA). This data proves that food waste management is necessary.

The tourism industry in Indonesia, through the Ministry of Tourism, is currently promoting sustainable tourism (Sustainable Tourism) in the Indonesian Ministry of Tourism revealed through the "Clean Tourism Movement (GWB)" as a program of the

Ministry of Tourism (Susanti, 2025) in Indonesia, which is a concrete step to create cleanliness in tourist attractions and help foster a spirit of collaboration towards quality and sustainable tourism in the Indonesian tourism industry (Susanti, 2025). Sustainable tourism itself is defined as tourism that takes into account the economic, socio-cultural, and environmental impacts of tourism, both now and in the future (Wibowo & Arviana Belia, 2023).

The problem of food waste requires appropriate and effective handling by the tourism industry. The process of reducing food waste can use waste management techniques. Food waste management is a measure taken by the community and businesses to address a global problem related to wastefulness in various ways, from food banks to the 3R program Maemunah et al. (2024) Food waste management is our way of reducing the global problem we face with waste, especially food waste.

This research was conducted at Pandora Lounge, located in Maggiore Grande in the Summarecon Serpong area, which is a densely populated residential area with shopping centers and public facilities, creating a large market potential for the F&B (Food and Beverage) industry. Pandora Lounge is located at Ruko Maggiore Grande D05 Gading Serpong. The Pandora Lounge restaurant has been in operation for approximately one year, since 2024.

Pandora Lounge initiated its food waste management program immediately upon opening and operates based on verbal standards without written SOPs, particularly in the waste sorting area and kitchen. Pandora Lounge is one of the MSMEs located in Gading Serpong that has a food waste management system in its restaurant, so this location was used as the location for this study and is in line with the research question, which is how to manage food waste in the Pandora Lounge kitchen. This study also provides an overview of the challenges and opportunities in improving an effective waste management system at Pandora Lounge.

The title of the research on food waste management strategies at Pandora Lounge Ruko Maggiore Gading Serpong was chosen because, given the conditions at Pandora Lounge, it is necessary to examine the food waste management strategy to serve as a model and provide input on the strategies that can be adopted by Pandora Lounge.

The study entitled “Legal Policies on Food Loss and Waste Management through the USDA (United States Department of Agriculture and Public Domain Policy)” by (Laeliyah et al., 2024), states that despite having policies and programs in place, Indonesia faces major challenges in reducing FLW, namely a lack of public awareness, infrastructure, and relevant regulations.

The study entitled “Food Waste Management in Restaurants in Jakarta” by Nathalia et al. (2024) shows that not all restaurants separate food waste. Restaurants cannot control the behavior of guests, and on the other hand, it is quite challenging to raise staff awareness of the importance of reducing food waste, and restaurant owners need to play a role in food waste management.

The study “Food waste management in Shanghai full-service restaurants: A senior managers' perspective” written by Filimonau et al. (2020) found that waste comes from the preparation stage in the kitchen and food leftovers on consumers' plates. The main cause is the Chinese dining culture (Mianzi), where consumers tend to order large amounts of food to show generosity and social status, resulting in a lot of leftovers. Although restaurants are trying to reduce waste such as reusing food ingredients and giving leftovers to staff—efforts to involve consumers are still limited.

Another study, “Mapping pre-consumer food waste in quick service restaurants on a university campus: Two Australian case studies” by Jayasekara et al., 2024, discusses that the results of this study reveal that food waste management strategies in quick service restaurants (QSR) need to focus on two main areas: first, specific interventions for identified waste, namely used coffee grounds, which contribute significantly (up to 68.5%) and require recycling or reuse solutions outside of landfill disposal. This also creates a sudden increase in waste patterns, requiring more effort to manage.

A study titled “Reducing Food Waste in Restaurants Through Waste Retribution Regulations” by Murni et al. (2020) discusses waste management and finds that the most abundant food waste in this study is consumer waste, and that regulations are needed to manage waste independently.

The issue of food waste has become quite serious internationally and in Indonesia, especially in the tourism sector. This requires practical solutions from various sectors, especially those involved in tourism (HORECA). Restaurants, as an integral part of the tourism sector, play a crucial role in waste management. Therefore, appropriate and effective strategies are needed to address this issue. This study aims to analyze the strategies implemented by restaurants in managing food waste, as well as to identify their level of effectiveness.

From the strategies that will be analyzed in a restaurant kitchen in this study, we will see how strategic management factors are applied, namely in three points: strategy formulation, strategy implementation, and evaluation of what will be obtained in this study (Aditya et al., 2025). This will produce the results and discussion of this study.

## 2. LITERATURE REVIEW

### 2.1 Food Waste

Food waste is food that is not used to its full potential, thus becoming waste (Barnhill & Civita, 2020). Another definition of food waste is edible food and its consumable parts that are discarded for processing (Sirohi et al., 2025). Food waste is one of the problems that can cause environmental issues, especially in the tourism sector. In processing waste, one of the tourism service business sectors, namely food and beverage providers, is included in the types of tourism businesses listed in Law No. 10 of 2009 on Tourism. With that, restaurants are one of the providers in the tourism sector and therefore one of the tourism business fields that can process food waste.

Food waste is divided into three types according to Legrand in a study entitled Analysis of Food Waste Management Implementation at Restaurant “X” in Surabaya, namely:

a. Pre-Consumer Waste

Waste can be defined as trimmings, spoiled food, and other products originating from the kitchen that are ultimately discarded before being processed into a menu item to be served to restaurant customers.

b. Post-Consumer Waste

Food waste that remains when consumers are consuming food and is not finished resulting in food waste.

c. Packaging Waste and Operating Supplies

Mainly in the form of plastic that cannot be decomposed naturally. Operating supplies are all materials used and become waste in food service operations, such as cooking oil and lamps, because they are part of a kitchen.

## **2.2 Food Waste Management**

The problem of food waste requires appropriate and effective handling by the tourism industry. Food waste reduction can be achieved through waste management techniques. Food waste management is a measure taken by the community and businesses to address the global issue of waste through various means, from food banks to the 3R program (Maemunah et al., 2024).

### **3. RESEARCH METHODS**

This study was conducted using a qualitative approach. Qualitative research is one way to seek truth and solutions to a problem in a descriptive manner (Waruwu, 2024). This study uses a descriptive research method, which is a research method based on postpositivism philosophy, where objectivity is applied with the researcher as the key instrument to answer the problems in this study (Sugiyono, 2024). In this study, the researcher used informants who had knowledge about food waste management at the Pandora Lounge restaurant, namely the owner and head chef.

Qualitative research has a unique feature, which according to Spradley is that the population is not a term but rather a social situation (Sugiyono, 2024). The social situation results in a technique for finding objects in this study using techniques based on location, actors, and activities. This study used a sample of head chefs and owners who play a role in restaurant operations, especially in the kitchen.

The social situation technique has an approach that covers the place, actors, and activities to find out how to relate to the issues discussed with actors who know the flow of food waste management strategies. This study collected data using triangulation, a technique of collecting data by validating the research conducted by researchers, namely structured interviews. The data collection technique involved asking sources clear questions to find the information needed (Sugiyono, 2024). In addition, observation is a data collection technique that involves looking around and not relying on the interviewees (Sugiyono, 2024). After that, the documentation process is used as evidence that a study is being researched, which is valid data to be included in this study (Sugiyono, 2024).

The analysis technique used after obtaining the data needed to answer the existing problems is the Miles and Huberman data analysis model, namely through data collection, data reduction, data display, and conclusion drawing (Sugiyono, 2024).

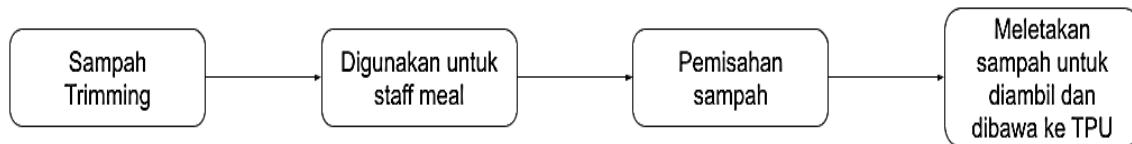
The data that has been presented and verified is then incorporated into a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. This is a technique used as a strategic planning tool and to evaluate the components within the SWOT itself (Riyanto, 2021) which is then analyzed by comparing internal and external factors, namely a way to identify/evaluate both internal factors, namely strengths and weaknesses, and external factors, namely opportunities and threats, how to analyze using these two factors (Legionosuko et al., n.d.).

### **4. FINDINGS AND DISCUSSION**

From the results of interviews and findings in the field regarding food waste management practices focused on a restaurant location, namely kitchen operations. Through the SWOT (Strengths, Weaknesses, Opportunities, Threats) framework. Each component in this SWOT analysis was developed and validated through a data triangulation process sourced from in-depth interviews with key personnel in the kitchen (head chef) and the owner of Pandora Lounge. This discussion presents the findings descriptively. The aim is to formulate strategic implications that can serve as a basis for

formulating concrete recommendations to optimize food waste management and improve overall operational efficiency.

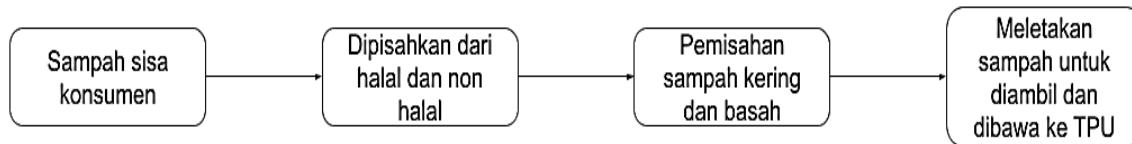
The results of interviews with the owner and head chef revealed several findings, namely how Pandora Lounge manages food waste, as shown in Figure 1 and Figure 2. The results of the interviews can be analyzed using SWOT analysis, as shown in Table 1.



**Figure 1.** Pre-Consumer Waste Processing Flow at Pandora Lounge

Source: Researchers (2025)

The interview results based on the pre-consumer waste indicator show that Pandora Lounge processes waste by using meat and vegetable scraps that are still fit for consumption as staff meals, while meat and vegetable scraps that cannot be used are separated into halal and non-halal waste, as well as dry and wet waste.



**Figure 2.** Post-Consumer Waste Processing Flow at Pandora Lounge

Source: Researchers (2025)

Meanwhile, post-consumer waste is collected through interviews based on Pandora Lounge indicators, which separate wet and dry waste as well as halal and non-halal waste, which is then disposed of in trash bins that are later taken to the landfill.

**Table 1.** SWOT Matrix for Food Waste Management at Pandora Lounge

| Internal Factors | Strengths   | Weaknesses   |
|------------------|---|--|
| External Factor  | <p>Strengths</p> <ol style="list-style-type: none"> <li>1. Implementing one of the 3Rs, namely reuse, when there are leftover ingredients used for staff meals.</li> <li>2. There is an awareness to separate halal and non-halal waste.</li> </ol>                       | <p>Weaknesses</p> <ol style="list-style-type: none"> <li>1. Lack of awareness on how to manage waste using the 3R method.</li> <li>2. No written SOPs, only verbal SOPs.</li> <li>3. Limited tools for processing food waste, including bones, plants, and food scraps.</li> </ol> |
| Opportunities    | <p>Strategy S-O</p> <ol style="list-style-type: none"> <li>1. Establish cooperation with third parties in terms of food materials to be used as compost that can be reprocessed.</li> <li>2. Sort waste and then use tools to process the food waste produced.</li> </ol> | <p>Strategy W-O</p> <ol style="list-style-type: none"> <li>1. Providing training through third parties on food waste management using the 3R concept.</li> <li>2. Overcoming equipment limitations through cooperation so that waste can be processed by third parties.</li> </ol> |

| Threats  | Strategy S-T   | Strategy W-T   |
|--|--|--|
| <p>1. Potential for tighter government regulations on waste sorting and management in the future.</p> <p>2. Increase in operational costs related to waste disposal and financing of waste treatment equipment.</p> <p>3. Other restaurants that have better waste management systems (ECAPS Jakarta).</p> | <p>1. Utilizing the non-halal and halal waste sorting system as a tool to deal with changing government regulations.</p> <p>2. Using the 3R technique as a tool to reduce operational costs.</p> | <p>1. Create clear and written SOPs so that they can be clearly implemented in the lounge.</p> <p>2. Implement all 3R techniques; do not implement only 1 or 2 of the 3R indicators.</p> |

Source: Researchers (2025)

#### 4.1 Internal Conditions: Strengths and Weaknesses Waste Management in Kitchen Operations

Internal factors that form the basis for food waste management practices in kitchens can result in restaurant management policies. This analysis includes an evaluation of operational procedures, as well as the existing infrastructure and technology at Pandora Lounge. Through SWOT analysis, strengths and weaknesses are identified, supported by evidence from interviews and analyzed to understand how the system used by Pandora Lounge works.



**Figure 3.** Condition Kitchen at Pandora Lounge  
 Source: Researchers (2025)

Based on an interview with the owner, he said that there is indeed an SOP for waste separation and disposal, but the SOP is only verbal and not clearly written, so it may not be followed by staff. The interview also revealed that Pandora Lounge does not have the equipment to process the waste produced by the restaurant. The head chef added that only bones are separated from post-consumer waste, while for pre-consumer waste, the head chef said that leftover meat, poultry, and vegetable scraps can be used as staff meals, but anything that cannot be used is simply discarded and not further processed. This is in line with Filimonau et al. (2020) research, which states that processing ranges from pre-customer waste to consumer plates, and based on findings in Indonesia, there are already places that carry out processing, namely Pandora Lounge Gading Serpong.

#### **4.2 Analysis of External Conditions: Threats and Opportunities for Waste Processing in Kitchen Operations**

Factors originating from outside the kitchen environment. These external factors, which include local community conditions and regulatory frameworks, are beyond the direct control of a restaurant. However, a deep understanding of these factors is crucial because they can present significant opportunities for improvement or, conversely, pose serious threats to operational stability and efficiency.

## **ECAPS Jakarta Jadi Cafe yang Konsisten Mengompos dan Daur Ulang berkat Reduce Waste to Landfill dari Waste4Change**

Mita Defitri • Posted on 5 October 2023 • Last Updated on 12 February 2024

### ***Biography:***

Lebih dari sekadar tempat nongkrong, ECAPS Cafe Jakarta hadir dengan konsep unik bernuansa alam didukung pemanfaatan barang-barang bekas atau *upcycling*. Lebih dari 800 kg material plastik telah didaur ulang oleh ECAPS secara tepat dan bertanggung jawab.



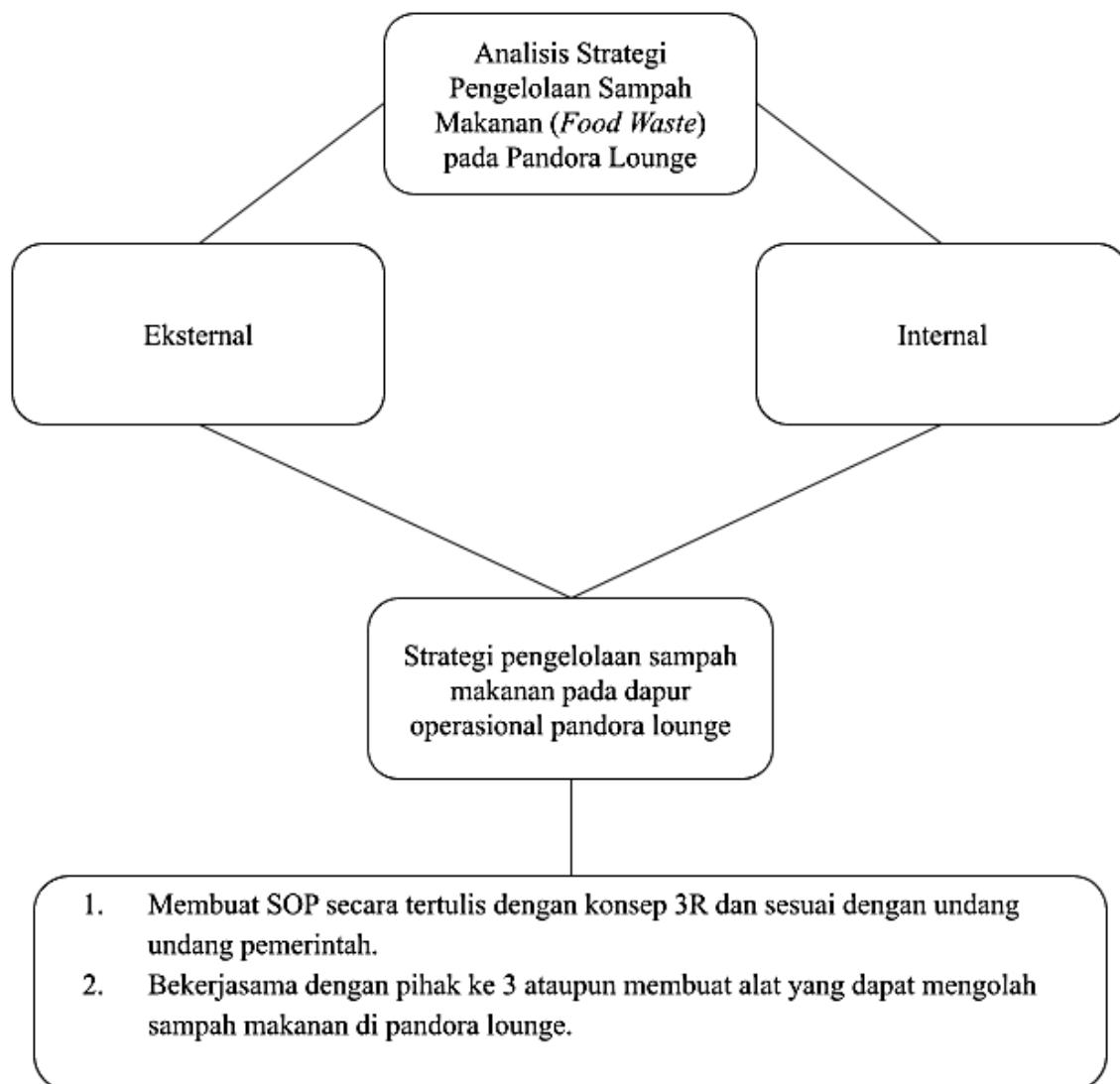
**Figure 4.** ECAPS Café use Waste4Change  
Source: Researchers (2025)

In terms of opportunities, there is the possibility of collaborating with third parties who directly manage waste from restaurants to turn it into new products, and within restaurants, in terms of technology, this can be done by using tools that can destroy food waste to be used as compost. In terms of government, Banten Regency Regulation No. 1 of 2023 states that businesses that process food waste can receive funds to finance the processing. In terms of threats, one example is ECAPS Cafe in Jakarta, which promotes a zero waste theme. According to Waste4change, ECAPS uses a third party as a partner to process the waste produced by the restaurant. The existence of ECAPS could pose a threat because it is a cafe that has implemented better waste management, which could be used as a benchmark for Pandora Lounge. In terms of government, there is a threat in the form of regulations that can change at any time when there is a change in leadership and sanctions that can harm the company.

#### **4.3 SWOT Analysis of Pandora Lounge's Strategy**

- a. **Strength-Opportunity (S-O) Strategy:** The S-O strategy is an internal strength to take advantage of external opportunities.
  - Strengths in sorting waste into halal or non-halal and dry and wet waste. Processing capacity can be utilized by establishing partnerships with third parties (such as composting service providers or recycling companies). This collaboration not only provides waste processing but also helps reduce food waste in landfills.
  - Consistently sorting waste and utilizing waste processing equipment can be a long-term investment. This strategy positions Pandora Lounge as a restaurant that is ready to collaborate in a broader waste management scheme, while also increasing the effectiveness of waste processing.
- b. **Weakness-Opportunity (W-O) Strategy:** The W-O strategy focuses on overcoming internal weaknesses by taking advantage of external opportunities.
  - Overcoming weaknesses in competence and knowledge can be done by collaborating with third parties to organize training programs for staff. This serves to improve understanding of the 3Rs (Reduce, Reuse, Recycle).
  - Limitations in processing tools and technology can be overcome by collaborating with third parties. Instead of investing heavily in waste processing equipment, waste processing can be carried out by third parties with adequate processing facilities, allowing food waste to be processed professionally without incurring significant costs at the outset or during operation.
- c. **Strength-Threat (S-T) Strategy:** The S-T strategy uses existing strengths to counter or mitigate external threats.
  - The strength of waste processing has a waste sorting system (especially the separation of halal and non-halal waste) that can be used as a tool to anticipate and adapt to dynamics if there are changes in government regulations, which often pose a threat. This well-organized system makes it easier to adapt to current policies.
  - The application of the 3R technique is not only a sustainable practice but also serves as a tool to reduce losses in restaurant operations. Faced with the threat of rising costs, this strategy can reduce expenses related to waste disposal and the purchase of new materials through reuse and recycle.
- d. **Weakness-Threat (W-T) Strategy:** The W-T strategy is defensive in nature, aiming to minimize internal weaknesses and avoid external threats.

- To overcome weaknesses in consistency of implementation and avoid the threat of non-compliance with regulations, the development of clear and written Standard Operating Procedures (SOPs) is an indicator of the effective implementation of a rule. SOPs serve as guidelines for staff to ensure that waste management processes are carried out correctly and in accordance with regulations.
- The threat to reputation from being outcompeted by other restaurants that fully implement all 3R principles can be turned into an advantage and become a model for other restaurants.



**Figure 5.** Food Waste Management Strategy at Pandora Lounge Kitchen  
Source: Researchers (2025)

Based on the results obtained, Pandora Lounge can implement a more comprehensive 3R strategy, not just one, to be more effective and collaborate with third parties in processing food waste at Pandora Lounge restaurants. This is an application of Nathalia et al. (2024) statement that not all restaurants process and are aware of food waste, and Pandora Lounge has implemented a waste management movement.

## 5. CONCLUSION

Based on a SWOT analysis of food waste management practices in the Pandora Lounge kitchen, it can be concluded that the internal foundation is still weak and not yet optimal. A strong foundation is essential for creating a good company, and within this company there are several shortcomings, namely in terms of waste management regulations and the use of waste management technology.

Based on the above conclusions, here are some strategic and practical recommendations for Pandora Lounge management. In the short term, this could be done by investing in waste processing equipment, determining written SOPs, designing and implementing SOP modules on waste management, and conducting training on waste management for staff.

This study has limitations in that it only describes two dimensions used to examine food waste management at Pandora Lounge, namely pre-consumer waste and post-consumer waste, while packaging waste and operational supplies are indicators of plastic use for takeaway and consumer use.

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Volume 8 Issue 2, December 2025, pages: 303-314

## **EXPLORING LOCAL INGREDIENTS OF TRADITIONAL SNACKS IN SOLO: CULINARY HERITAGE AND SUSTAINABLE GASTRONOMY IDENTITY**

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Received: 31/10/2025

Revised: 28/11/2025

Accepted: 11/12/2025

### **Abstract**

As part of the preservation of local gastronomic identity, this study investigates the use of non-wheat local food ingredients in traditional market snack products in Solo City. This research is based on the decline in the interest of the younger generation in traditional foods and the increasing dependence of the community on imported foodstuffs, especially wheat flour. By optimizing local foodstuffs, this research is expected to increase the cultural, economic, and sustainable value of food. This study uses a descriptive qualitative approach with direct observation methods, in-depth interviews, and visual documentation of market snack traders in Pasar Gede, Klewer Market, and Nusukan Market. The data obtained was analyzed through data reduction, data presentation, and thematic conclusion drawing to find patterns of local food utilization in each market snack product studied. According to the results of the study, most of the traditional Solo market snacks still use local ingredients such as rice, sticky rice, cassava, bananas, and coconut. Products such as carang gesing, gethuk lindri, and jadah blondo are real examples of preserving local food that is valuable economically, culturally, and nutritionally. However, the main problems faced include declining interest in the younger generation, lack of innovation, and lack of approach to promoting digital. In summary, local food plays an important role in strengthening Solo's culinary identity and supporting the sustainability of traditional foods. It is hoped that this research will help develop culinary innovations based on local ingredients and encourage further research that looks at nutritional value, culinary branding, and digitalization strategies of traditional market snacks.

**Keywords:** Local Foodstuffs, Market Snacks, Traditional Cuisine, Solo Gastronomy, Food Security

### **1. INTRODUCTION**

The city of Surakarta, better known as Solo, has a strong reputation as one of the cultural and traditional culinary centers in Indonesia. The culinary richness that exists not only represents delicious tastes, but also reflects the social identity, cultural values, and long history of its people. Solo's traditional culinary is a cultural expression that contains historical, philosophical, and social values that are still alive in the community(Djono et al., 2023) In their research, Solo culinary is interpreted not only as food, but also as a medium to pass on values, symbols of unity, and a means of cultural communication

between generations. However, the trend of modernization and globalization also affects how people consume goods. The way people view and choose food has been changed by culinary innovations, the emergence of contemporary cafes, and digital lifestyle trends. explained that after colonialism, the culinary phenomenon of hybridity in Solo emerged. It is a fusion of traditional food with a modern style that results in a new type of food(Putra, 2025).

On the one hand, the variety of foods can be expanded by this phenomenon, but on the other hand, it can erase traditional foods that are passed down through generations and made from local ingredients. In addition, the development of information technology has influenced the way people access local foods and get to know them. they created a Solo culinary recommendation system based on filter cooperation, which allows users to use digital data to find typical foods (Ekovinh et al., 2024). These results not only show that the representation of traditional foods in the digital world is becoming increasingly important, but also show that modern and wheat flour-based foods tend to be dominated by popular and easily recognizable foods by algorithms.

This condition can take away the public's attention from traditional market snacks made from local ingredients. Market snacks may be an experience-based tourist attraction other than cultural heritage. Traditional markets, such as Pasar Gede in Surakarta, have great potential to encourage health travel by providing healthy and natural food. This potential can serve as a strategic opportunity to develop sustainable culinary tourism and strengthen the local economy (Yuniar Rifani, 2025). Several previous studies have discussed the culinary aspects of Solo, but the focus is still limited. Mapping the potential of Surakarta's culinary tourism can be done in terms of location and culinary types (Saeroji & Wijaya, 2017)and the design of traditional culinary tourism centers can be used for public education (Putra, 2025)and the potential of traditional markets in supporting *wellness tourism* (Yuniar Rifani, 2025).

However, there has been no research that has in-depth examined the relationship between local non-wheat food ingredients and the formation of the gastronomic identity of Solo's traditional market snacks. This is the gap analysis that is the basis for the originality of this study that the aspect of local ingredients has not been positioned as the main element in the formation of the cultural meaning and culinary identity of the Solo people. Based on this gap, this research has a novelty statement contribution to three main aspects:

- a. Presenting a new perspective on how non-flour local food plays a role in shaping the gastronomic identity of Solo market snacks.
- b. Offers a qualitative analysis that links local ingredient elements to cultural, economic, and sustainable food security meaning.
- c. Providing a conceptual basis for the innovation and digitalization of traditional culinary without losing its authentic value.

The purpose of the research is to find out the types of typical market snacks in Solo, to know the basic ingredients used and to know the inherent cultural values, as well as the potential for their development in the context of culinary tourism and sustainable food security.

## 2. LITERATURE REVIEW

### 2.1 Gastronomy and Local Culinary Identity

Gastronomy in addition to describing the cultural values, history, and identity of a society, culinary is also related to taste. Solo's traditional food has a long history and

shows a blend of classic, colonial, and modern Javanese influences. This makes it an important part of the city's identity (Djono et al., 2023). Solo's traditional food is a postcolonial hybridity, where culinary adaptation and innovation occur without losing their authentic value (Putra, 2025). Local food is a symbol of cultural heritage that unites the community and helps to talk about the culture in the market snacks. Many of the market snacks that still exist today come from the traditional food of the Surakarta Palace (Mellyani & Kusumaningrum, 2020).

Traditional snacks made from sticky rice, cassava, bananas, and corn serve as a medium for preserving culinary identity while promoting food independence through the use of local resources. The use of these ingredients not only forms a distinctive taste, but also reflects the cultural context and philosophy of life of the people of Solo. In the Dukutan tradition, for example, gandik made from corn and coconut represents the value of taste authenticity and the depth of cultural meaning related to the history and rituals of the community. Thus, the transformation of local food into traditional products has a dual role: preserving cultural heritage while strengthening food security by reducing dependence on imported materials, as shown in the gandik study at the Dukutan ceremony in Karanganyar (Hastiningsih & Sari, 2023).

## **2.2 Quality of Traditional Products and Local Food Ingredients**

One of the important elements in maintaining traditional culinary is the use of local foodstuffs. Consumer perception of the quality of raw materials and processing methods has a major impact on the value of traditional foods. In addition to being the main ingredient of Solo market snacks, ingredients such as rice, sticky rice, cassava, and coconut have symbolic and ecological meanings that support local agriculture (Harsana, 2021). Traditional markets, such as Pasar Gede, have a strategic role in maintaining the availability of local ingredients and supporting the sustainability of the people's culinary economy. Empowering culinary potential in rural areas has the potential to strengthen the local economy and at the same time maintain traditional foods based on local wisdom (Made Hendrayana et al., 2024; Yuniar Rifani, 2025).

## **2.3 Tourism and Consumer Behavior Will Culinary**

Tourists must have a curiosity for local food to maintain the culinary culture of the region. The perception of authenticity, taste experiences, and social interactions that arise when consuming local food influences tourists' behavior towards culinary destinations (Widjaja et al., 2020). The discovery of Solo's culinary tourism is interesting because of the traditional market atmosphere that features authentic cultural experiences (Julita et al., 2022). The opportunity to develop from Surakarta's culinary tourism is very large if it gets promotions to collaborate with creative industry players so that culinary heritage and tourist attractions in the form of market snacks can boost the local economy (Saeroji & Wijaya, 2017).

## **2.4 Local Culinary Innovation and Marketing**

The sustainability of the traditional culinary industry today is closely linked to innovation and digital marketing strategies. The manufacture of local culinary products must take into account buyer behavior and market trends without eliminating the authentic value that characterizes it (Rahayu, 2025). The importance of building an educational culinary tourism center in Surakarta so that the younger generation can learn, learn, and develop traditional foods (Putra, 2025). IT-based promotional strategies that can

strengthen these efforts (Warta et al., 2025). This strategy allows the use of a digital recommendation system to introduce Solo's iconic cuisine to a wider audience. The preservation of traditional market snacks can be done in an adaptive and sustainable manner by combining cultural values and digital techniques.

### **3. RESEARCH METHODS**

This study is a descriptive qualitative research with an exploratory approach. This study aims to study traditional culinary phenomena as a whole, especially market snacks that use local food ingredients in Solo City. The goal is not only to describe the form of culinary products, but also to understand the cultural meaning and gastronomic identity inherent in the use of local ingredients. The qualitative approach allows researchers to obtain rich contextual data by interacting directly with culinary actors, producers, and communities that follow market snack traditions. This study was conducted in Solo, or the city of Surakarta, which is known as the center of Javanese culture with a strong culinary tradition. The data was collected at Pasar Gede and Pasar Legi, because both are traditional markets that still sell various typical Solo market snacks. This research includes: Market snack makers and sellers, Consumers / buyers, culinary experts and connoisseurs of Surakarta cuisine. Data collection technique, data is obtained through the following procedures:

- a. Direct observation: The researcher observed the production and sale of market snacks, especially those that used non-wheat materials such as rice, sticky rice, or cassava. Observations include the manufacturing process, the type of materials used, and the socio-cultural context associated with the process.
- b. Thorough interviews were conducted with traders, culinary artisans, and buyers to find out the history of local food use, taste perceptions, and cultural values associated with the product.
- c. Research and Documentation of the Literature: Documentation is carried out through field records, photographs, and the collection of supporting data from books, archives, and scientific articles related to the identity of traditional food and culinary.

The approach to Data Analysis using an interactive model developed by Miles and Huberman is used to perform a qualitative descriptive data analysis, which consists of three main stages:

- a. Data reduction field data is selected, simplified, and focused for research purposes.
- b. Data presentation: based on the foodstuffs, types of market snacks, and the cultural significance contained in them, information is organized in the form of narratives, tables, or thematic categories.
- c. Conclusion drawing and verification performing interpretations to find patterns, meanings, and relationships between local ingredients and the formation of the gastronomic identity of the Solo people.

The analysis is carried out throughout the data collection process to the final interpretation stage, so that the results are contextual and reflective.

### **4. FINDINGS AND DISCUSSION**

The research was carried out in three main traditional markets in the city of Surakarta, namely Pasar Gede, Pasar Legi. The three were chosen because they still maintain traditional culinary trading activities, especially market snacks made from generation to generation. From the results of observations, researchers found that these

three markets play an important role as distribution centers and transmission of Solo's culinary culture.

A total of 18 types of market snacks were successfully identified, with 12 of them using non-wheat basic ingredients, such as sticky rice, rice and cassava. Data was obtained through interviews with 15 market snack traders and artisans who have been selling for more than 10 years, as well as field observations for 3 weeks. Conceptually, local food ingredients function as markers of gastronomic identity because they not only shape taste, but also contain social, spiritual, and historical meanings that are passed down through generations.

**Table 1.** Traditional Market Snacks of Solo: Names, Preparation Methods, and Cultural Meanings

| No | Name of Traditional Snack | Main Local Ingredient | Cooking Method | Cultural Meaning  |
|----|---------------------------|-----------------------|----------------|---|
| 1  | Getuk lindri              | Cassava               | Stemming       | Getuk lindri symbolizes a philosophical message that teaches people to be grateful for what they possess and to transform simple resources into something more meaningful, valuable, and appreciated by others.   |
| 2  | Tiwul                     | Cassava               | Stemming       | Tiwul represents a symbolic reflection of past food resilience, recalling how local communities once relied on cassava as a substitute staple during times of scarcity.   |
| 3  | Sawut                     | Cassava               | Stemming       | Sawut is a typical snack made from grated cassava that displays how smart and basic Javanese agricultural families are. People often think of the dish as being connected to the spirit of <i>nguri-uri pangan lokal</i> , which means "the effort to keep local food heritage alive." It also means food resiliency because it doesn't use wheat. The smooth texture and subtle sweetness illustrate that hard work may bring uncomplicated joy. This fits with the Javanese idea of being grateful and living in peace with nature. |
| 4  | Arem-arem                 | Rice                  | Stemming       | Arem-arem is a simple and happy dish (marem) that shows how brilliant and creative Javanese forefathers were when they turned plain rice into a tasty and healthy dinner by adding spices and vegetables. Banana leaves may make plain cuisine look and taste better, which is important. This shows that they are practical, innovative, and culturally aware.   |
| 5  | Klepon                    | Sticky Rice Flour     | Boiling        | Klepon denotes being simple, kind, and going through many stages of life. The green color stands for wealth and fertility, while the tasty filling within stands for kindness that expands over time. The crushed coconut on top stands for all the different parts of life that you have to go through to be genuinely happy. The way it is eaten, with the mouth closed (mingkem), also offers the moral lesson to be careful with what you say and not damage other people.  |
| 6  | Mendut                    | Sticky Rice Flour     | Stemming       | Mendut is characterized by its soft and chewy texture, which symbolizes human qualities of flexibility, adaptability, and patience. The banana leaf wrapper is not merely a covering but carries profound philosophical meaning it represents purity, protection, and modesty. Thus, Mendut is not only a delicacy that pleases the palate but also a reflection of Javanese cultural values that uphold gentleness, moral refinement, and harmony in life. (Kuliner, 2025).  |
| 7  | Onde-onde                 | Sticky Rice Flour     | frying         | Onde-onde, with its round shape, symbolizes unity, wholeness, and the continuity of life. The combination of ingredients glutinous rice, grated coconut, and palm sugar   |

|    |              |             |         |  |
|----|--------------|-------------|---------|--|
|    |              |             |         | embodies the hope for harmony, enduring happiness, and ever-growing prosperity in life. The form and flavor of Onde-onde together reflect the Javanese belief that completeness and sweetness in life are achieved through balance and togetherness.   |
| 8  | Lemper       | Sticky Rice | Steming | The Javanese proverb "lem ojo meper" or "yen dilem atimu ojo memper", which translates as "when you are praised, do not become arrogant or prideful," conveys a moral teaching on humility and emotional balance. It reflects the Javanese cultural value of maintaining inner calmness and modesty despite receiving recognition, emphasizing that true virtue lies in sincerity rather than self-glorification (Setiyawan, 2023).  |
| 9  | Semar mendem | Sticky Rice | Steming | The name "Semar Mendem" derives from two Javanese words: Semar, who is a character in the wayang (shadow puppet) tradition and is known for his wisdom, humility, and duty as a defender of the people; and Mendem, which means "drunk" in Javanese. The snack's solid, filling shape shows that Semar is a huge, simple person who loves to eat. Philosophically, Semar Mendem serves as a moral admonition for leaders against becoming "intoxicated by power" (mendem kuoso), a term prevalent in Javanese society. The meal shows what it means to be a good leader by being humble, moderate, and devoted to others. This is similar to the strong moral values that are part of Javanese cooking traditions.   |
| 10 | Wajik        | Sticky Rice | Steming | The Javanese phrase "wani tumindak becik," which means "the courage to do good," stands for the moral courage that comes from trying to be good and do good. It represents the Javanese philosophical idea that real courage is not shown by being dominant or aggressive, but by being willing to do the right thing, seek virtue, and act ethically even when things are hard (Wardana & Setiarto, 2024). Jadah means peace and unity. Steaming the sticky rice grains makes them stick together and form a solid shape. This is like two things coming together. In Javanese culture, especially in Solo, jadah is a common gift at weddings and Thanksgiving. It shows that you care about farming and support it. The dish shows how Javanese people value working together and living in peace, which is the basis of their social and agricultural heritage.  |
| 11 | Jadah        | Sticky Rice | Steming | "Wani tumindak becik", which means "the courage to do good" in Javanese, is the strength of character that comes from trying to be good and do good. It shows that the Javanese think that real courage isn't shown by being strong or aggressive, but by being willing to do the right thing, look for virtue, and act morally even when things are hard. Jadah means peace and togetherness. When you steam the sticky rice grains, they stick together and keep their shape. This is like two things that are the same. In Javanese culture, especially in Solo, jadah is a common gift for Thanksgiving and weddings. It shows that you care about farming and want it to go well. The meal shows how important it is for Javanese people to work together and live in peace, which is the basis of their social and agricultural traditions. Jadah Blondo is a unique Solo dish that shows how creative and special the place is. The combination of sticky rice (ketan) and blondo (coconut residue) is a great way to use |

|    |              |             |         |  |
|----|--------------|-------------|---------|--|
|    |              |             |         | local ingredients in a way that is good for the environment and fun to cook with. The fact that it is so common at traditional markets and local festivals shows how important food, community, and cultural identity are to Javanese people.  |
| 12 | Jadah Blondo | Sticky Rice | Steming | "Wani tumindak becik", which means "the courage to do good" in Javanese, is the strength of character that comes from trying to be good and do good. It shows that the Javanese think that real courage isn't shown by being strong or aggressive, but by being willing to do the right thing, look for virtue, and act morally even when things are hard. Jadah means peace and togetherness. When you steam the sticky rice grains, they stick together and keep their shape. This is like two things that are the same. In Javanese culture, especially in Solo, jadah is a common gift for Thanksgiving and weddings. It shows that you care about farming and want it to go well. The meal shows how important it is for Javanese people to work together and live in peace, which is the basis of their social and agricultural traditions. Jadah Blondo is a unique Solo dish that shows how creative and special the place is. The combination of sticky rice (ketan) and blondo (coconut residue) is a great way to use local ingredients in a way that is good for the environment and fun to cook with. The fact that it is so common at traditional markets and local festivals shows how important food, community, and cultural identity are to Javanese people. |

Source: Researchers (2025)



**Figure 1.** Various Traditional Snacks from Solo  
Source: Researchers (2025)

The following table summarizes the interview findings under the Community Perceptions subchapter, organized based on the thematic analysis framework.

**Table 2.** Thematic Summary of Consumer Interview Results on Traditional Snacks in Solo City

| Main Theme   | Representative Respondent Quote   | Cultural Meaning / Thematic Interpretation  |
|--|---|---|
| 1. Nostalgic and Emotional Values                        | “When I eat klepon or jadah, it feels like coming home it reminds me of my mother, who used to make them in the kitchen”. (Female, 45 years old)  | Jajan pasar, or traditional market snacks, are a method to recall the past and link it to the present. These sweets are even better at bringing people of all ages together because they remind them of good times. People typically think about family gatherings, community activities, and how great it is to be a youngster when they consume traditional cuisine. This indicates that food is more than simply a way to receive nutrients; it's also a way to recall and keep cultural customs alive.  |
| 2. Taste Enjoyment and Authenticity of Local Ingredients | “The taste feels more natural not as sweet as modern cakes. But I don't really know what it's made of; I thought all traditional snacks used regular flour”. (University student, 21 years old) | People think that jajan pasar tastes more like actual Javanese food since the flavors go well together. But the evidence suggests that younger individuals don't know much about what's in these snacks. Your sentiments and what you know are not the same. People could like the taste of a dish, but they might not know that sticky rice, cassava, or rice flour are all traditional ways to raise and store food.  |
| 3. Understanding of Gastronomic Identity                 | “Jajan pasar isn't just food it's a heritage. From the glutinous rice and cassava to the way it's wrapped, everything has meaning”. (Male, 56 years old)  | People who are older and answer usually know more about what local food means in terms of culture and meaning. Traditional cuisines let people share their memories, thoughts, and beliefs with the next generation. People don't simply cook to eat; they also do it to show who they are and keep their culture alive. Over the years, people have passed down this information, which shows how significant food can be and how it can shape the culinary identity of Solo's community.  |
| 4. Perception toward Modernization                       | “Now there are so many modern versions with colorful toppings but they taste different. It feels less 'Javanese'”. (Housewife, 39 years old)  | People are worried that modernization has changed jajan pasar's look, feel, and taste, making it less authentic and less important to traditional culture. The snacks look different now because the market has changed. Because of this, younger people are more likely to buy them. But these changes could also make the original recipes less unique and important. This hypothesis shows that there is a conflict between keeping old traditions and changing to fit modern tastes. It shows how important it is to find a balance between being creative and following Solo's traditional way of cooking. |
| 5. Awareness of Local Ingredients and Food Security      | “It would be better if snacks used cassava or corn so we don't depend on wheat flour. But people nowadays prefer something instant”. (Vendor, 52 years old)                                     | People who voted in the poll needed to know a little bit about how eating local foods could help keep food safe. Some of the people who went to the event learned that eating local foods like corn and cassava could help people depend less on wheat from other countries and make the local food chain stronger. This article will show you how to make cooking school better for the planet. It helps people in communities understand that traditional food is more than just a symbol of their culture. They could also help make food systems that are strong and good for the environment.              |

Source: Researchers (2025)

a. Nostalgic and Emotional Value

Most respondents (around 70%) associated the consumption of market snacks with childhood memories and family atmospheres. Some respondents said that the aroma of banana leaves and the soft texture of sticky rice or cassava reminded them of moments with family or celebrations. One female respondent (45 years old, interviewed at Pasar Gede, April 2025) stated:

"If you eat klepon or jadah, it feels like coming home, like remembering my mother who used to make it in the kitchen".

Expressions like this show that market snacks not only serve as food, but also as a symbol of social and emotional attachment across generations.

b. Perception of Local Flavors and Ingredients

The majority of respondents assessed that market snacks made from local ingredients have a more authentic taste and are not too sweet compared to modern products. They call ingredients such as sticky rice, cassava, and rice flour as "authentic Javanese flavors" that are difficult to replace with wheat flour. However, some young respondents (aged 18–25 years) admitted that they rarely knew the origin of the material or the manufacturing process. A 21-year-old college student says:

"I know it tastes good, but I never thought that the ingredients are local. Think of all traditional cakes using ordinary flour like in a modern store".

These findings suggest a shift in perceptions among young people, where market snacks are valued for their taste, but have not been associated with the sustainability value of local ingredients.

c. Understanding of Gastronomic Identity

Only about 40% of respondents explicitly understand that local ingredients are an important part of Solo's culinary identity. Most still view market snacks as just traditional food without deep cultural meaning. However, the older group of respondents (over 40 years old) tended to have a stronger awareness of the symbolic meaning and philosophy behind each snack. A 56-year-old male respondent said:

"Market snacks are not only food, but heritage. From the ingredients of sticky rice, cassava, to the way it is packaged, everything has meaning".

This shows that there is a generational gap in understanding gastronomic identity, which if not overcome can threaten the sustainability of traditional cuisine made from local ingredients in the future.

d. Perceptions of Modernization

Of the 20 respondents interviewed, 65% stated that the modernization of market snacks has a positive and negative impact. Respondents assessed that modern packaging, shapes, and flavor variants are able to attract the interest of the younger generation. However, most also highlight the decline in the value of authenticity and cultural significance contained in traditional market snacks.

Respondents over 40 years old are more likely to reject forms of modernization that change basic ingredients or processing methods, while younger age groups (18–30 years old) see it as an innovation that makes market snacks "more contemporary" and "instagramable".

e. Awareness of Local Ingredients and Food Security

From the results of in-depth interviews with 20 respondents, only about 40% explicitly understand that local ingredients such as sticky rice, cassava, and corn are an important part of Solo's culinary identity and play a role in food security. Most respondents (especially the younger generation) still see local ingredients as cheap alternatives or traditional choices, rather than as a strategic component in food self-sufficiency.

However, the adult age group and culinary business actors are beginning to show a new awareness that the use of non-wheat ingredients can reduce dependence on imported ingredients and strengthen the local economy.

## 5. CONCLUSION

Based on this study, that traditional market snacks (jajan pasar) in Solo City continue to serve as vital carriers of local gastronomic identity. The findings reveal that most traditional snacks still rely heavily on locally sourced, non-wheat ingredients such as rice, glutinous rice, cassava, banana, and coconut which reflect Solo's agricultural heritage and the community's long-standing culinary knowledge. These ingredients embody principles of food resilience and sustainability because their use reduces dependence on imported commodities and strengthens local food systems. The cultural meaning embedded in products like serabi, jenang, gethuk, pecel ndeso, and cabuk rambak reinforces their role as living traditions that represent the philosophy, values, and everyday life of the Javanese people in Solo (Djono et al., 2023). The qualitative findings further underscore that traditional foods function not only as sources of nutrition but also as markers of identity and cultural continuity. In line with heritage gastronomy theory, traditional foods serve as archives of memory preserving histories, techniques, and social relations that have been transmitted across generations (Hardiningtyas & Turaeni, 2021). Likewise, they act as symbols of collective identity, as suggested by food identity research showing that culinary choices reflect cultural belonging and social values within a community. This dual function strengthens the argument that traditional foods are essential components of socio-cultural resilience, particularly in regions undergoing rapid modernization and digitalization.

A significant empirical insight from this study is the generational gap in understanding culinary heritage. Older consumers tend to possess a deeper awareness of the symbolic, philosophical, and cultural meanings embedded in traditional foods, whereas younger respondents often appreciate these foods only for their taste or convenience. Many younger participants admit they are unfamiliar with the origins or functions of local ingredients. This gap between sensory enjoyment and cultural understanding poses a challenge to the long-term continuity of local gastronomic traditions. Without sustained transmission of culinary knowledge, traditional foods risk being reduced to nostalgic commodities rather than cultural artifacts with enduring significance.

The sustainability framework also offers a valuable lens for interpreting these findings. The use of cassava, glutinous rice, coconut, banana, and corn in traditional snacks aligns with contemporary discourses on sustainable gastronomy and food sovereignty, which emphasize ecological responsibility and community self-reliance. As noted in global studies, traditional food systems can reduce carbon footprints and strengthen local resilience by promoting indigenous crops that require fewer resources and support rural livelihoods (Goel et al., 2023). In the context of Solo, the continued

reliance on local ingredients illustrates how cultural heritage and ecological sustainability intersect within everyday food practices.

Nevertheless, several challenges remain. Awareness of local ingredients among younger consumers is limited, and there is minimal innovation in product development, packaging, and branding that aligns with modern lifestyle trends. Digital promotion of traditional snacks is also insufficient, which limits their visibility within contemporary culinary tourism markets. These gaps highlight the need for stronger integration of cultural value, innovation, and digital communication to ensure that traditional foods remain competitive and relevant.

From a theoretical standpoint, this study enriches contemporary discussions on local gastronomy by emphasizing that ingredients themselves beyond just recipes or tastes constitute a critical component of culinary identity. This understanding extends the scope within which heritage gastronomy theory may be applied in a city and tourism context such as that of Solo, demonstrating how Indigenous food can reshape stories about place and culture. The findings have practical implications for entrepreneurs operating in the culinary sector, traditional market managers and policy makers. Digital marketing, cooking classes and eco-friendly tourism would all support Solo's culinary reputation if added to programs that emphasize local ingredients. People will also be able to find out about the culinary and cultural heritage of local ingredients through community workshops, collaborations with culinary schools and plans to breathe new life into the market.

Potential further works could be to analyze the nutritional properties of similar products and innovate them through food technology or design. Studies on branding, digital marketing and traditional snack promotion can also enhance the visibility of traditional snacks in domestic and international tourism markets. Further research on environmental impact, such as resource use or carbon footprint and their improvement through sustainability management strategies, would also add valuable knowledge to the study of sustainable gastronomy.

Overall, preserving Solo's traditional foods is not merely an effort to safeguard heritage but a forward-looking endeavor that reinforces cultural identity, strengthens local food systems, and promotes sustainability in an era of rapid change. Traditional foods rooted in local ingredients offer a bridge between the past and the future, ensuring that Solo's gastronomic heritage continues to thrive amid evolving global food cultures.

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Volume 8 Issue 2, December 2025, pages: 315-326

## QUANTITATIVE SPATIAL ANALYSIS OF CLUSTER PATTERNS AND SPATIAL INTEGRATION IN THE CELUK CREATIVE DISTRICT, GIANYAR, BALI

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Received: 31/10/2025

Revised: 28/11/2025

Accepted: 12/12/2025

### Abstract

Celuk Village in Gianyar Regency, Bali, has evolved organically into a prominent silver craftsmanship corridor, forming a unique creative economy ecosystem where production workshops, commercial galleries, and tourist interaction spaces coexist within an interconnected spatial hierarchy. This study employs a spatial quantitative approach to analyse distribution patterns, spatial relationships, and functional hierarchies among 70 silver workshops and galleries across a defined 6-month research period. Spatial point data were collected through GPS-based field surveys, validated with positional accuracy tolerance  $\leq 3$  m, and processed using QGIS software to perform Point Pattern Analysis (PPA) and Kernel Density Estimation (KDE). The analysis identifies clustering tendencies and spatial density hierarchies, revealing a linear aggregation pattern concentrated along the primary west–east corridor connecting Gianyar and Denpasar. Statistical spatial correlation was measured using Nearest Neighbour Index (NNI = 0.69), indicating clustered distribution, supported by strong positive spatial autocorrelation (Moran's I = +0.89,  $p < 0.05$ ), confirming significant spatial dependence between neighbouring business units. To clarify the term functional mapping, field observations incorporated structured indicators of Building Function (production, exhibition, mixed use), Architectural Typology (traditional workshop, modern gallery, hybrid façade, adaptive building), and Activity Intensity Level (frequency of visible workers, visitor presence, façade permeability, sidewalk spill-out, and temporal peak markers). The findings demonstrate that spatial configuration in Celuk is shaped not only by economic efficiency and proximity, but also by symbolic cultural markers—such as temples and traditional ornaments—that reinforce spatial identity and distinguish the district from purely commercial corridors. While clustering supports collaborative resource sharing and visibility, the study also detects spatial imbalance between the main spine and peripheral lanes, signalling emerging commercial pressure and declining activity on secondary routes. For sustainable creative district growth, a scale-sensitive integrated spatial planning framework is recommended, applying thematic production–display–tourism zoning supported by community-based governance to maintain economic–cultural balance, walkability, and cultural authenticity. This research contributes empirical spatial metrics and a replicable methodological structure for developing culture-based creative districts in Bali and Indonesia.

**Keywords:** Celuk, Spatial Analysis, Industrial Clustering, Creative District

## 1. INTRODUCTION

The village of Celuk in Gianyar Regency, Bali, is widely known as a centre for distinctive silver craftsmanship and is an important part of the local creative economy ecosystem. (Wisudawati et al., 2023). The spatial layout of the area developed organically, with artisan workshops, galleries, and community residences coexisting within a single, interconnected cultural and economic ecosystem. (Widiantara, 2022). The main corridor of the village serves as the backbone for production, trade, and tourism activities, connecting artisans, local buyers, and tourists in an intensive circulation pattern. (Suardana & Sumantra, 2023). This village exemplifies how traditional culture, creative economy, and cultural tourism can interact harmoniously in the context of Bali, strengthening the region's identity as a creative destination. (Srayamurtikanti & Sunarto, 2022). The growth of tourism and the creative economy has gradually transformed Celuk into a creative hub that bridges traditional craftsmanship and the dynamics of the modern market. (Putu Ayu Sita Laksmi & Komang Adi Kurniawan Saputra, 2025).

Most studies on Celuk still focus on mapping the distribution of points and changes in settlement typology, thus failing to explore spatial relations between zones at the district level (Putu Ratih Pradnyaswari Anasta Putri et al., 2022). The district-based approach, which links craft clusters with the spatial structure of creative areas, has not yet been the focus of analysis, despite the latest CCI literature emphasizing the importance of cross-functional spatial patterns and structures. (Dellisanti, 2023). Recent literature highlights the significant role of spatial configuration in shaping cultural identity; however, its application in the context of the Celuk craft area has not been empirically elaborated. (Basri et al., 2025). On the other hand, cultural studies on Celuk silver craftsmanship emphasise the sacred dimension and tradition as determinants of identity, but have not yet systematically linked this to spatial configuration metrics at the regional scale (Suardana & Sumantra, 2023a). Research in Celuk primarily describes changes in typology and distribution patterns due to spatial dynamics, but has not yet modeled these changes as cultural tourism corridors with a network of production, display, and visitation functions (Widiantara & Dwijendra, 2022). In fact, studies on rural tourism in Bali highlight the importance of a cross-actor resource management framework at the village/regional level to understand the shift in land use from production to tourism. (Rosalina et al., 2023).

The latest findings on Bali's tourism policy highlight weaknesses in spatial planning enforcement and accommodation land expansion, which have implications for land use conflicts—but specific studies on Celuk remain scarce (Kerti et al., 2025). Literature on the sensitivity of overtourism in Bali also highlights disturbances in the quality of life and spatial functions, but this has not yet been translated into a diagnosis of micro-spatial conflicts in the Celuk craft corridor (Suyadnya et al., 2025). Existing research on Celuk tends to be descriptive in terms of patterns/typology, and has not yet produced a planning framework that integrates craft production, culture, tourism, and public space (Putu Ratih Pradnyaswari Anasta Putri et al., 2022). Conceptually, the CCI study emphasises the need for an integrated spatial approach to strengthening creative ecosystems. In the context of Bali, these findings align with the need for policy pathways that bridge culture, economy, and space; however, gaps in implementation persist in Celuk (Dellisanti, 2023).

Although various studies have examined the evolution of silver craft production and settlement typology in Celuk Village, most are still limited to point-based mapping and descriptive spatial analysis. These studies generally only identify clusters of artisans

and concentrations of workshops, but rarely extend their analysis to spatial relationships between zones at the regional level. As a result, the relationship between the physical structure of the region and the socio-economic networks that support the creative economy has not been fully explained. This limited understanding at the regional level hinders the formulation of comprehensive planning strategies to balance economic growth with cultural sustainability.

Another important gap relates to the lack of studies on the interaction between spatial configuration and cultural identity in the transformation process of Celuk. Although cultural authenticity and craftsmanship are recognised as key strengths in Celuk's creative character, explanations of how these intangible values are reflected in the spatial organisation of the village remain very limited. The interaction between the built environment, production activities, and social rituals has not been systematically analysed to reveal its contribution to the formation of spatial identity. Without this understanding, the risk of weakening cultural character and aesthetic homogenization increases as commercialization of the area intensifies. The process of transforming traditional artisan settlements into cultural tourism corridors has not been extensively mapped or conceptually explained. Various spatial conflicts have begun to emerge, such as overlapping land uses, reduced pedestrian accessibility, and the dominance of commercial functions along the main corridors. This situation indicates an imbalance between tourism expansion and the preservation of local communities' living spaces. However, few studies have examined this issue as part of a broader spatial system requiring coordinated intervention. Furthermore, there is currently no comprehensive spatial planning framework to guide the sustainable development of the Celuk creative district. Existing policies and community initiatives often operate independently, failing to integrate spatial, cultural, and economic dimensions in a unified manner. The absence of a comprehensive model limits Celuk's potential to develop as a sustainable creative district, where traditional crafts, cultural expression, and tourism development can grow harmoniously within a single planned space.

## 2. LITERATURE REVIEW

### 2.1 The Concept of Creative Districts

Creative districts are understood as spatial clusters of cultural and economic activities that reinforce each other, characterized by a distinctive mix of functions, walkability, and symbolic markers of space that shape the district's experience. Within the framework of creative city policy, strengthening spaces and networks between actors is key to converting cultural value into economic value without losing authenticity (G. Evans, 2009) Recent findings in the cultural and creative industries also confirm that the spatial concentration of CCIs (cultural and creative industries) is influenced by the heterogeneity of creativity and filière (value chains), resulting in different clustering patterns and spatial requirements across sectors (Dellisanti, 2023).

### 2.2 Morphological Theory and Spatial Identity

Understanding the relationship between form and behaviour at the neighbourhood scale rests on two theoretical foundations. First, space syntax explains how the configuration and integration of spatial networks influence activity intensity, route choice, and functional concentration (Hillier & Hanson, 1984). Secondly, the city image theory emphasises the role of paths, nodes, and landmarks in building the cognitive identity of an area, which is relevant when production corridors shift to cultural tourism

corridors. (Lynch, 1964). The combination of both provides a lens through which to read Celuk's transformation from a craftsmen's settlement to a visitor-oriented creative district.

### **2.3 Supporting Empirical Findings**

Empirically, POI/GIS-based mapping research indicates that accessibility, infrastructure quality, and cultural continuity are correlated with the concentration of economic activities, including retail and crafts, resulting in hotspots that can be effectively managed through spatial planning strategies. (Fang et al., 2024). On a creative district scale, this concentration pattern requires differentiation between production, display, and tourism zones, along with clear circulation flows to avoid spatial conflicts and ensure a cohesive visitor experience (Dellisanti, 2023). In the context of Bali, studies of tourism villages emphasize the importance of community-based resource management and the integration of local cultural values in maintaining socio-ecological sustainability as tourism pressures intensify. Findings from two Balinese tourism villages emphasise the need for cross-actor strategies that integrate spatial planning, the creative economy, and cultural preservation to ensure that tourism benefits are equitable and identities are preserved (Rosalina et al., 2023).

Specifically, in Celuk, studies of changes in settlement typology and distribution patterns show a significant shift from traditional workshop-houses to more hybrid and commercial forms of space along the main corridor. Research by RUAS and JAZ highlights the impact of Denpasar's urban sprawl and the concentration of functions that necessitate corridor planning and the strengthening of the secondary space network (Widiantara & Dwijendra, 2022). The cultural-craftsmanship aspect highlights the "sacred" dimension and tradition of silver craftsmanship, which forms the basis of the region's identity and needs to be represented in the design of the space and visitor experience (Suardana & Sumantra, 2023b). As a methodological comparison, the study of the spatial distribution of traders (non-crafts) confirms the usefulness of kernel density analysis, nearest neighbour analysis, and spatial correlation for developing zoning and area service strategies (Hadibasyir et al., 2024).

In essence, the theoretical basis (creative city/district, space syntax, city image) and empirical evidence (GIS/POI, tourism village management, changes in Celuk's typology) together point to the need for a development model for the Celuk creative district that integrates production–display–tourism zoning, passable cultural route design, and community-based management to maintain economic–cultural balance (Graeme Evans, 2009).

## **3. RESEARCH METHODS**

The research applies a spatial quantitative approach supported by field observation. The study was carried out within a 6-month research window, covering pre-survey preparation, spatial data acquisition, on-site documentation, GIS processing, and spatial morphology interpretation. This duration was determined to ensure temporal representativeness of spatial behaviour patterns in a creative economic district that is influenced by tourism cycles and production routines.

### **3.1 Data Collection**

#### **a. Spatial Mapping (GIS)**

Geographical coordinate data from 70 workshops and silver galleries was collected through field surveys using GPS (Global Positioning System) devices. The

point data was then processed using QGIS software to produce spatial distribution maps, cluster patterns, and activity density levels.

- Sampling points were selected using an equal-interval corridor segmentation strategy along the main village spine (Celuk corridor), ensuring balanced spatial coverage.
- The collected longitude–latitude point dataset was validated through re-plotting accuracy checks (acceptable tolerance  $\leq 3$  meters' deviation) before GIS processing.
- Spatial data were processed in QGIS using: Point Pattern Analysis (PPA) to detect clustering tendencies (aggregation, dispersal, or randomness), Kernel Density Estimation (KDE) to produce heat-based activity concentration maps, Cluster classification via density quartile hierarchy (Q1 = very low, Q4 = very high activity concentration).

b. Field Observation

To remove the ambiguity of the term functional mapping, the field observations were structured using three primary spatial indicators. The first indicator is Building Function, which classifies each building based on its dominant economic role along the village corridor, namely as a space for production (workshop), exhibition (gallery/showroom), or mixed-use functions that integrate both. The second indicator is Architectural Typology, which identifies the physical character of buildings using key categories such as traditional workshops, modern galleries, hybrid façades that combine local and contemporary architectural expressions, and adaptive buildings that have undergone functional transformation to support commercial and tourism purposes. The third indicator is Activity Intensity Level, which evaluates the degree to which creative economic activities contribute to the formation of street space based on activity frequency, visitor presence, production rhythm, and functional engagement with corridor frontages, including whether business units activate adjacent sidewalks or public interfaces through product displays, access permeability, and visual–social interaction with the spatial circulation of the village.

### 3.2 Data Analysis

a. Spatial Analysis

Point Pattern Analysis (PPA) and Kernel Density Estimation (KDE) were used to identify spatial clusters and activity density hierarchies. These methods enable the mapping of areas with the highest concentration of creative economic activities, as well as the relationships between business units based on spatial proximity.

b. Kajian Morfologi Ruang

Morphological analysis was conducted through functional mapping to trace the spatial relationship between production areas, exhibition galleries, and tourist spaces. This approach helps explain how economic, cultural, and tourism activities are interconnected within the spatial structure of the Celuk area.

The combination of these two analyses provides a comprehensive understanding of the spatial integration process in the Celuk creative district, as well as a basis for formulating sustainable development strategies oriented towards a balance between economic function and cultural preservation.

## 4. FINDINGS AND DISCUSSION

### 4.1 Result

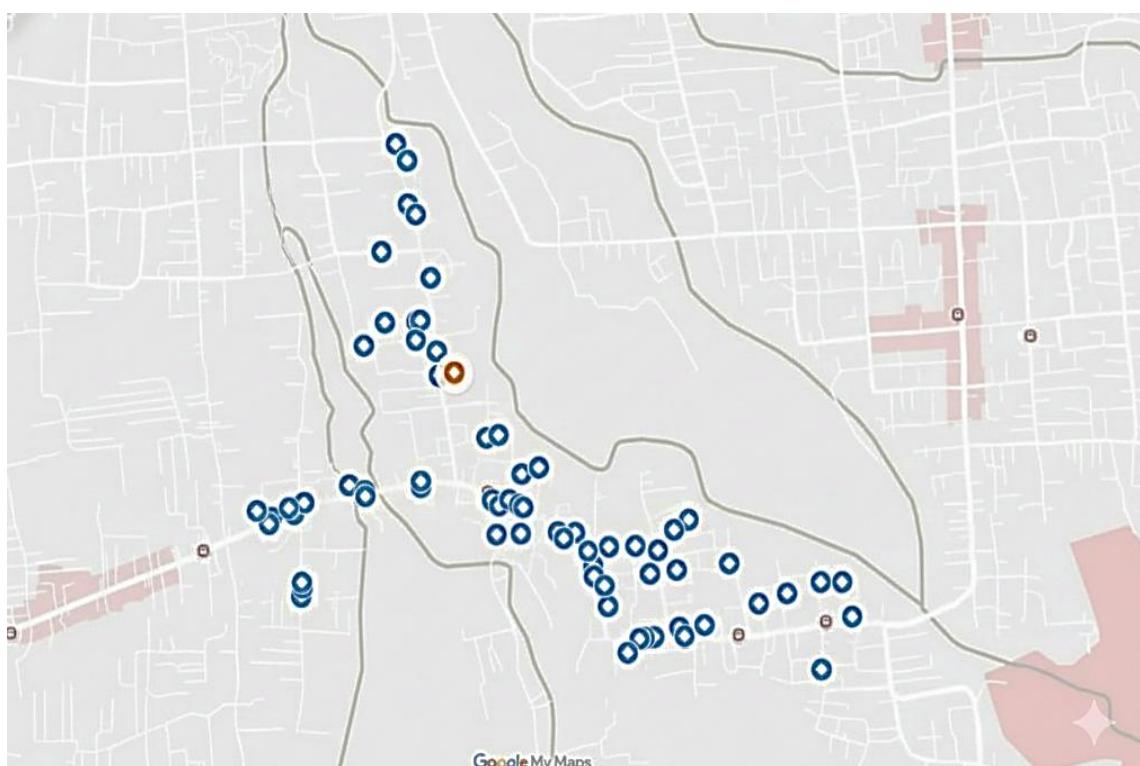
Silver businesses in Celuk Village also face various challenges. Data show that most craftsmen face significant pressure due to rising silver raw material prices, which directly impact their profit margins. In addition, declining consumer purchasing power and a shortage of skilled silver workers are factors that weaken the competitiveness of the local industry. Other issues that have arisen, such as high commissions in the distribution chain and the impact of the COVID-19 pandemic, also affect the business's sustainability.

**Table 1.** Challenges Facing Silver Businesses in Celuk Village

| No    | Business Challenges                             | Frequency (Cases) | Percentage (%) |
|-------|---|-------------------|----------------|
| 1     | The price of silver raw materials has increased | 58                | 82.8           |
| 2     | Decline in consumer purchasing power            | 45                | 64.3           |
| 3     | Limited number of silver experts                | 39                | 55.7           |
| 4     | High commission on distribution channels        | 27                | 38.6           |
| 5     | The impact of the Covid-19 pandemic             | 31                | 44.3           |
| Total |   |                   | 100            |

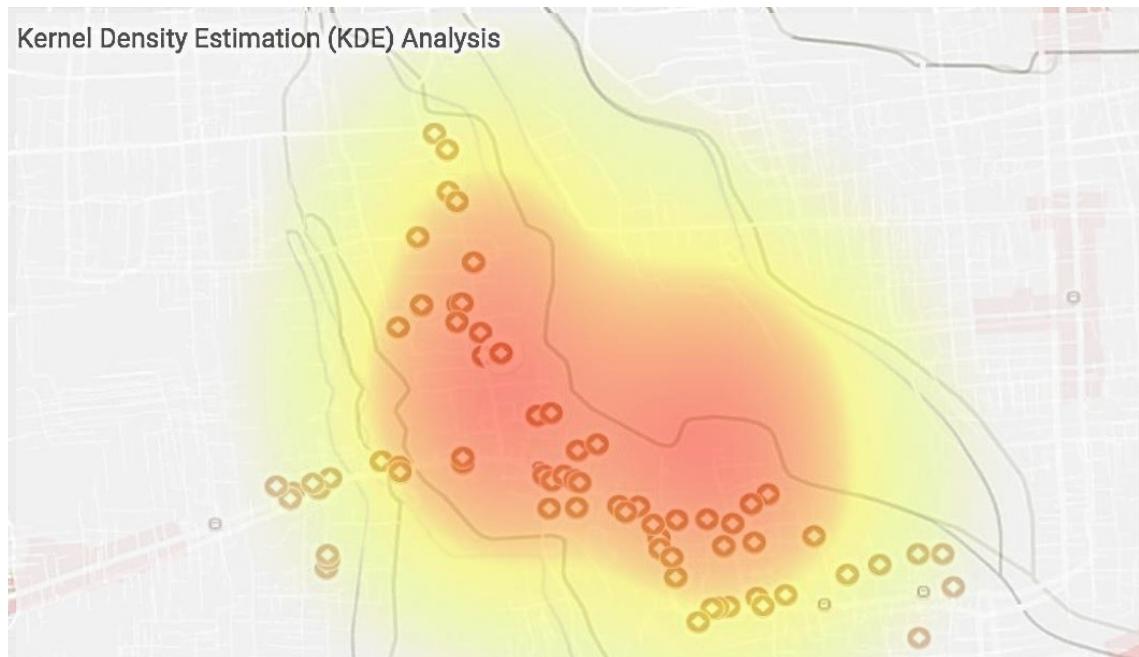
Source: Researchers (2025)

The increase in raw material prices is the main factor that has put pressure on profit margins, followed by the issue of artisan regeneration and a decline in purchasing power after the pandemic. Spatial analysis of the distribution of silver artisans in Celuk Village shows that there are 70 craft businesses scattered across various locations, with the highest concentration along the main west-east road corridor connecting Gianyar and Denpasar. The following is the distribution of silver artisans in Celuk Village.



**Figure 1.** Distribution of Artisans in Celuk Village  
Source: Researchers (2025)

This road serves as the primary access route for tourists and trade, giving businesses located along this corridor a strategic advantage in terms of visibility and market accessibility. The application of Kernel Density Estimation (KDE) produces a density map that highlights areas with the highest economic activity intensity, or hotspots, particularly in the central zone of the village, which is also the historical center of the silver trade. This distribution pattern exhibits linear clustering, where business units follow a road pattern and form a mutually supportive spatial chain between production workshops, galleries, and sales outlets.



**Figure 2.** Kernel Density Estimation Analysis Results Map  
Source: Researchers (2025)

This pattern indicates a tendency towards clustering (positive spatial autocorrelation), which theoretically will produce a positive and significant Moran's I value.

- Accessibility: Businesses are concentrated along main traffic routes that are easily accessible to tourists and local shoppers.
- Industrial Cluster Effect: Referring to the Industrial Clustering theory (Porter, 1998), the presence of similar businesses in proximity can trigger collaboration, supplier sharing, and the formation of regional identity.
- Economic Efficiency: Artisans in adjacent areas can utilise shared resources and support facilities.

**Table 2.** Spatial Analysis Statistics

| Parameter                      | Nilai  | Interpretasi                               |
|--------------------------------|--------|--|
| Number of Points (n)           | 70     | Total mapped business units                |
| Average Closest Distance (m)   | 45.2   | The distance between units is quite close  |
| Indeks Tetangga Terdekat (NNI) | 0.69   | Showing a clustering pattern               |
| Moran's I value                | +0.89  | Strong positive spatial correlation        |
| p-value                        | < 0.05 | Statistically significant cluster patterns |

Source: Researchers (2025)

These results confirm that craft activities in Celuk are clustered along main roads, with strong spatial relationships between business units. Further analysis using Moran's I Index shows a positive value close to +1 with a significance level (p-value) < 0.05, which means that there is positive spatial autocorrelation. This suggests that neighbouring businesses tend to share similar characteristics, including business type, operational status, and openness to tourist visits. This phenomenon illustrates the effect of industrial clustering as described in Porter's theory (1998), where proximity between similar industry players can encourage collaboration, economic efficiency, and the formation of regional identity.

In terms of spatial morphology, it was found that areas with high density generally have dual functions of production and sales (store and production)—numbering around 33 units, while pure shops reached 23 units, and production workshops without galleries numbered around nine units. This pattern confirms the trend of integrating economic and cultural functions, where production activities are not only aimed at commercialisation but also serve as experience-based tourist attractions, such as jewellery-making classes.

**Table 3.** Recommendations for the Celuk Creative Area Development Strategy

| Key Issues               | Development Strategy                               | Indicator                     | Related Actors                           |
|--------------------------|--|-------------------------------|--|
| Spatial clustering       | Establishment of thematic production-display zones | Number of zones formed        | Local Government, Department of Industry |
| Commercial pressure      | Diversification of products and tourist routes     | New product variations        | Artisan community                        |
| Accessibility            | Revitalisation of the main corridor                | Tourist visitation rates      | Public Works Agency, Tourism             |
| Regeneration of artisans | Training and incubation programme                  | Number of active participants | BLK, Educational institution             |
| Area branding            | Digital promotions & annual festivals              | Increase in annual visits     | Bali Provincial Government, Bappeda      |

Source: Researchers (2025)

This strategy emphasises spatial, economic, and cultural integration to maintain the sustainability of the Celuk creative district. In general, the results of this study indicate that Celuk Village has a resilient spatial structure and high potential for the development of a cultural tourism-based creative district. The clustering of artisans not only increases production efficiency but also creates a unique spatial experience and a strong regional identity. However, overly dense clustering along the main road also has the potential to cause competition for space and economic pressure, so a spatial data-based spatial planning strategy is needed to maintain a balance between economic activity, environmental sustainability, and the preservation of local cultural values.

## 4.2 Discussion

Spatial analysis results using the Kernel Density Estimation (KDE) and Nearest Neighbour Index (NNI) methods confirm the existence of clustered distribution patterns along the main corridor of Celuk Village. This pattern reinforces previous findings that creative economic activities tend to be concentrated in locations with high accessibility and proximity to major tourist routes (Fang et al., 2024). The linear clustering pattern that emerges in Celuk is similar to the characteristics of creative districts in Southeast Asia, which have developed organically along trade and transport corridors (Dellisanti, 2023).

These findings address the first knowledge gap, namely the limitation of previous studies that only mapped point-based distribution without considering spatial relations

between zones at the regional scale. (Putu Ratih Pradnyaswari Anasta Putri et al., 2022). Quantitative analysis in this study confirms that production, sales, and tourism activities are interconnected in an integrated spatial system. In other words, Celuk not only functions as a craftsmen's settlement, but has also formed a linear creative area structure that demonstrates the functional relationship between the main corridor and secondary routes.

Another aspect identified is the relationship between spatial configuration and cultural identity, which has not been empirically studied much. Field observations reveal that the layout of business premises, the orientation of buildings, and the presence of symbolic elements, such as temples and traditional ornaments, play a crucial role in maintaining the cultural identity of the area. This phenomenon supports the theory of cultural morphology, which states that the form and function of space are determined not only by economic needs but also by symbolic values and local traditions (Suardana & Sumantra, 2023a). In the context of Celuk, this reinforces the role of culture as a "spatial marker" that distinguishes tradition-based creative districts from modern economic areas.

Additionally, spatial imbalances were observed between the main corridor and secondary areas, suggesting the emergence of commercial pressure and competition for space. Several areas with high KDE values underwent a transformation from workshops to shops, while areas with low density showed a decline in economic activity. This phenomenon is consistent with the study's results (Rosalina et al., 2023) and those from other tourist villages in Bali, emphasizing the need for community-based spatial management to avoid economic domination over cultural values. Therefore, an integrated spatial planning framework is necessary to connect production zones, public areas, and tourist routes, thereby maintaining a balance between economic functions and cultural preservation (Sunariya et al., 2024). The findings of this study broaden our understanding of the transformation process of Celuk from a traditional craft settlement into a sustainable cultural tourism corridor, while also closing the gap in previous research that did not explain this spatial integration. The GIS-based quantitative approach provides empirical evidence that the spatial structure of Celuk has the adaptive capacity to develop into a resilient, creative area, with strong potential to serve as a model for the development of culture-based creative districts in Bali and Indonesia.

## 5. CONCLUSION

This study confirms that Celuk Village in Gianyar Regency is a concrete example of the transformation of traditional craft settlements into cultural and tourism-based creative areas. Through quantitative spatial analysis using the Kernel Density Estimation (KDE) and Nearest Neighbour Index (NNI) methods, empirical evidence was obtained that the distribution of silver businesses in Celuk forms a linear cluster pattern along the main corridor connecting Gianyar and Denpasar. This pattern reveals a direct relationship between the level of accessibility and the concentration of economic activity, while also reflecting the formation of an integrated spatial structure among the production, display, and tourism zones.

The findings also show that the form and function of space in Celuk are not only determined by economic efficiency, but also by symbolic values and local traditions. Cultural elements, such as temples, gates, and traditional ornaments, serve as markers of spatial identity that bind economic function to cultural meaning. Thus, cultural morphology plays a crucial role in maintaining Celuk's unique character amid the pressures of commercialization and rapid spatial change. However, this study also

identifies spatial imbalances between the main corridor and secondary lanes, which have the potential to cause functional conflicts and a decline in activity in peripheral areas. Therefore, an integrated spatial planning framework is needed that links economic functions, public spaces, and cultural preservation through a thematic zoning approach and community-based governance.

Conceptually and empirically, the results of this study enrich our understanding of spatial integration in culture-based creative economy ecosystems. The development model found in Celuk can serve as a reference for other traditional craft areas in Bali and Indonesia, aiming to achieve a balance between economic productivity, cultural sustainability, and humane spatial quality.

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Volume 8 Issue 2, December 2025, pages: 327-338

## CULTURAL HERITAGE TOUR PACKAGE PLANNING FOR SALT EDUCATION IN KUSAMBA, DAWAN DISTRICT, KLUNGKUNG REGENCY

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Received: 25/10/2025

Revised: 25/11/2025

Accepted: 15/12/2025

### Abstract

This study aims is cultural heritage tour package planning for salt education in Kusamba, Dawan District, Klungkung Regency. The salt-making traditionan important form of intangible cultural heritage is experiencing decline due to low economic returns and shifting livelihood preferences among local residents. Recognizing its cultural value and tourism potential, this study aims to design an educational tourism package that can support cultural preservation and local empowerment. A qualitative research approach with a phenomenological and content analysis design was employed. Data were collected through field observations, in-depth interviews, and documentation involving salt farmers, community leaders, and tourism stakeholders. Data analysis followed the Miles and Huberman interactive model and was strengthened through triangulation and member checking. The findings reveal that Kusamba's traditional salt production process provides strong experiential and educational value. Based on these findings, a one-day itinerary titled Cultural Heritage Salt Education Tour Kusamba was formulated. Marketing strategies are carried out through offline collaboration with travel agencies and brochure distribution, as well as online promotion via websites, social media, and online travel agents. TripAdvisor reviews indicate high appreciation for the authenticity and educational aspects of the experience. This research contributes a structured model for transforming declining traditional livelihoods into sustainable heritage-based educational tourism. The novelty lies in positioning salt education tourism as a replicable approach for community-based cultural revitalization in rural Indonesia.

**Keywords:** Educational Tourism, Cultural Heritage, Traditional Salt, Sustainable Tourism, Kusamba

### 1. INTRODUCTION

Bali is one of the islands that form part of the Republic of Indonesia. Both domestic and international tourists frequently visit the island for leisure and various tourism-related activities. Bali is well known as a tourist destination that offers a wide range of attractions, including cultural tourism, nature-based tourism, and culinary tourism. In addition to its diverse attractions, Bali is also renowned for the hospitality of its people and the richness of its traditional customs. Consequently, the island attracts a

large number of visitors every year. Administratively, Bali consists of several regencies, namely Buleleng, Tabanan, Jembrana, Karangasem, Badung, Bangli, Gianyar, Klungkung, and the city of Denpasar. Among them, Buleleng Regency is the largest in terms of land area within the Province of Bali and is known for its unspoiled natural beauty.

According to the Bali Provincial Statistics Agency, the number of international tourist arrivals to Bali in 2024 increased compared to the previous year. For instance, in August 2024, international tourist arrivals reached 1.34 million, representing an 18.30 percent rise compared to the same month in 2023. This phenomenon has been leveraged by tourism stakeholders to develop various attractions across tourism destinations. The government, private sector, and local communities have made concerted efforts to expand this promising industry. These efforts have driven the growth of the tourism sector, particularly in facilitating tourist travel through the services of travel agencies. A travel agency can be defined as a commercial enterprise that organizes, provides, and manages services for individuals or groups undertaking travel primarily for leisure purposes (Subhiksu, 2020).

However, tourism development in Bali has been largely concentrated in the southern region, particularly in Badung Regency, which has become the center of hospitality establishments and other tourism-related industries. In contrast, other regions of Bali, such as the northern and eastern parts, still possess considerable untapped potential. One such area is Klungkung Regency in East Bali, which has a number of hidden attractions that could be further developed into new tourist destinations. Klungkung Regency offers several existing attractions such as Kerta Gosa, Goa Lawah Temple, Klungkung Market, and Nusa Penida Island, which is already well-known among international visitors. In addition to these popular attractions, Klungkung also has unique local experiences that can be developed into distinctive tourism packages one of which is the traditional salt-making activity in Kusamba Village.

The traditional salt-making practice in Kusamba has gradually been abandoned by the local community. This shift is primarily due to the relatively low income generated from salt production, which does not align with the time and operational costs required. Consequently, many local residents have switched professions, becoming fish traders or migrating to Denpasar City in search of better economic opportunities. Traditional salt-making, however, represents an important cultural heritage that has been passed down from generation to generation. It thus holds significant potential for preservation through the development of educational tourism packages for visitors. Moreover, the location of Kusamba is strategically advantageous, as it is situated close to other major tourist attractions such as Kerta Gosa, Goa Lawah Temple, and Tenganan Village. This proximity allows tourists to enjoy a variety of tourism experiences within a single trip.

Heritage tourism represents an alternative and sustainable form of tourism that aims to preserve cultural traditions while supporting local economic development. According to Alu (2020), heritage encompasses everything inherited from past generations to the present and future ones, both tangible and intangible, possessing historical, cultural, or aesthetic value. In this context, the traditional salt-making practice in Kusamba, located in Klungkung Regency, is classified as an intangible cultural heritage that reflects the local community's relationship with the coastal environment and its ancestral knowledge of natural resource management. The salt-making tradition in Kusamba is more than an economic activity; it is a symbol of identity and local wisdom that has been passed down for generations. Using traditional evaporation methods that

rely on sunlight and seawater, Kusamba salt farmers have maintained an environmentally friendly process that produces high-quality salt. However, in recent years, the number of traditional salt farmers has declined sharply. This is largely due to low profitability, limited market access, and a generational shift in livelihood preferences. Many younger residents have migrated to urban areas or shifted to other occupations, causing a decline in both production and cultural continuity.

Making an educational heritage tour package based on traditional salt-making offers a strategic approach to revitalizing this cultural practice. Educational tourism, as defined by Ritchie (2019), promotes learning through direct engagement and participation in local cultural and natural environments. By integrating the salt-making process into experiential tourism activities guided workshops, demonstrations, and cultural storytelling visitors can gain meaningful knowledge while contributing to local livelihoods. This approach aligns with the principles of community-based tourism (CBT), which emphasize community empowerment, cultural authenticity, and sustainable economic benefits (UNWTO, 2019). Furthermore, heritage tourism serves as an alternative model that preserves traditions while supporting regional development (Nuryanti, 2009).

Although studies on heritage tourism in Bali have been conducted, existing literature still focuses predominantly on well known cultural sites, temple tourism, and traditional arts. Research specifically addressing traditional salt-making as a form of intangible cultural heritage remains limited. Prior studies have discussed salt production in terms of economic challenges, environmental issues, or livelihood transitions, but few have explored the integration of salt-making into educational tourism packages, especially through a structured planning approach that includes market analysis, activity identification, itinerary development, marketing strategies, and management evaluation. This creates a clear research gap in understanding how traditional salt production can be transformed into a sustainable tourism product.

Therefore, this study positions itself as an academic contribution to the development of sustainable, culturally rooted tourism in Bali. The novelty of this research lies in its effort to (1) identify the cultural and experiential potential of Kusamba's salt-making tradition, (2) design a comprehensive cultural heritage educational tour package. In addition, Kusamba's strategic proximity to major heritage sites such as Kerta Gosa, Goa Lawah Temple, and Tenganan Village strengthens its potential for integrated tourism routes. Based on these considerations, the development of salt education tourism in Kusamba Village offers promising opportunities for cultural preservation, community empowerment, and regional tourism diversification.

This study aims to develop and analyze a cultural heritage tourism package centered on traditional salt-making practices, contributing both academically and practically to sustainable tourism development in Klungkung Regency. Educational tourism development focusing on salt farmers in Kusamba Village offers strong potential for supporting cultural preservation efforts. The innovation of developing such tourism packages not only contributes to sustaining traditional salt-making practices but also enhances the local economy through increased tourist visits to Kusamba Village particularly benefiting the salt farmers living along the Kusamba coastline.

## 2. LITERATURE REVIEW

The development of heritage-based and educational tourism has gained increasing attention in tourism studies as a strategic approach to fostering cultural preservation while

enhancing community welfare. Heritage tourism, as defined by Timothy and Boyd (2003), utilizes both tangible and intangible cultural resources to create meaningful visitor experiences that reflect local identity and historical continuity. Intangible forms of heritage, such as traditional craftsmanship, rituals, and agricultural practices, are considered particularly valuable because they represent living cultural expressions embedded in community life. This aligns with UNESCO's (2003) notion of intangible cultural heritage, which emphasizes transmission, continuity, and community recognition. Within this conceptual framework, educational tourism serves as a complementary approach that emphasizes learning as a primary driver of travel. Ritchie (2019) explains that educational tourism involves structured or experiential learning activities that enable visitors to acquire knowledge through direct engagement with local culture or the natural environment. This approach aligns with experiential learning theory, in which hands on involvement fosters deeper understanding, appreciation, and retention. For tourism destinations that possess traditional cultural practices, such as artisanal production, educational tourism offers an avenue for transforming cultural knowledge into meaningful visitor experiences.

Tour package planning plays a critical role in operationalizing these conceptual foundations. Cooper (2008) states that a well-designed tour package integrates attractions, services, and activities into a cohesive product that delivers educational, recreational, and economic value. Yoeti (1997) further identifies three core components of tourism attractiveness something to see, something to do, and something to buy which remain relevant in contemporary tourism development. These components ensure that visitors not only observe cultural practices but also engage actively and contribute economically through the purchase of local products. Recent scholarship, such as Camilleri (2019), reinforces this by noting that experiential engagement has become central to contemporary tourist motivations, particularly in cultural and community settings.

The successful development of heritage and educational tourism also depends on community participation and governance structures. Community-based tourism (CBT), as described by Giampiccoli and Saayman (2018), positions local residents as key stakeholders in planning, managing, and benefiting from tourism activities. The CBT framework stresses local empowerment, equitable benefit sharing, and cultural authenticity as essential elements of sustainable tourism development. Goodwin and Santilli (2020) support this argument by emphasizing that community ownership strengthens cultural resilience and ensures that tourism initiatives reflect the values and aspirations of local people. Marketing is another important dimension in the development of tourism products. Kotler and Keller (2016) argue that tourism marketing strategies must create, communicate, and deliver value that aligns with tourist preferences. In the digital age, Middleton et al. (2011) and UNWTO (2020) highlight the importance of integrating online and offline promotional channels to increase destination visibility and reach diverse market segments. Digital storytelling, visual media, and online travel platforms have become essential tools for promoting cultural heritage tourism, especially in niche markets seeking authentic and educational experiences.

Finally, academic discussions emphasize the need for continuous evaluation to ensure quality and sustainability. According to UNWTO (2019), heritage-based tourism must be monitored using indicators that assess cultural preservation, community benefits, and visitor satisfaction. Kotler and Keller (2016) note that evaluation serves as a feedback mechanism, enabling stakeholders to refine tourism offerings and enhance overall competitiveness. In summary, the literature reveals strong theoretical support for

integrating heritage tourism, educational tourism, CBT, and strategic marketing in the development of sustainable cultural tourism products. However, empirical studies on traditional salt-making as a structured educational tourism package remain limited, particularly within Indonesia. This gap positions the current study as a contribution to expanding knowledge on how traditional practices can be transformed into community based educational tourism offerings.

### **3. RESEARCH METHODS**

This study applies a qualitative research approach to understand the cultural meaning and tourism potential of traditional salt production in Kusamba Village, Dawan District, Klungkung Regency. A qualitative design is appropriate because this research seeks to interpret social meanings, local knowledge, and community practices that are inherently embedded within their cultural context. Creswell (2020) emphasizes that qualitative inquiry is suitable for exploring the depth of human experiences and the meanings attributed to cultural phenomena. In line with this, the phenomenological perspective guides the researcher to capture the lived experiences of salt farmers, community leaders, and tourism stakeholders directly involved in sustaining the salt-making tradition. Fieldwork was conducted over a three-month period, during which the researcher observed daily salt-making activities and interacted closely with the local community. Observational data were obtained through visits to several traditional salt-making locations along the Kusamba coastline, focusing on production stages, tools, work patterns, and interactions between farmers and visitors. Observations were recorded in detailed field notes and supported by photographs and informal conversations, reflecting Moleong's (2019) argument that qualitative research requires direct engagement and contextual immersion.

In-depth interviews were conducted with eighteen purposively selected informants, including salt farmers, tourism practitioners, village leaders, and representatives from the Klungkung Tourism Office. Purposive sampling, as suggested by Sugiyono (2021), ensures that informants are chosen based on their relevance and contribution to the research objectives. Each interview lasted approximately forty-five to sixty minutes and explored topics such as cultural continuity, economic challenges, tourist perceptions, and expectations for educational tourism development in Kusamba. Documentation techniques were also employed by examining village archives, historical records, tourism reports, and promotional materials related to cultural heritage and tourism in Klungkung Regency. These secondary data helped contextualize field findings and supported the triangulation process. According to Rozali (2022), content analysis of documents allows researchers to categorize and interpret textual data systematically to reveal underlying patterns and relationships.

Data analysis followed the Miles and Huberman interactive model, which consists of data reduction, data display, and conclusion drawing (Miles et al., 2018). In the data reduction stage, information was selected, coded, and grouped into themes such as cultural values, community participation, sustainability issues, and tourism potential. Data display involved organizing thematic findings into descriptive narratives to enhance interpretability. Conclusions were drawn iteratively throughout the research process to ensure alignment between empirical evidence and analytical interpretation. To ensure research trustworthiness, triangulation of sources and methods was employed, member checking was conducted with key informants, and prolonged engagement in the field was maintained. These strategies align with Creswell's (2020) recommendations for

strengthening credibility in qualitative research. Ethical procedures were upheld by informing participants about the study's purpose, obtaining voluntary consent, ensuring anonymity, and respecting local customs. As a form of reciprocity, preliminary findings were shared with community representatives to support local discussions on cultural preservation and tourism development.

#### **4. FINDINGS AND DISCUSSION**

##### **4.1 Planning a Cultural Heritage Educational Salt Tour Package in Kusamba, Dawan District, Klungkung Regency**

Kusamba Village, Dawan District, Klungkung Regency, possesses significant heritage-based tourism potential through its traditional salt-making practices. Field observations indicate that this manually executed production process, which continues to rely on ancestral knowledge, functions not only as a cultural activity but also as a distinctive educational attraction for visitors. Rather than merely witnessing the stages from seawater evaporation to salt crystallization, tourists engage in a form of experiential learning that aligns directly with Ritchie's (2019) concept of educational tourism, emphasizing knowledge acquisition through hands-on participation. Interviews with local salt farmers further reveal strong interest among domestic and international tourists to observe, document, and engage in traditional practices. This supports existing theories suggesting that intangible cultural heritage when presented authentically holds substantial experiential and commercial value. Heritage-based attractions become more compelling when they facilitate direct interaction between visitors and cultural bearers, a condition clearly present in Kusamba.

The village's proximity to other heritage attractions, including Kerta Gosa, Goa Lawah, and Tenganan Village, strengthens its potential for integration into broader cultural circuits. This corresponds linking clustered heritage sites to enhance visitor movement and value creation. In this context, developing a structured tour package becomes essential. Cooper (2008) emphasizes that tour package planning involves organizing attractions, services, and activities into a cohesive product that delivers educational, cultural, and recreational benefits an approach highly relevant to optimizing the salt-making experience in Kusamba. The tour package planning process at Garam Kusamba involves several stages, including the following:

###### **a. Market Analysis**

Market analysis is the process of collecting, evaluating, and interpreting data related to market conditions in order to understand consumer potential, characteristics, needs, competitor behavior, and broader tourism trends (Kotler, 2014). Within the planning of a heritage-based educational tour package in Kusamba, market analysis serves a strategic purpose: to identify and determine the specific types of tourists whose motivations, preferences, and travel behaviors align with the cultural and educational experience offered. This step ensures that the tourism product is not only conceptually sound but also precisely targeted to visitors most likely to appreciate and benefit from traditional salt-making activities. Recent findings by Herindiyah (2024) indicate that Bali's tourism sector has entered a strong recovery phase, marked by rapid increases in international arrivals and projected revenues reaching USD 22 billion by 2025. However, challenges such as overtourism, environmental pressure, and uncontrolled property development underscore the urgency for alternative destinations that offer sustainable, culturally grounded, and educationally rich tourism experiences. These conditions make Kusamba with its

unique intangible heritage an ideal location for diversifying Bali's tourism landscape. Furthermore, Herindiyah (2024) identifies a growing global demand for ecotourism, environmentally conscious travel, and authentic local experiences. Tourists who exhibit a strong preference for educational and nature-based trips predominantly originate from Australia, the United States, and France. Based on this evidence, the planning of the Kusamba Salt-Education Tour can strategically target these three markets, whose travel motivations closely align with experiential learning, cultural interaction, and environmental appreciation. Thus, Australia, America, and France emerge as the primary visitor segments most compatible with the heritage-based educational tourism model developed in Kusamba.

b. Identification of Tourism Activities

The identification of tourism activities in Kusamba is essential for designing an educational heritage tour package that aligns with tourist expectations and established theoretical frameworks. Tourist activities represent the core components of a destination experience and influence both satisfaction and destination competitiveness. As Yoeti (1997) explains, an attraction must fulfill three key elements something to see, something to do, and something to buy to be considered viable for tourism development. When these elements are integrated effectively, they create a holistic experience that supports both cultural enrichment and economic sustainability.

- Something to See

Tourists are welcomed with a unique visual landscape shaped by the traditional salt-making process. The sight of farmers collecting seawater, spreading it over specially prepared sand beds, and allowing it to evaporate under the sun presents a distinctive cultural scene rarely found elsewhere in Bali. The sparkling sand fields, wooden tools, and rhythmic movements of the farmers become the primary visual attraction. The coastal environment of Kusamba Beach adds to this experience with its wide shoreline and fishing activities. Along the route to Kusamba, visitors also encounter scenic rice fields in Jumpai Village and the cultural environment surrounding Goa Lawah Temple, which enrich the overall viewing experience.

- Something to Do

Visitors are encouraged to actively engage in the salt-making process, making this experience both educational and participatory. Under the guidance of local salt farmers, tourists can collect seawater, pour it over the sand beds, scrape the dried salt, and use traditional tools to refine the crystals. These hands-on activities give tourists a deeper appreciation of the labor and cultural value behind each grain of Kusamba salt. Additionally, guided walks through the coastline and nearby agricultural areas offer opportunities for tourists to interact directly with community members and learn about daily coastal life.

- Something to Buy

Kusamba provides visitors with authentic products to take home, strengthening their connection to the experiences they encountered. Local salt packaged in artisanal containers is the most sought-after item, valued for both its cultural significance and natural processing method. Tourists may also purchase locally made crafts, dried fish from coastal households, and small souvenirs that

reflect the identity of Kusamba. These purchases support local families and help preserve the economic sustainability of traditional practices.

- **Integrated Experience and Implications**

These three components observation, participation, and purchase work together to create a cohesive educational tourism experience. Visitors gain visual understanding through observation, emotional and cultural engagement through hands-on activities, and long-lasting connection through the souvenirs they bring home. This integrated experience also promotes community participation, as salt farmers, artisans, guides, and local households contribute to the experience offered. The proximity of Kusamba to heritage attractions such as Goa Lawah, Kerta Gosa, and Tenganan Village further enhances the potential for multi-destination itineraries, supporting both cultural preservation and sustainable tourism development.

c. **Making Tour Packages**

The process of developing the heritage-based educational tour package in Kusamba Village involves transforming the traditional salt-making activities into a structured and marketable tourism product. Based on field observations and interviews with local stakeholders, the planned tour package emphasizes experiential learning, cultural immersion, and community interaction. The itinerary is designed to ensure that visitors are not only passive observers but also active participants in the daily life of the salt-producing community. The one-day program titled “Cultural Heritage Salt Education Tour Kusamba” begins with a morning pick-up from the visitors’ hotel, followed by a stop at Jumpai Village. Here, tourists are introduced to rural Balinese landscapes and local agricultural practices, providing context for the livelihood patterns surrounding the Klungkung region. The tour then continues to Goa Lawah Temple, allowing visitors to explore one of Bali’s significant cultural heritage sites before arriving at Kusamba Beach. Upon reaching the salt-making area, visitors are guided through each stage of the production process, from gathering seawater to drying, scraping, and filtering the salt. Farmers act as demonstrators and cultural interpreters, giving tourists insight into the historical significance, challenges, and ecological aspects of the tradition. In addition to salt-making, guests can participate in simple boat-craft demonstrations led by local fishermen, which further enriches the cultural learning component.

A lunch break at a coastal restaurant featuring local Balinese cuisine is included before the tour proceeds to Kerta Gosa and the Semarajaya Museum. These final stops provide a broader understanding of Klungkung’s historical administration and cultural artifacts. The combination of coastal, agricultural, and heritage experiences ensures that the tour maintains a strong educational character while remaining engaging and enjoyable. Cost calculations for the package indicate that the final price of IDR 1,155,000 per person (for a minimum of two participants) is inclusive of transportation, guiding services, local contributions, entrance fees, workshop materials, lunch, and a salt souvenir set. This pricing reflects both the operational needs of the tour and the economic fairness required to support community participation. As a result, the Kusamba tour package stands as an innovative tourism product that integrates education, culture, and sustainability while offering economic benefits to the local community.

d. Marketing of Tour Packages

Marketing plays a vital role in ensuring the success of tourism product development, acting as the link between the tourism product and the preferences of potential visitors. As emphasized by Kotler and Keller (2016), tourism marketing must be able to create, communicate, and deliver meaningful value to tourists in order for a destination to remain competitive. In the case of the Kusamba salt education tourism package, the marketing strategy reflects an understanding of contemporary tourist behavior, which often involves a combination of offline interactions and digital engagement throughout the decision-making process (Middleton et al., 2011).

Based on interviews with the managers of Kusamba's traditional salt tourism, marketing is executed through two integrated approaches: offline and online promotion, each supported by concrete, measurable activities. Offline marketing is primarily carried out through collaboration with travel agencies and local tour guides who frequently bring clients seeking authentic cultural experiences. In practice, this includes conducting product knowledge sessions with guides, delivering printed brochures to hotels in Candidasa, Padang Bai, Ubud, and Sanur, and establishing commission-based partnerships with local drivers. These actions ensure that frontline tourism workers who directly interact with tourists—are well-informed and motivated to promote the salt-making tour. Managers noted that many visitors were introduced to the tour after seeing brochures at hotel reception desks or receiving direct recommendations from their tour guides.

The online marketing strategy is equally active and structured. It includes developing an official website that provides updated information about tour schedules, pricing, and activities; producing regular multimedia content for social media platforms such as Instagram, Facebook, and TikTok; and forming partnerships with Online Travel Agents (OTAs) like Traveloka and Klook for wider global reach. Managers explained that they intentionally create short video clips documenting the salt-making process—such as seawater collection, drying techniques, and farmer interactions—because such visual content tends to attract high engagement from international audiences. This aligns with the current global trend in which digital storytelling and visual authenticity significantly influence travel decision-making (UNWTO, 2020). The combination of these offline and online marketing actions has proven to be effective. Offline efforts successfully capture tourists already staying in Bali, while online strategies broaden the reach to international markets, especially Australia and France, where interest in cultural and educational experiences is growing. Overall, the findings demonstrate that integrated marketing not only increases visitation but also strengthens the branding of Kusamba Village as a cultural heritage-based educational tourism destination.

e. Management and Evaluation

Effective management and evaluation are central to ensuring the long-term sustainability and authenticity of community-based tourism initiatives. In the case of the Salt Education Cultural Heritage Tour in Kusamba Village, Dawan District, Klungkung Regency, management extends beyond the operational implementation of tour activities; it also encompasses community empowerment and safeguarding of intangible cultural heritage. The program is managed collaboratively by local salt farmers, traditional village institutions, the Klungkung Tourism Office, and private travel agencies a structure consistent with the principles of community-based tourism

(CBT), in which local stakeholders play active roles in planning, decision-making, and benefit distribution (Giampiccoli & Saayman, 2018).

In practice, operational management is conducted through a community-based cooperative supervised by village authorities. This cooperative undertakes concrete tasks such as setting tour prices, scheduling salt-making workshops, maintaining equipment (e.g., traditional wooden rakes and drying fields), coordinating guide assignments, and ensuring visitor safety during activities on the beach. Farmers are directly involved as cultural presenters, demonstrating each stage of salt production, while local guides manage interpretation, time coordination, and visitor assistance. The cooperative also enforces quality assurance measures for example, standardizing the duration of workshops, ensuring hygiene in souvenir packaging, and conducting short training sessions for farmers on communication skills. These actions strengthen community ownership, improve service consistency, and build confidence among salt makers who may be new to tourism roles. Sustainability practices are also applied in the daily operations. The community monitors beach cleanliness before visitor arrivals, manages waste from workshop activities, and limits group sizes to avoid disrupting salt production processes. Since the traditional method relies on solar evaporation, managers emphasize environmental education by explaining the ecological balance required for salt farming. This integration of cultural and ecological stewardship aligns with UNWTO (2019) guidelines on sustainable heritage tourism management.

Evaluation is conducted continuously to ensure that both tourists and local stakeholders benefit from the program. Practical evaluation activities include distributing visitor feedback forms after tours, conducting informal discussions with participants at the end of each workshop, and holding monthly community meetings to review visitor numbers, income distribution, and operational challenges. Key evaluation indicators include visitor satisfaction, perceived learning outcomes, the level of community involvement, and increases in farmer income. Feedback from visitors collected during fieldwork—indicates that tourists perceive the experience as authentic, educational, and emotionally meaningful, especially because they can interact directly with the salt farmers. Community members reported improved economic stability, with some farmers now relying on tourism income to supplement declining salt production earnings. The evaluation also identified ongoing challenges, such as the need to strengthen hospitality skills, improve digital literacy for online promotion, and maintain consistent product quality as demand grows. In response, the cooperative has initiated small-scale capacity-building programs, including workshops on simple English phrases, visitor handling, and social media content development. Overall, the management and evaluation practices implemented in Kusamba demonstrate a functional model of community-based tourism that balances economic benefits with cultural preservation. By combining participatory governance, transparent income distribution, structured feedback mechanisms, and ongoing capacity development, the program offers a sustainable and replicable approach for regions seeking to develop educational heritage tourism grounded in local traditions.

## 5. CONCLUSION

This study concludes that Kusamba Village in Dawan District, Klungkung Regency, holds substantial potential for make tour package of cultural heritage based educational tourism through its traditional salt-making practices. The manual production process, which has been preserved across generations, not only reflects the community's cultural identity but also offers authentic experiential learning opportunities for visitors. Field observations and interviews demonstrate strong tourist interest in observing and participating directly in the salt-making activities, indicating clear potential for experiential and educational tourism development. The planning of the Cultural Heritage Salt Education Tour involves several essential stages, beginning with market analysis to identify suitable target audiences. Findings show that tourists from Australia, the United States, and France represent promising markets due to their preference for cultural, nature-based, and educational experiences. The identification of tourism activities highlights Kusamba's ability to provide a complete experiential offering through something to see, something to do, something to buy, and an integrated educational experience. These include observing the salt-making process, participating in hands-on workshops, and purchasing local salt products. Marketing strategies combine offline and online approaches. Offline promotion is conducted through partnerships with travel agents, tour guides, and brochure distribution in surrounding tourism areas such as Candidasa, Padang Bai, Sanur, and Ubud. Online promotion utilizes the village's website, social media platforms, and collaborations with online travel agents, contributing to increased visibility and interest among international tourists. From a management perspective, the implementation of a community-based tourism (CBT) model ensures that local stakeholders play central roles in tour operations, revenue distribution, and cultural preservation. Evaluation is conducted continuously through visitor feedback, community meetings, and online reviews, confirming positive visitor perceptions of the authenticity and educational value of the tour.

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Volume 8 Issue 2, December 2025, pages: 339-352

## DEVELOPING NUSA LEMBONGAN AS A DESTINATION FOR 5A-BASED TOURISM EVENTS

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Received: 17/09/2025

Revised: 26/11/2025

Accepted: 16/12/2025

### Abstract

Event-based tourism has become a key strategy in destination development. Nusa Lembongan, with its unique natural beauty, has significant potential for development as a tourism event destination. This analysis aims to assess the potential and challenges of this development using the 5A model framework (attraction, accessibility, amenities, activities, and ancillary services). The research uses observation, interviews, documentation, literature review, and data analysis. The findings of this research analysis shows that Nusa Lembongan excels in Attractions and Activities, with its underwater beauty, beaches, and mangrove forests ideal for ecotourism and water sports-based events. However, the island still faces significant challenges in the pillars of accessibility (limited sea transportation and road infrastructure), Amenities (lack of large-capacity MICE venues), and supporting services (limited medical facilities and waste management systems). Overall, Nusa Lembongan has strong potential to become a thematic event destination, but its development requires strategic improvements in infrastructure and supporting services. It is recommended to invest in the development of specific event facilities, improve sustainable environmental management, and promote events that are in harmony with the island's natural character, such as eco-tourism and wellness retreats.

**Keywords:** Developing, Destination, 5A Framework, Tourism Event

### 1. INTRODUCTION

The global tourism sector is undergoing a strategic transformation from mass tourism models toward more targeted and sustainable forms of tourism, particularly event tourism. Sustainable tourism reflects a global commitment to shared responsibility for environmental preservation and social well-being, emphasizing the interdependence of economic, socio-cultural, and environmental dimensions (Harsono et al., 2025). Increasing awareness among travelers regarding sustainability, driven by environmental concerns, changing tourist behavior, and technological advancements, has encouraged destinations to adopt innovative and adaptive tourism development strategies. Collaboration among governments, industry stakeholders, and tourists has further facilitated the emergence of sustainable and environmentally adaptive tourism business models (Buckley, 2024).

Within this context, event tourism has emerged as one of the fastest-growing segments of the tourism industry. Events not only attract large numbers of visitors but also play a strategic role in stimulating local economies, enhancing destination image, and distributing tourist flows more evenly throughout the year. The economic impact of event tourism extends across multiple sectors, including accommodation, transportation, food and beverage, and local merchandise, generating multiplier effects that support regional development. Moreover, tourism events contribute to job creation, infrastructure improvement, and investment attraction, while simultaneously serving as effective tools for destination promotion (Rozi, 2022).

Beyond economic contributions, tourism events significantly enhance destination image and branding, which are critical determinants of destination competitiveness. Destination image represents the aggregate of knowledge, beliefs, impressions, and emotional perceptions held by individuals regarding a destination (Lopes, 2011). Through well-designed and consistently managed events, destinations can establish distinctive identities and positive associations that differentiate them from competitors. Several destinations in Indonesia, such as Mandalika and the Jember Fashion Carnival, demonstrate how events can successfully function as iconic elements that shape destination image and global recognition. As noted by Middleton and Clark (2001), events often become defining characteristics and symbolic representations of destinations. Furthermore, events are widely recognized as effective mechanisms for mitigating seasonality, transforming low-demand periods into opportunities for sustained visitation and revenue generation (Getz, 2008).

Despite the growing body of literature on event tourism, most existing studies tend to focus on the economic impacts, branding effects, or visitor satisfaction associated with specific events. However, limited attention has been given to evaluating destination readiness and structural capacity for hosting tourism events in a comprehensive and systematic manner, particularly for emerging island destinations. Previous research rarely integrates event tourism development with holistic destination development frameworks that assess the fundamental components required to support events sustainably. This gap is especially evident in the context of small island destinations, where infrastructure limitations, accessibility challenges, and service readiness can significantly influence event success.

Nusa Lembongan, one of Bali's leading island destinations outside the main island, is widely recognized for its natural attractions, including marine tourism, mangrove ecosystems, and white sandy beaches. The island has established a strong image as a tropical leisure destination with authentic environmental and cultural characteristics. In recent years, Nusa Lembongan has also demonstrated its potential as an event destination by hosting recurring activities such as water sports competitions and the Nusa Penida Festival, which has been included in the *Karisma Event Nusantara* program of the Ministry of Tourism and Creative Economy (Kemenparekraf, 2024). Nevertheless, empirical studies examining Nusa Lembongan's readiness as a tourism event-hosting destination remain scarce, particularly studies that assess whether the destination's core components adequately support sustainable event development.

To address this research gap, this study adopts the 5A framework—attraction, accessibility, amenities, activities, and ancillary services—as a holistic analytical model to evaluate the readiness of Nusa Lembongan as a tourism event destination. The 5A model is widely recognized in tourism studies as a comprehensive framework for assessing destination competitiveness and development capacity (Murphy, 1985). In the

context of event tourism, this framework is especially relevant, as successful events depend not only on attractive event concepts but also on accessible transportation, adequate amenities, diverse supporting activities, and effective ancillary services such as information systems, safety, and institutional support. By linking event tourism development with the 5A framework, this study provides a structured theoretical transition that positions events as catalysts whose success is contingent upon the integrated performance of core destination components.

Based on this rationale, the objective of this study is to conduct an in-depth analysis of the potential and challenges of developing Nusa Lembongan as a tourism event-hosting destination using the 5A framework. By applying a 5A-based approach, this research seeks to generate strategic insights that support sustainable event tourism development, strengthen destination image, and enhance overall tourist experience. The findings are expected to provide practical recommendations for policymakers and stakeholders in optimizing Nusa Lembongan's role as a competitive and sustainable event tourism destination in Indonesia.

## 2. LITERATURE REVIEW

According to Barreto and Giantari (2015), tourism development is an effort to enhance or advance tourist attractions to make them better and more appealing in terms of both location and the elements within it, with the aim of drawing the interest of tourists to visit. This development also aims to provide benefits and advantages for the surrounding community and local government (Suwarti & Yuliamir, 2017). The development of tourist destinations must maintain the sustainability of the natural environment, including biodiversity, ecosystems, and natural resources in general. This principle requires that tourism activities do not harm nature and local ecosystems, and there should be efforts for responsible conservation and management of natural resources. Tourism development must be accompanied by supervision and evaluation to adjust management strategies for the sustainability and enhancement of destination quality (Ningsih, 2022).

The 5A concept as a reference for managing tourist destinations must be implemented in a balanced manner among attractions, activities, accessibility, amenities, and ancillary services. This is important for the development of destinations, including the organization of tourism events as special attractions. Attractions can take the form of tourism events, with the availability of facilities and good access allowing more tourists to come and reach locations easily. Purwaningrum and Ahmad (2021) state that in the development of tourist destinations, the five components of 5A are interrelated and influence tourist satisfaction. The 5A model approach is not only a checklist but has evolved into a dynamic management tool to ensure that each component develops in balance and supports one another. Tourism events are activities of planning, development, and marketing aimed at developing the natural tourism resources and tourist destinations, as well as creating a destination image to attract visitors (Çelik & Çetinkaya, 2013). Noor (2009) defines an event as an agenda created to commemorate something significant in society, either individually or collectively, involving values of customs, culture, tradition, or religion with a specific purpose and organized at a certain time. Meanwhile, Getz (2008) emphasizes that events play a crucial role in the tourism industry as they contribute to the attractiveness of destinations and the success of tourism activities. There are several types of events developed at tourist destinations to attract tourists to these locations.

Events also serve as tourism stimulators, providing a means to increase tourist appeal, including attracting foreign tourists through cultural festivals, music festivals, and other special events that offer unique and authentic experiences (Simanjuntak, 2018). Furthermore, Debbagh & Azouaoui (2022) found that events such as music festivals can promote the image of a destination internationally and attract more international tourists. Hosting an event is not only about the event itself, but also about how it is integrated into the local tourism ecosystem. Events can increase tourist spending, extend the length of stay, and create demand for tourism facilities and services. Therefore, a destination's readiness to host events is a crucial factor.

The development of event-based tourism destinations is closely related to the 5A concept. This model provides a comprehensive framework for managing various important aspects of a destination, which is essential in the planning and implementation of tourism events to ensure their success and long-term positive impact. In the context of event organization, the relationship between the 5A components (Attraction, Access, Amenities, Activities, Ancillary) does not stand alone but is intertwined in an integrated and mutually influential system theory. This theory states that the success of a tourism event as a catalyst for destination development is highly dependent on the harmonious synergy of these five components. Destination event development often depends on the success of specific events, leading to instability in tourist visits throughout the year.

According to Parawansah et al. (2022), developing varied activities and attractive tourism events can increase visits and extend the length of stay of tourists. Events, as part of the activity's component, play a strategic role in enhancing the image and attracting tourist visits. Challenges in event management can include seasonal dependence, financing, and multi-party coordination. Opportunities include event theme innovation, technology utilization, and combining events with the strengths of other 5A components to enhance tourist appeal and experience. Tourism development theory emphasizes the importance of sustainability and socio-economic benefits that can be achieved through good management. Meanwhile, the 5A concept provides practical indicators that can be used as a reference in developing destinations, especially in the context of event organization. The collaboration between the two makes tourism event destination development more focused, not only on the main attractions but also on aspects of accessibility, supporting facilities, and supporting activities, thereby generating optimal positive impacts for the destination and the community.

Several studies have examined tourism in Nusa Lembongan. Research by Suriya & Santoso (2021) focusing on the active role of local communities in managing ecotourism, which demonstrates how natural resources can be managed sustainably with community participation. A study by Dinas et al (2018) analyzing how tourism growth has affected the daily lives and socio-economic structure of local communities in Nusa Lembongan. The results highlight positive aspects such as increased income, but also touch on negative impacts such as unequal distribution of profits and changes to traditional livelihoods. There has been no specific and comprehensive research analyzing the potential of Nusa Lembongan as a tourism event destination using the holistic 5A framework. This research will bridge that gap by applying the 5A framework to analyze Nusa Lembongan's readiness as a destination for hosting tourism events, thereby providing more focused and relevant recommendations.

### 3. RESEARCH METHODS

This study aims to analyze the potential and challenges of developing Nusa Lembongan as a tourism event destination. A qualitative descriptive approach with a case study design was employed to obtain an in-depth and comprehensive understanding of the research object based on a predetermined analytical framework. This approach allows for a holistic and contextual exploration of social, cultural, and economic conditions within their natural setting through direct field engagement. Qualitative descriptive research presents phenomena as they occur in reality without manipulation, thereby ensuring accurate representation of field conditions (Zellatifanny & Mudjiyanto, 2018). This method is particularly appropriate for examining destination readiness for tourism event development, which requires contextual understanding rather than quantitative measurement.

The research was conducted in Nusa Lembongan and Nusa Ceningan, Klungkung Regency, Bali, selected as the case study areas due to their growing role as emerging tourism and event destinations. Data collection was carried out over a period of two months, from May to June 2025, allowing sufficient time for in-depth data gathering and field observation.

The data used in this study consisted of primary and secondary data. Primary data were obtained through in-depth interviews with five key informants, representing various tourism stakeholders directly involved in tourism and event activities in the study area. These key informants included representatives from local government, tourism business operators, event organizers, and community leaders. Informants were selected using purposive sampling based on their relevance, experience, and knowledge of tourism development and event organization in Nusa Lembongan and Nusa Ceningan. Each interview was conducted for approximately 60 minutes to ensure comprehensive exploration of the research themes.

In addition to interviews, direct field observations were conducted to identify and document the actual conditions related to the 5A components—attractions, accessibility, amenities, activities, and ancillary services. Observations focused on key tourism sites, event locations, transportation access points, and supporting facilities in both islands. Secondary data were collected from official documents, tourism development reports, policy documents, and relevant academic literature to support and complement the primary findings.

Data collection employed three main techniques. Semi-structured interviews were guided by an interview protocol to ensure consistency while allowing flexibility for informants to elaborate on relevant issues. Systematic observations were documented through detailed field notes and visual records such as photographs. Documentation studies were conducted to review secondary sources relevant to tourism event development in the study area.

Data analysis followed the interactive model proposed by Miles, Huberman, and Saldaña (2014), consisting of data reduction, data display, and conclusion drawing. Data reduction involved selecting, coding, and summarizing information from interviews, observations, and documentation to identify key themes aligned with the 5A framework. The data were then presented in descriptive narratives and tables organized according to each 5A component to facilitate systematic interpretation. Finally, conclusions were drawn by synthesizing the findings to address the research objectives, namely identifying the potential, challenges, and strategic recommendations for developing Nusa Lembongan and Nusa Ceningan as sustainable tourism event destinations.

#### **4. FINDINGS AND DISCUSSION**

Nusa Lembongan has enormous potential as a destination for tourism events. Its extraordinary natural beauty is its main attraction. This is supported by the availability of amenities and established market awareness. A holistic framework is needed to comprehensively analyze the readiness of a tourism destination. The 5A model is one of the most appropriate models to use in studies on the development of tourism destinations as event organizers. This model categorizes the key elements in the development of a destination into five main components. Soemartono & Widagdo (2018) emphasize an event development strategy that emphasizes the integration of the 5A components to support sustainable tourism growth.

The integrated and synergistic application of the 5A will create a strong tourism ecosystem, where tourism events can be held successfully. Attraction refers to natural, cultural, or man-made attractions that are the main reasons tourists visit a destination. Accessibility relates to the ease and convenience of tourists reaching the destination. This includes transportation infrastructure (land, sea, air) and the availability of transportation services. Amenities include supporting facilities that meet the basic needs and comfort of tourists, such as accommodation, restaurants, shopping centers, and MICE (Meetings, Incentives, Conferences, Exhibitions) facilities. Activities are recreational or entertainment activities that tourists can enjoy at the destination. Nusa Lembongan offers many activity options, such as snorkeling, diving, surfing, or yoga. Ancillary services refer to supporting services that are important for tourism operations, such as health facilities, security, information services, communication, financial services, internet, and waste management. Sugama (2011) emphasizes that these five elements are interrelated and cannot stand alone. Therefore, the analysis and development of destinations for tourism events must consider these five aspects simultaneously to ensure long-term success. Thus, this study uses the 5A model (attraction, accessibility, amenities, activities, and ancillary services) to analyze the potential and challenges of developing Nusa Lembongan as a destination based on tourism event organizers as follows:

##### **4.1 Attraction**

Tourist attractions are the main factor determining the success of destination development, including natural attractions, climate, beaches, and man-made attractions such as events, arts, culture, and tourist activities. Tourist events, which are attractions in the form of activities, also play a significant role in destination development. According to Priambudi et al. (2021), attractions are the main source that attracts tourists to visit and enjoy a tourist spot. Unique tourist attractions that are not easily found elsewhere will increase tourist interest. Nusa Lembongan, a tropical paradise with a calmer and more natural atmosphere, has very unique and photogenic natural attractions, making it an ideal destination for various tourist events. The main attractions include Devil's Tears with its spectacular view of huge waves crashing against the coral cliffs and creating rainbow-colored water sprays, Blue Lagoon, Panorama Point, Mushroom Bay, and Dream Beach with its soft white sand and soothing tropical atmosphere. Other attractions include the Yellow Bridge, an iconic bridge with sunset views connecting Nusa Lembongan with Nusa Ceningan. In the northern part of the island, there is a mangrove forest with canals that can be explored using traditional boats. This forest is home to various species of birds, mangrove trees, seagrass, and various marine life.



**Figure 1.** Iconic View of Yellow Bridge Connecting Lembongan and Ceningan Island

Source: Researchers (2025)

In addition, Nusa Lembongan also has cultural attractions with sacred traditional dances, namely Sang Hyang Jaran and Sang Hyang Grodog. There are also man-made tourist attractions in the form of underground houses or Gala-gala, underground stone caves that are manually carved like a maze. Gala-gala was built inspired by the Mahabhrata story, equipped with various rooms that are interesting to explore. Seaweed cultivation, which is still carried out by the residents of Nusa Lembongan, also offers a unique view with patches of seaweed stretching along the shallow waters. The community that cultivates seaweed also processes it into finished products such as snacks, jams, and various vegetable preparations that can be packaged as souvenirs typical of Nusa Lembongan. Seaweed cultivation also has great potential to be developed as educational and ecotourism by involving tourists in the cultivation process, from seedling to harvest. This activity will provide a unique and special experience for tourists. The beauty of Nusa Lembongan's underwater world with its various spots is ideal for snorkeling, surfing, and diving. Specifically, Nusa Lembongan is supported by extraordinary tourist attractions but still lacks management and exposure compared to mainland Bali. Events held must be able to combine natural beauty with local cultural narratives.

#### 4.2 Accessibility

Accessibility relates to the ease and convenience of tourists in reaching their destination. According to Kiswantoro et al. (2022), accessibility is the level of reachability of a tourist destination, which includes the means and infrastructure to reach the destination, such as roads, transportation, and directional signs. Smooth transportation access and the availability of complete information to support tourist comfort, including good road conditions and public transportation facilities (Rokhayah & Andriana, 2021). Overall, accessibility serves as a major factor in supporting the development of tourist destinations because without easy access, tourists may be reluctant to visit and destinations cannot develop to their full potential.

Nusa Lembongan is a small island that can only be accessed by sea, approximately 11 nautical miles from the mainland of Bali. There are several ferry ports that tourists can use, with a travel time of around 30 to 45 minutes. Ferry access is quite limited and depends on sea conditions, including passenger capacity. The main modes of ferry transportation are fast boats, cruises, public ferries, and traditional boats that operate on a limited basis, focusing on logistics for the community's needs. The existing port infrastructure is still very minimal in terms of facilities and management, with limited support services. The existence of one ferry port (Ro-ro Ship) located in Bias Munjul, Ceningan, is considered suboptimal for supporting large-scale events, particularly for logistics transportation, given that access from Ceningan to Lembongan is only connected by a yellow bridge with limited access restricted to motorcycles. Some fast boat operators also have their own docks as ferry access points.

**Table 1.** Accesibility to Nusa Lembongan

| Port in Nusa Lembongan                      | Destination              | Modes of Transportation   | Duration        |
|---|--------------------------|---------------------------|-----------------|
| Tanjung Sanghyang (Mushroom Bay)            | Sanur, Serangan          | Fast Boat                 | 35 – 45 minutes |
| Tanjung Sanghyang (Mushroom Bay)            | Gili Island (Lombok)     | Fast Boat                 | 150 minutes     |
| Jungut Batu                                 | Sanur, Serangan          | Fast Boat                 | 35 – 45 minutes |
| Jungut Batu                                 | Gili Island (Lombok)     |                           | 150 minutes     |
| Yellow Bridge                               | Kusamba (Klungkung)      | Traditional Ship 'Jukung' | 60 minutes      |
| Yellow Bridge                               | Toya Pakeh (Nusa Penida) | Small Boat                | 15 minutes      |
| Bias Munjul (Ceningan)                      | Padang Bai               | Public Ferry (Ro-ro)      | 70 minutes      |
| Cruise Dropped Achor Offshore (Jungut Batu) | Benoa Port               | Cruise                    | 60 minutes      |

Source: Researchers (2025)

Referring to Table 1, Nusa Lembongan is connected to at least five major ferry ports on mainland Bali Sanur, Serangan, Benoa, Kusamba, and Padang Bai as well as to other tourism destinations such as Gili Islands and Nusa Penida. From the perspective of general tourism accessibility, this network indicates relatively good regional connectivity and positions Nusa Lembongan as part of an integrated tourism corridor linking Bali, Nusa Penida, and Lombok. This condition is consistent with Kiswantoro et al. (2022), who emphasize that multiple access points enhance destination reachability and attractiveness. However, when analyzed through the 5A framework, particularly in the context of event-based tourism, the findings reveal important limitations that differentiate Nusa Lembongan from established event destinations. Although various transportation modes are available, access remains highly dependent on fast boat schedules, sea conditions, and limited passenger capacity. Unlike best-practice event destinations that provide high-capacity, multimodal, and schedule-stable transportation systems, this dependency reduces accessibility reliability. For event tourism, reliability is crucial because events require the synchronized arrival of large numbers of participants, spectators, and logistical equipment within specific timeframes.

The implications of this condition are particularly evident in large-scale events. Limited port facilities and the absence of dedicated logistics infrastructure constrain the efficient mobilization of event equipment and supporting services. This challenge is further intensified by internal accessibility constraints, such as narrow road infrastructure,

which is not designed to accommodate heavy traffic or logistics vehicles during events. According to accessibility theory, internal mobility is as important as external access, as bottlenecks within the destination can significantly reduce overall accessibility performance (Rokhayah & Andriana, 2021). Moreover, the lack of adequate directional signage and street lighting weakens visitor orientation and safety, especially during evening events. In best practices of event-hosting destinations, wayfinding systems and nighttime accessibility are integral components that support visitor comfort and operational efficiency. Their absence in Nusa Lembongan indicates that accessibility development has primarily evolved to serve leisure tourism rather than structured event tourism.

Overall, these findings demonstrate that while Nusa Lembongan exhibits functional accessibility for regular tourist visitation, it is not yet fully aligned with the accessibility requirements of event tourism as conceptualized in the 5A framework. The accessibility component remains a constraining factor that may limit the scale, frequency, and sustainability of tourism events. Therefore, improving transport reliability, port capacity, internal road infrastructure, and wayfinding systems is essential to strengthen accessibility as a strategic enabler for Nusa Lembongan's development as an event-hosting destination.

### 4.3 Amenities

Amenities play a crucial role in determining the success and sustainability of tourism destinations, particularly those oriented toward event-based tourism. Brown and Stange (2015) emphasize that well-managed and adequate amenities enhance tourist comfort and satisfaction, which in turn increase destination attractiveness and long-term sustainability. In the context of event tourism, amenities extend beyond basic complementary facilities and function as strategic components that shape visitor experience, destination image, and event competitiveness. These amenities include accommodation, food and beverage services, event venues, entertainment facilities, shopping centers, and other supporting services essential for hosting tourism events.

The findings indicate that Nusa Lembongan demonstrates relatively strong performance in accommodation and food and beverage amenities, which aligns with best practices in leisure-oriented island destinations. The availability of diverse accommodation types ranging from star-rated hotels to villas, boutique hotels, guest houses, and homestays provides flexibility for different market segments, including event participants with varying budget preferences. Similarly, the presence of restaurants, cafés, and beach clubs contributes positively to visitor satisfaction and encourages higher tourist expenditure. This condition supports Brown and Stange's (2015) assertion that amenities stimulate local economic circulation by increasing tourist spending in accommodation, dining, and entertainment sectors.

However, despite these strengths, the findings reveal significant gaps in amenities that are critical for event-based tourism development, particularly when compared to destinations that have successfully positioned themselves as event or MICE destinations. One notable limitation is the absence of dedicated MICE facilities, such as convention halls, ballrooms, or standardized medium- to large-capacity meeting rooms. As a result, large-scale events in Nusa Lembongan rely heavily on outdoor venues or temporary structures, which increases logistical complexity, operational costs, and vulnerability to weather-related disruptions. This condition contrasts with best practices in event

destinations, where permanent and multifunctional venues are essential to ensure event reliability and professionalism.

Furthermore, the lack of local service providers specializing in event-support amenities such as staging, sound systems, lighting, and event equipment—forces organizers to source these services from mainland Bali. This dependency not only raises operational costs but also reduces local economic benefits and limits the development of an event-support ecosystem within Nusa Lembongan itself. From a sustainability perspective, this situation weakens the multiplier effect of event tourism and constrains the destination's capacity to independently host recurring large-scale events.

Another important finding concerns the absence of a centralized and representative souvenir shopping area, which limits opportunities for local creative products to gain visibility and reduces tourists' overall consumption experience. In event tourism best practices, souvenir and merchandise areas often function as extensions of event branding and local identity, strengthening destination image while supporting local micro-enterprises. The lack of such facilities in Nusa Lembongan indicates an underutilized opportunity to link events with creative economy development.

In terms of basic infrastructure, water and electricity supply remain vulnerable to disruption, posing a critical risk for event implementation. Reliable infrastructure is a fundamental requirement for successful event hosting, as technical failures during events can significantly damage destination reputation and visitor satisfaction. Although an outdoor venue has been developed by the local government in Nusa Ceningan, its limited supporting facilities and suboptimal utilization suggest that infrastructure development has not yet been integrated into a broader event tourism strategy.

Overall, when analyzed through the 5A framework, the amenities component in Nusa Lembongan can be characterized as partially ready but structurally unbalanced. While leisure-oriented amenities are relatively well developed, event-specific amenities and supporting infrastructure remain inadequate. This imbalance highlights the need for strategic investment and policy intervention focused on developing event-support facilities, strengthening local service providers, and improving infrastructure reliability. Without addressing these gaps, the potential of Nusa Lembongan as a sustainable tourism event destination may remain constrained, despite its strong natural attractions and growing event initiatives.

#### **4.4 Activities**

Nusa Lembongan offers a variety of exciting tourist activities for travelers, including recreation, exploration, conservation, nature activities, and water sports. Brown and Stange (2015) classify activities as one of the main components in the development of tourist destinations, in addition to attractions and accessibility. Nusa Lembongan can be explored by bicycle or rented motorbike, which will provide a more intense experience of local life and visits to tourist attractions such as Devil's Tears, Panorama Point, Dream Beach Yellow Bridge, or crossing over to Ceningan Island. The waters around Nusa Lembongan have healthy coral reefs, making marine tourism activities a major attraction, such as swimming, paddling, fishing, snorkeling, diving, jet skiing, and banana boating. During certain seasons, surfing at Shipwreck Point can be an alternative activity for tourists with specific preferences.

Nature exploration activities can be done by exploring the mangrove forest through canals under the dense cover of mangrove trees using kayaks or small boats. Local environmentalist groups often carry out regular mangrove planting conservation

activities, including coral reef replanting, and tourists can participate in these activities. Another tourism activity related to the environment is seaweed cultivation. This activity is a unique combination of tourism, conservation, and education. Tourists get to experience firsthand the seaweed cultivation process carried out by the local community, but seaweed cultivation tourism activities are highly dependent on the tides. Tourists also have the option of relaxing activities such as yoga classes, spas, and wellness programs on the beach. The availability of various tourism activities outside the main event is a significant added value for participants. The existence of these various activity options can also extend the duration of participants' stay at the event and increase tourist spending in Nusa Lembongan.

#### **4.5 Ancillary Services**

Ancillary services are crucial to the success of tourism events, but the availability of additional services is still inadequate. Nusa Lembongan still needs a lot of development in various areas. These components are vital to support event operations, including health aspects such as hospitals, information and communication services including internet access, ATM centers, money changers, security aspects, environmentally friendly waste management, and institutions that assist in the facilitation, management, and support of tourism events (Pangestuti, 2019). In general, the development of Nusa Lembongan as a tourism event destination has received positive support from the local community and society at large. Many local residents are actively involved in the tourism industry across various sectors.

The availability of adequate medical facilities and hospitals is still very limited, with only one Community Health Center in Nusa Lembongan. This condition is considered inadequate to support the implementation of various tourism events, especially medium to large-scale events. Communication, information, and internet access networks are still very minimal, and these limitations pose a challenge amid the need for information and digital services. Money changers and ATM centers are only available at a few locations, and large events will definitely require financial transaction support for tourists. Local transportation services are quite good, despite the limited fleet. In general, the security situation in Nusa Lembongan is very conducive. Although it is relatively safe, security mechanisms for mass events need to be improved, as there is security during arrival, it including coordination with various parties. The waste management system is still based on a conventional model, especially event waste, which is not yet well managed. This has the potential to damage the image of Nusa Lembongan's environment. Several tourist attractions are already managed professionally, one of which is the Devil's Tears tourist area, which is managed by the local government. Meanwhile, the mangrove forest tourist attraction is managed by community groups through tourism awareness groups.

### **5. CONCLUSION**

The development of Nusa Lembongan as a tourism event destination has great potential in terms of attractions and activities. However, accessibility, amenities, and ancillary services remain major challenges that need to be addressed. Existing basic infrastructure must be developed to support tourism events. The government and investors need to work together to build at least one multipurpose venue that can be used for conventions or performances, complete with adequate supporting facilities. Environmental management must prioritize the principle of sustainability. An effective

waste management system is essential to maintain cleanliness and the image of nature. This must also be supported by the promotion of eco-friendly events (eco-events) as a distinctive feature.

Access facilities and services must be improved to meet the basic needs of organizing events at various levels. Local governments also need to improve the quality of roads, ports, and basic infrastructure such as electricity and water. The existence of ports with limited facilities is considered insufficient to support event logistics distribution. Collaboration between fast boat operators to provide special event packages is also key. The promotion of Nusa Lembongan as an event destination should focus on events that suit its character, such as wellness retreats, cultural festivals, environment-based events, or water sports competitions. By addressing the challenges in the last 3A components (accessibility, amenities, and ancillary services), Nusa Lembongan can develop not only as a regular tourist destination but also as a sustainable and unique event hub. Nusa Lembongan only needs to continue improving its accessibility, amenities, supporting services, and professional event management to optimize its potential. With careful planning, Nusa Lembongan can become a destination of choice for various events, especially those focused on eco-tourism, water sports, and cultural festivals that highlight natural beauty and local wisdom.

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Volume 8 Issue 2, December 2025, pages: 353-364

## THE IMPACT OF SUBAK RICE FIELD CONVERSION ON SOCIO-ECONOMIC WELFARE AND ENVIRONMENTAL SUSTAINABILITY IN NORTH KUTA DISTRICT, BADUNG REGENCY

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Received: 27/10/2025

Revised: 27/11/2025

Accepted: 17/12/2025

### Abstract

Badung Regency, as the main tourism center in Bali, has experienced massive agricultural land conversion to meet the needs of tourism facilities. The area of rice fields decreased from 9,072 hectares in 2019 to around 8,024 hectares in 2022, with an average conversion rate of around 95 hectares per year. This phenomenon has had a significant impact on the welfare of local communities who have lost their livelihoods in the agricultural sector, even though they have gained short-term economic benefits from the sale of land. This study aims to analyze land conversion patterns and evaluate their impact on the economic, social, and cultural welfare of local communities. The research method uses a mixed approach, including literature studies, quantitative surveys of affected communities, stakeholder interviews, and satellite image-based spatial analysis. This study is expected to provide a comprehensive understanding so that land management can balance the needs of tourism development and the preservation of community and environmental welfare.

**Keywords:** Land Use Change, Tourism, Community Welfare, Sustainability

### 1. INTRODUCTION

Development is often seen as an effort to improve local economic performance. One significant agent of development is the tourism sector, which contributes to employment, increased tax revenue, and infrastructure improvements in tourist destinations. However, this process also has direct and indirect impacts on the character of local communities in facing these changes. When local communities realize that they are part of a tourist destination, their lives will change and be influenced by various tourism activities.

Development often promotes community empowerment as a slogan to justify the achievement of development goals. However, in reality, issues such as poverty remain a persistent problem. This poverty is characterized by unemployment, underdevelopment, and powerlessness. One of the classic problems that has the potential to cause community powerlessness is land conversion. Land conversion, whether forced or voluntary, can cause the loss of local cultural ties, thereby uprooting communities from their cultural

roots. Although land conversion can generate short-term financial gains, it means selling off capital assets. Bali, as a major tourist destination, is no exception to this phenomenon.

The province of Bali has an area of approximately 5,632.86 km<sup>2</sup>, which covers only 0.19 percent of Indonesia's total area. With a relatively small area, high population density, and uneven development between sectors, especially between agriculture and tourism, accelerated land conversion is inevitable. Bali does not have natural resources of high economic value; such as mines or forests. Its resources consist of rice fields, dry land, waterways, and beaches that are developed for the agricultural, fisheries, and tourism sectors. The basic concept of intensive development in Bali, which was discussed in the 1970s, was the development of cultural tourism supported by the agricultural sector, with the hope of achieving balanced economic growth between the two sectors.

Badung Regency is the area with the highest concentration of tourism products in Bali. The number and variety of tourism products make this sector very complex. High demand for tourism products, triggered by an increase in the number of tourists, has led to numerous changes in land use. Kuta, for example, as the most popular destination for both domestic and foreign tourists, has enormous spatial development needs. Land constraints have not stopped development; on the contrary, they have encouraged increased land conversion in the surrounding areas, threatening the existence of green spaces and agricultural land in the region.

Data shows that land conversion in Badung Regency continues. In 2019, the area of rice fields in Badung reached 9,072 hectares, but shrank to 8,024 hectares in 2022. This represents a decline of approximately 1,048 hectares over a period of three years. This land conversion is strongly suspected to be the result of the massive tourism development " ". Additionally, the average land conversion in Badung Regency has reached 95 hectares per year over the past five years. The Badung Regency Government has designated approximately 6,656 hectares as Sustainable Food Agricultural Land (LP2B) out of a total of 8,800 hectares of basic rice fields, in an effort to curb the rate of land conversion. However, the challenges in implementing this policy remain significant.

The above facts indicate that tourism development is more directed at increasing regional income and meeting the needs of tourists as a measure of development success. Previous studies have shown a positive relationship between tourism destination development and the welfare of local communities. However, development success should not only be measured in economic terms, but also in terms of the welfare and sustainability of local communities. Land use change often means a change in land ownership, which results in local communities losing their rights to cultivate the land, replaced by financial compensation. Therefore, it is important to examine the financial management patterns of communities after land conversion and how their livelihoods are sustained after losing their agricultural land.

## 2. LITERATURE REVIEW

Much research has been conducted on land use change from various perspectives and approaches. Mamarodia emphasizes that land as a resource for development has limited availability, so that the conversion of agricultural land to non-agricultural use can have an impact on food security and community welfare. This is reinforced by Wahyunto, who states that modernization and urbanization have shifted the agrarian culture to an industrial and service-based development orientation, including tourism. However, this research does not sufficiently consider the social and economic factors in the land

conversion process, particularly its impact on farmers' livelihoods after land conversion occurs.

Research conducted by Lestari and Irawan highlights the negative impacts of land conversion, including the loss of environmental carrying capacity and local economic potential. However, these two studies are still general in nature and lack specific analysis of the factors driving land conversion in the context of tourism. Irawan also highlights that land conversion occurs due to increased demand for non-agricultural commodities as a result of economic growth. This perspective is in line with Law No. 41 of 2009, which emphasizes the importance of sustainable food land protection. However, this research has not considered the socio-cultural impacts arising from land conversion, especially in the context of tourism destinations such as Badung Regency.

Sudaratmaja more specifically describes the impact of tourism development on land conversion and the weakening of the subak system in Bali. In his research, he highlights how the demand for non-agricultural land has caused socio-economic changes, including increased land prices, loss of farmers' livelihoods, and shifts in the economic structure of local communities. However, this study does not explicitly discuss community adaptation strategies after land conversion, which is an important aspect in the formulation of sustainable land management policies.

Based on a review of previous studies, there is a gap in understanding how communities adapt after land conversion, especially in the context of tourism in Bali. Therefore, this study will focus on analyzing land conversion patterns, their impact on the economic and social welfare of communities, and the adaptation strategies implemented by communities after land conversion. Thus, the results of this study are expected to contribute to the design of land management policies that are oriented towards environmental sustainability and the welfare of local communities.

### 3. RESEARCH METHODS

In this study, a mixed-method approach (combining qualitative and quantitative methods) was used, which enabled researchers to comprehensively understand the phenomenon of land use change, both in terms of spatial data and the perceptions of the affected communities. Data was collected through satellite image analysis and Geographic Information Systems (GIS) to map land use changes in Badung Regency over the past 10 years. This technique enabled the identification of areas with high rates of land conversion and their spatial relationship with tourism development. In addition, field observations were conducted in locations with significant rates of land conversion to document physical changes and community economic activities before and after land use change.

To gain a deeper understanding, interviews were conducted with stakeholders, such as landowners, farmers, tourism managers, and local governments, to identify the factors driving land use change and its impact on the welfare of local communities. In addition, a quantitative survey was conducted by distributing questionnaires to affected communities to measure socio-economic changes, including income, employment, and access to natural resources. Documentary studies were also used to examine official documents, regulations related to agricultural land protection, previous research reports, and relevant news about land conversion in Badung Regency.

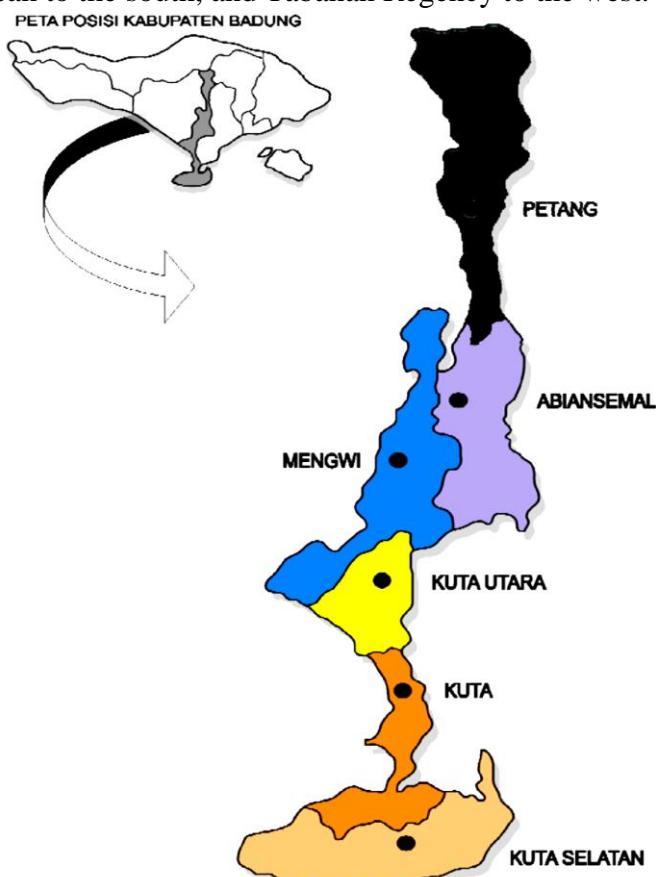
Data analysis was conducted using various approaches. Spatial analysis was used to identify trends in land use change based on satellite imagery and GIS data, while descriptive-qualitative analysis was used to organize and interpret the results of

interviews and documentation studies. Survey data was processed using statistical analysis to measure the economic, social, and environmental impacts of land conversion. In addition, SWOT analysis was applied to evaluate the challenges and opportunities in land management and sustainable tourism development.

To increase the validity of the research results, data triangulation was applied by comparing the results of satellite image analysis, field observations, interviews, and documentation studies. From a research ethics perspective, informed consent was obtained from respondents prior to conducting interviews, and the confidentiality of their identities and personal data was maintained in accordance with research ethics principles. With this systematic methodological approach, the study is expected to provide a comprehensive picture of the impact of land use change on the welfare of local communities and to develop data-driven policy strategies for sustainable tourism development.

#### 4. FINDINGS AND DISCUSSION

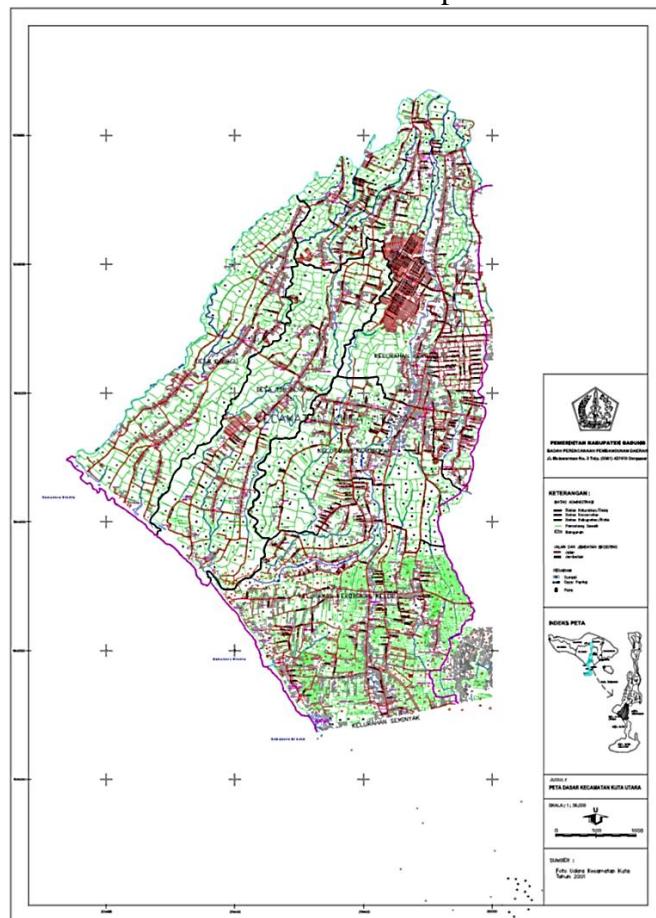
Badung Regency is geographically located between coordinates  $8^{\circ}14'$  to  $8^{\circ}50'$  South Latitude and  $115^{\circ}5'$  to  $115^{\circ}14'$  East Longitude with an area of  $418.52 \text{ km}^2$  or about 7.43% of the land area of Bali Island. This region is divided into 6 subdistricts, namely South Kuta, Kuta, North Kuta, Mengwi, Abiansemal, and Petang. Petang Subdistrict has the largest area of  $115 \text{ km}^2$ , while Kuta Subdistrict is the smallest with an area of  $17.52 \text{ km}^2$ . The capital of the regency is Mangupura. This regency is bordered by Buleleng Regency to the north, Denpasar City, Bangli Regency, and Gianyar Regency to the east, the Indonesian Ocean to the south, and Tabanan Regency to the west.



**Figure 1.** Map of Badung Regency  
Source: Researchers (2025)

North Kuta District is located at coordinates approximately 8°38'44.2" S and 115°09'42.3" E, covering an area of 33.86 km<sup>2</sup> with an average elevation of 65 meters above sea level. This subdistrict consists of six villages: Kerobokan Kelod, Kerobokan, Kerobokan Kaja, Tibubeneng, Canggu, and Dalung. North Kuta is known as one of the coastal areas that has experienced rapid tourism development, resulting in many agricultural lands being converted into villas, resorts, and restaurants.

The North Kuta area consists of rice fields (approximately 1,515 hectares), gardens/farms (approximately 390 hectares), and approximately 1,144 hectares of land for houses or buildings. The conversion of agricultural land has occurred significantly, for example: in 2003 (42 ha), 2004 (29 ha), 2005 (73 ha), and 2006 (4 ha), and has continued in the last decade. According to the latest data, the current area of rice fields is only about 44 hectares in several subak due to the rapid conversion of land.



**Figure 2.** Map of North Kuta District  
Source: Researchers (2025)

North Kuta still has 19 subaks with a total area of 1,539.9 hectares, according to 2010 data. The names of the subaks and the area of each subak have been compiled in the previous table. However, the number of active rice fields has likely decreased dramatically due to ongoing conversion.

Kerobokan Kelod consists of 266 hectares of rice fields (with semi-technical irrigation), 180 hectares of dry land, 148 hectares of yards, 91 hectares of gardens, and 21 hectares of fields. In the Batu Belig area, part of the Petitenget subak, the rice fields have now shrunk to 10 hectares from 34 hectares, reflecting the high rate of conversion in coastal tourist areas.

The conversion of agricultural land to the tourism sector provides new income for the community, but it has an impact on changes in the local economic structure, labor migration, and the erosion of traditional farming jobs. This has led to welfare challenges, including the loss of local food security, lifestyle changes, and spatial conflicts between agricultural functions and tourism business interests. The Badung regional government has responded with a subak protection program and seed/fertilizer subsidies, but the challenges of preserving the agrarian landscape remain significant.

**Table 1.** Number and Area of Rice Field Subaks in North Kuta District

| No | Nama Subak | Luas Subak (Hektar) Tahun 2010 | Luas Subak (Hektar) Tahun 2025 |
|----|------------|--------------------------------|--------------------------------|
| 1  | Canggu     | 125                            | 80                             |
| 2  | Liplip     | 51                             | 30                             |
| 3  | Umealas    | 36                             | 19                             |
| 4  | Umedesa    | 83                             | 53                             |
| 5  | Bernasi    | 117                            | 60                             |
| 6  | Banjasari  | 64                             | 40                             |
| 7  | Semat      | 75                             | 41                             |
| 8  | Perancak   | 65                             | 42                             |
| 9  | Bantan     | 64                             | 35                             |
| 10 | Daksina    | 64                             | 44                             |
| 11 | Saih       | 144                            | 80                             |
| 12 | Gaji       | 79                             | 45                             |
| 13 | Sebuah     | 129                            | 55                             |
| 14 | Tegal      | 71                             | 30                             |
| 15 | Dawas      | 33                             | 15                             |
| 16 | Basangkasa | 94                             | 45                             |
| 17 | Petitenget | 71                             | 38                             |
| 18 | Kedampang  | 101                            | 66                             |
| 19 | Muding     | 73.9                           | 20                             |

Source: Researchers (2025)

#### 4.1 Social Impact

Banjar Batu Belig still offers a beautiful rural atmosphere with vast rice fields and easy access to popular tourist areas such as Kuta and Seminyak. This makes it an area of choice for tourists and expatriates who make Kerobokan Kelod, especially Umalas and Batu Belig, their temporary or second residence while in Bali, whether for a short or long stay. This trend opens up great opportunities for investors to build various tourism facilities, such as restaurants, hotels, and luxury amenities targeted at the high-end market. Examples include the establishment of Hotel W, Metis Restaurant, and RobPeetoom Salon, which focus on providing premium services for high-end tourists.

This development brings complex social dynamics. The local community has experienced changes in their way of life. Previously not very busy with tourism activities, many are now directly involved in this sector to meet the needs of tourists. The community's English skills have improved, and there have been cultural changes in terms of more modern clothing and lifestyles. However, these changes also have negative impacts, such as a reduction in time for social interaction and mutual cooperation among residents, which was originally a strength of the village community. This phenomenon is reflected in the obligation to pay fines for families who cannot participate in mutual cooperation programs.

On the other hand, the appeal of the Batu Belig and Umalas areas as rural areas that still have rice fields has become a magnet for investment. Investors are interested in

investing here because this area still retains a calm and beautiful environment, which is an added value compared to mass tourist areas such as Kuta and Seminyak. However, increased development for tourism has led to the conversion of rice fields into buildings that support tourism. This process threatens to erode the distinctive characteristics of the area, which are one of its main attractions. To support sustainable tourism, the Badung Regency Government has launched the Batu Belig Beach Development Project in 2024 with a budget of Rp 48 billion, covering the construction of public facilities and the expansion of the beachfront, aimed at enhancing tourist comfort and safety while providing economic benefits to the local community. This project is also part of efforts to preserve Balinese traditions and customs in balance with modern tourism development. From a regulatory perspective, protecting sustainable agricultural land such as rice fields in this area is crucial to prevent land conversion that damages environmental and cultural sustainability. In accordance with Government Regulation No. 1 of 2011 and Law No. 41 of 2009, the conversion of agricultural land is only permitted under strict conditions, such as for public interest with a feasibility study and the availability of replacement land, which to date remains a challenge for implementation in areas experiencing high tourism pressure.

Thus, Batu Belig and Umalas are at a crossroads between economic opportunities through luxury tourism investment and the need to preserve the environment and the socio-cultural life of the local community. This balance must be the focus of area management so that tourism development brings benefits without sacrificing the identity and livelihood of local communities.

#### **4.2 Economic Impact**

The development of the tourism sector in Petitenget and its surrounding areas, including Umalas, has brought about major changes in the social and economic structure of the local community. Previously, the majority of residents depended on the agricultural sector, particularly rice farming and other agricultural land, with nearly 90% of their livelihoods coming from farming. However, there has now been a significant shift where people have begun to abandon farming and switch to the tourism sector, either as direct workers or through other supporting sectors.

Interviews and observations show that most of the current population of Umalas works in the tourism industry, mainly in hotels, villas, and restaurants managed by large investors. They generally occupy staff positions, such as gardeners, security guards, and waiters, but none have reached managerial positions. This phenomenon indicates that the labor market in the tourism sector demands more experienced and educated workers, who are often filled by workers from outside the region. Farmers aged 50 and above dominate, while the younger generation tends to be uninterested in agricultural professions because they are considered low-profit and physically and mentally uncomfortable. The negative perception of the farming profession is further reinforced by the assumption that this work is unpromising and outdated. As a result, the younger generation's declining interest in agriculture has led to a reduction in productive labor in this sector, which in turn threatens the sustainability of the agricultural ecosystem and local food security. Land prices in Umalas currently reach Rp. 700 million to Rp. 1 billion per are (100 m<sup>2</sup>). This situation affects farmers' mindset and land management patterns, with many reluctant to sell their land and choosing to rent it out instead because the rental income is much higher than the harvest yield. Rental income ranges from IDR 10 million to IDR 15 million per year, while harvest income is only around IDR 180,000 per are for three harvests per year. The

lack of active involvement from the Agriculture Office and extension programs has caused farmer groups in the Petitenget area to become less active and transition from a productive community to one that depends on income from land rental. This has increased pressure on agricultural land and accelerated the conversion of land into commercial and modern residential areas in line with the development of tourism investment.

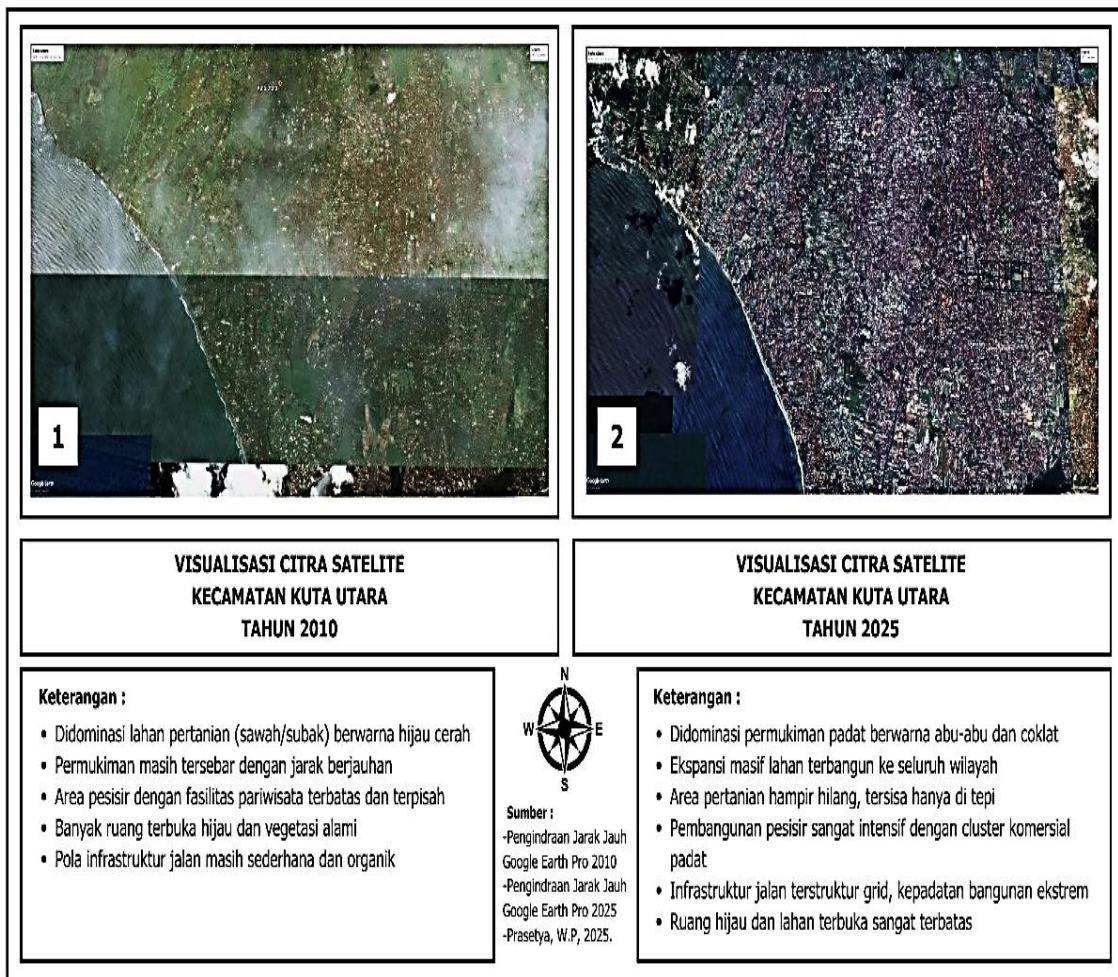
As a result of economic and social pressures, many agricultural lands have been converted without following strict regulations. However, based on Government Regulation No. 1 of 2011 and Law No. 41 of 2009, the conversion of agricultural land must undergo a feasibility study and there must be replacement land so as not to threaten the sustainability of food security and the regional ecosystem. Ignoring these regulations has the potential to cause environmental damage, a decline in the availability of local food, and the loss of traditional agricultural culture.

#### **4.3 Environmental Impact**

Batu Belig is one of the banjars included in the Petitenget farming system. Until 2025, this area still maintains an active rice field area of around 10 hectares, a significant decrease from the previous 34 hectares, or a decline of more than 70% in recent decades. Overall, the Petitenget persubakan had approximately 71 hectares of rice fields in 2025, down from approximately 121 hectares in 1988, or a decline of about 41% over the past ±37 years.

The impact of land conversion was evident between 2002 and 2009, when rice fields, which still dominated at 78% in 2002, shrank to 57% in 2009, while land used for residential and tourism industries increased to 43%. This trend continued into 2025, with the rapid development of hotels, villas, restaurants, and other tourism facilities taking over the function of traditional rice fields. The agricultural productivity of the remaining rice fields recorded a yield of around 82 tons of rice every three months with a selling price of around Rp 240 per kilogram or equivalent to Rp 180,000 per are. However, the declining quality of irrigation water due to land conversion and waste from tourism activities, such as used restaurant oil and plastic waste, has begun to negatively impact the balance of the agricultural ecosystem and the sustainability of the subak system in the region.

The Badung Regency Government has provided Special Financial Assistance (BKK) of around Rp 15 million per year for each subak, which is allocated to support subak maintenance, including the construction of temples and supporting facilities proposed by the local community. However, complaints from farmers about developments carried out by developers who do not comply with regulations, such as the closure of irrigation channels and ditches, remain an unresolved issue. As an effort to preserve the environment and improve community welfare, the development of Batu Belig Beach, which began in 2024 with a budget of around Rp 48 billion, includes the development of public facilities and the widening of the beach border, which is expected to maintain the balance of the ecosystem and cultural values of the area. Facing the challenge of land conversion, Government Regulation No. 1 of 2011 and Law No. 41 of 2009 require the protection of sustainable agricultural land with very strict conversion provisions and the obligation to provide replacement land to maintain food security and the preservation of the subak system. The Special Financial Assistance (BKK) program for subak and subak abian in Badung Regency in 2025 is a concrete step towards preserving the subak system as part of local wisdom that must be preserved. To further illustrate the situation in the study area, please refer to the following visualization:



**Figure 3.** Visualization Map of North Kuta District 2010-2025

Source: Researchers (2025)

In the 2010 satellite image, North Kuta District shows a land use pattern that is still dominated by undeveloped areas. The following are the detailed characteristics: (1) Dominance of Agricultural Land and Vegetation, the bright green areas spread across the map indicate the high prevalence of agricultural land, especially irrigated rice fields (subak) and dry land that is planted. In 2010, undeveloped land in the Sarbagita area (including North Kuta) was still dominated by dry fields covering an area of 61,506.78 hectares and rice fields/wetlands covering an area of 54,658.35 hectares. This pattern reflects the traditional function of North Kuta as a strong agricultural area. (2) Scattered Settlement Pattern: Settlements in 2010 appear to be more separated and less dense, as indicated by the gray color scattered with considerable distance between clusters. This pattern indicates that housing development is still limited in scale and follows the traditional Balinese village pattern. (3) Connectivity with the Coast, although blue (sea) dominates the western part, the road infrastructure connecting residential areas with the coastline is still relatively simple. The coastal area shows several separate tourism accommodation facilities, which have not yet formed a dense cluster. (4) Natural Vegetation and Open Spaces, many areas with light green colors and irregular patterns indicate the presence of natural vegetation, rice fields with traditional irrigation systems, and vast open spaces. This shows that in 2010, North Kuta still maintained its semi-rural characteristics with a balance between agriculture and residential areas.

After that, when compared with the satellite image visualization of North Kuta District in 2025, the changes seen in the 2025 image show a fundamental transformation in land use in North Kuta District: (1) Massive Settlement Expansion, with gray and brown-pink colors dominating most of the area, indicating an extraordinary expansion of built-up land. Previously scattered settlements now form dense blocks with a structured grid pattern of roads. Changes in land use from 2010 to 2020 show a 17% increase in settlement area, and this trend continues until 2025. (2) Loss of Green Areas and Agricultural Land: A significant decline in green areas is evident. Previously extensive agricultural land now only remains in a few remote locations, particularly in the east and south. In the 2010-2020 period, rice fields/wetlands decreased by 9%, and dry fields/drylands decreased by 8%. This pattern reflects the conversion of agricultural land to residential and commercial infrastructure. (3) Intensification of Coastal and Commercial Development, Coastal areas show very dense development with centralized accommodation facilities, restaurants, and entertainment centers. Land use for tourism accommodation increased by 223.66 hectares between 2010 and 2020, and this acceleration in development is expected to continue until 2025. This pattern reflects intensive tourism development in the coastal area. (4) Complex Infrastructure Pattern. By 2025, a more organized road network with a clear grid pattern will be visible, indicating more structured development planning. This reflects the government's efforts to accelerate road infrastructure in North Kuta as part of tourism development. (5) Drastically Increased Building Density: The visual texture in 2025 shows a much denser and more closed building pattern compared to 2010. Buildings are no longer separated by large open spaces but are close to each other, indicating a significant increase in development density. (6) Limited Vegetation Areas, only a few areas in the east and south still retain their green color, indicating that open green spaces and agricultural areas have been minimized. The loss of vegetation coverage impacts changes in land surface temperature and indicates increasing environmental pressure.

## 5. CONCLUSION

The rapid conversion of agricultural land in Badung Regency, mainly due to the development of the tourism sector, has caused a significant decline in rice field area in recent years. This phenomenon has impacted the livelihoods of local communities, who face social and economic challenges in maintaining their welfare, despite the short-term benefits of land sales. Land conversion also has social and cultural implications that need to be considered in sustainable development management. This study shows the need for a balance between the growth of the tourism industry and efforts to preserve agricultural land and the subak system as cultural heritage and a source of local food security. Agricultural land protection policies and active community participation are crucial to controlling the rate of land conversion and maintaining the socio-economic and environmental sustainability of the region. In addition, based on the mapping visualization, this transformation reflects the impact of the designation of North Kuta District as a Sarbagita urban area since 2011 and the acceleration of uncontrolled tourism development, in line with your research focus on overtourism and sustainable tourism development in Bali.

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Email: [pibpress@pib.ac.id](mailto:pibpress@pib.ac.id)  
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