

Research article

The Urgency of Implementing Green Marketing Mix in Bandung Regency Tourism Destinations

¹Muhammad Zulhiyana Ibrahim, ²Vany Octaviany

^{1,2}Hospitality and Culinary Art, Telkom University, Bandung, Indonesia.

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Abstract: This research was conducted based on the development of the tourist destinations of Bandung Regency, which are crowded with tourists who lead to mass tourism, which has a negative impact on tourist destinations, namely those that cause degradation and degradation of the environment. Therefore, a green marketing mix can save the environment because all aspects of a green marketing mix prioritize the environment and can increase consumer awareness and concern for using this green marketing mix. This research uses a qualitative descriptive method by determining informants, namely the pentahelix model, and focusing on SWOT, TOWS, IFAS and EFAS analysis, which will help to implement the urgency of green marketing mix in Bandung Regency tourist destinations. The data collection techniques used in this research are literature, interviews, and documentation. Based on the results of the analysis using the IFAS-EFAS matrix, TOWS matrix and SWOT Cartesian Diagram, the results of the EFAS AND IFAS analysis produce a cartesian diagram which is in quadrant II, namely the Stability quadrant, which means that there are enormous opportunities. However, some obstacles or weaknesses must be faced so that this strategy minimizes the company's internal problems to be able to take better business opportunities or opportunities, in other words, choosing policies that prioritize a level of stability, which is also referred to as a WO strategy that takes advantage of the opportunities available by reducing the weaknesses that exist in Bandung Regency tourist destinations. Therefore, this research can be concluded that the implementation of tourist destinations in Bandung Regency is to organize training programs for local communities on the application of environmentally friendly and sustainable concepts, organize marketing campaigns that emphasize the importance of sustainability for tourists, establish partnerships with private parties (suppliers) so that costs are stable and not high, cooperate with the government or the law so that they are aware of existing regulations. Therefore, it is hoped that this research can be implemented in tourist destinations in Bandung Regency to develop tourist destinations in Bandung Regency.

Keywords: SWOT analysis, Tourism destination, IFAS matrix, EFAS matrix, TOWS matrix, Cartesian diagram.

I. INTRODUCTION

Bandung Regency is a region located in the province of West Java, an area rich in natural beauty and culture. Bandung Regency offers a variety of experiences, ranging from beautiful natural scenery to recreation and cultural tourism. Tourist visits to Bandung Regency have become one of the leading tourist destinations in West Java province. The income of the economic structure of Bandung Regency is derived from the high number of tourist visits, namely from the tertiary tourism sector of 40.8%, a significant contribution to the economy. The number of tourist visit data for Bandung Regency in 2023 continues to increase from 6,550,563 people to 7,044,300, an increase of 7.53% [1]. Bandung Regency also experienced an increase in the number of tourist destinations which resulted in rapid tourist visits to Bandung Regency. The number of tourist destinations in 2023 in Bandung Regency continues to increase by 6.81% for eating and drinking destinations and accommodation destinations from 151 destinations to 165 destinations, up by 9.27%. Recreation and entertainment destinations increased by 7.20%, and water tourism increased by 25%. Bandung Regency is a popular destination that is favoured by tourists from cities around Bandung, for example Jakarta. Tourists of this size are certainly not small and also produce a negative impact on the environment, namely mass tourism or mass tourism.

The development of tourism, which tends to lead to mass tourism, often causes a variety of negative impacts that are not realized. The impact of mass tourism can cause degradation and even destruction of the environment, both the natural environment and the cultural and social environment. Based on this impact, some people want to find new tourism alternatives that are considered more sustainable and have minimal negative impacts [2] From this statement, that large numbers of tourists visiting a tourist destination will cause mass tourism or mass tourism, which will have a negative impact on the environment. According to Kristian, in recent years, awareness of the importance of sustainability and environmental protection has increased worldwide. As a benefit of the go-green campaign, tourists are increasingly paying attention to the impact of tourism on the environment and local communities [3]. Based on this information, tourists have begun to be aware of the importance of



protecting the environment in order to avoid negative impacts on the environment and reduce the impact of degradation destruction. Also tourists are starting to look for sustainable tourist attractions so that they have a good impact on the environment.

Tourism destinations in Bandung Regency include Kawah Putih, Ranca Upas, Patenggang Lake Side, and PKPH North Bandung Tahura Ir.Juanda, Mount Nini (NIMO Highland). Marketing and publication of tourist destinations in Bandung Regency has been carried out for the development of tourist attractions in Bandung Regency so that tourist visits to tourist destinations in Bandung Regency increase and are environmentally friendly [4]. The development of tourist attractions so that the number of tourist visits to tourist destinations in Bandung Regency applies integrated marketing communication or, in other words, integrated marketing communication. Integrated marketing communication activities or integrated marketing communication by relying solely on Instagram media has not produced optimal results. In addition to the problem of unsystematic Instagram account management, the constraints of minimal funding and direct support from the Bandung Regency government also make promotion through Instagram media not so optimal for exploring the Bandung Regency area [4]. The implementation of Green Marketing Mix is very important to be applied by the Bandung Regency Government to make a breakthrough in publicizing and marketing tourist attractions in Bandung Regency by switching to environmentally friendly marketing with a strategy of planning and implementing Green Marketing Mix in various marketing components which aims to encourage the use of packaging, production, distribution, promotion and product recovery with a sensitive and responsive approach to environmental issues consisting of elements, namely product, price, place, and promotion.

Green marketing mix can save the environment by means of environmentally friendly products, for example, products that use environmentally friendly raw materials, designed and packaged by considering the positive impact on the environment. Environmentally friendly promotion is a marketing strategy that prioritizes environmentally friendly values ranging from content to environmentally friendly promotional materials. Environmentally friendly pricing is a marketing strategy that determines the price of environmentally friendly products and not only sets production prices but also considers the environmental impact of these products. An environmentally friendly location is a distribution strategy or product placement that is sustainable and environmentally friendly. In accordance with the following statement, 'Green Marketing manipulates four elements of the marketing mix (product, price, promotion, and distribution) to sell products and services offered from the advantages of environmental maintenance advantages formed from reduced waste, increased energy efficiency, and reduced release of toxic emissions' [5]. Therefore the green marketing mix can save the environment because all aspects of the green marketing mix prioritize the environment and can also increase consumer awareness and concern for using this green marketing mix.

In line with the development of time, the green marketing mix began to develop because tourists or the public were aware of the decline in environmental quality. This statement is supported by Mauludi's statement that the impact of environmental pollution encourages companies to increase their concern for the environment and has changed the perspective of companies and tourists to contribute more to the preservation of nature [6]. Therefore, tourists demand the responsibility of tourist destination business actors, especially those who produce products that will damage the environment. Green marketing mix becomes a different point of view from efforts to develop tourist attractions in Bandung Regency, and tourism development cannot be separated from the community around the tourist destination area. Community participation becomes one thing that is very important in an effort to maintain the integrity of the environment. As an alternative in the application and urgency of sustainable tourism development, so further analysis is needed related to aspects of the green marketing mix and the role of the community formulated in alternative community-based tourist attraction development strategies in Bandung Regency.

Green marketing mix and tourism marketing strategies are targeted to increase the number of tourists who are the main spec in increasing revenue. The fact shows that many people have not recognized the application of green marketing mix or has not been popular. Therefore, strategic decisions and collaborative planning between stakeholders are needed to promote green tourism through sustainable marketing strategies. To achieve this goal, an appropriate development model is needed in accordance with the potential possessed by tourism actors, both in groups and individuals. This model is the key to the success of the business, so it requires careful strategy and effective implementation. Serious green tourism management can provide benefits and, contribute to coherent land management, ecological benefits, and support a healthy economic base [7].

Some research on the promotion mix, such as research conducted by Hanggraito, Wiratama and Saifuddin with the aim of research to provide alternative marketing strategies through the analysis of the 7P marketing mix at the Yogyakarta Batik Museum and the results of the study stated that strengthening the historical and cultural values that exist in the Yogyakarta Batik Museum, penojolan ticket prices, optimizing social media promotions, and optimizing HR. Based on the results of this study, the promotional mix of the Yogyakarta Batik Museum has implemented a good marketing mix. However, the application has not been implemented properly due to limited human resources [8].

In addition, other research was also conducted by Imas Komariyah and Darmawan Megananda Sunandar with the aim of examining the implementation of the tourism marketing mix in an effort to increase tourist visits to Pangandaran Beach [7]; the results of this study are the marketing mix which includes product, price, distribution, promotion, process, employees, infrastructure has not been carried out optimally resulting in non-optimal tourist visits, this is due to the ability of the tour manager to apply the tourism marketing mix has not been carried out professionally, managers and also related parties need to have a clear commitment, human resources have tested their competence and management needs to be carried out in a directed and integrated manner. So it can be said that the promotion mix on Pangandaran Beach in increasing tourist visits as a whole for managers and related parties needs to have a clear commitment, Human Resources must be tested for competence, and management must be carried out in an integrated and directed manner.

Until now, research on the level of importance of the application of the green marketing mix in tourist destinations is still rarely carried out by other researchers. So, this research has the aim of producing alternative strategies for tourist destinations in Bandung Regency by providing analysis in the form of Strengths, Weaknesses, Opportunities, and Threats. So that it can form strategies for the implementation of a green marketing mix in tourist destinations in Bandung Regency. This research can be used as a source of consideration for both the government and managers of tourist destinations in Bandung Regency in making policies or implementing marketing strategies that are in accordance with tourist expectations in supporting tourism sustainability.

II. LITERATURE REVIEW

Marketing management is an effort to plan, implement (which consists of organizing, directing, and coordinating) and supervise or control marketing activities in an organization in order to achieve organizational goals efficiently and effectively [9]. From this statement, marketing or marketing management is very important to be applied in an organization in order to create effective, efficient organizational goals. It can create a good organization and manage things so that they do not conflict with each other. WJ. Stanton defines marketing in two basic forms of understanding; namely, in a societal sense, marketing is any exchange activity that aims to satisfy human needs, while in a business sense, it is a system of business activities designed to plan, price, promote and distribute services and goods that satisfy market needs [10]. From WJ. Stanton's statement that with marketing or management there is a continuous relationship between marketing and mutually beneficial human needs in the form of business. Therefore, it is important to apply good marketing or marketing to create a successful business company.

Green marketing is the analysis of the influence of marketing on the environment and how environmental variables can be incorporated into various kinds of corporate marketing decisions[11]. The purpose of green marketing is to improve the relationship between industry and the environment to monitor the impact of the economy and as a response to government regulations on the environment. Green Marketing, from the perspective of researchers, is a marketing that prioritizes sustainability or sustainable and sees the values of environmental and social sustainability around it, which aims to increase company profits by increasing participation in environmental preservation.

The Green Marketing Mix is the same as the conventional marketing mix, which refers to the satisfaction of customer needs, wants, and desires in relation to the maintenance and preservation of the environment. There are seven elements derived from the concept of marketing mix (7P): product, price, place, promotion, people, process, and physical evidence. [12]

1. Green products are also defined as products that are manufactured using non-toxic materials and are designed to reduce excessive natural resources and the use of hazardous raw materials. This product aims to reduce pollution and waste and protect the environment by conserving the energy or resources needed, thus minimizing the negative impact on the environment throughout its life cycle [13]. Green products are products that are environmentally friendly and do not contain materials that are toxic or pollute the environment; products that can be called green products are products that have eco-labelling and must be evaluated based on environmental impacts ranging from the selection of raw materials, products used by consumers, manufacturing and recycling.
2. Green price is the price set for environmentally friendly products or green products by considering consumer sensitivity to prices and consumer readiness to pay more for these products[12]. . Green price has a higher price than non-green price because green products have better value higher quality, premium, better design, performance, attractiveness or other things. Therefore, consumers will pay more for the product and also have a positive view of the product.
3. Green place is a physical product that has an impact on the environment directly; in a green place, that is a concern not only the place but also starts from where the production process and production equipment for the distribution of products are carried out [14]. Green place is a logistics management strategy in which one of the objectives is to reduce carbon emissions caused by transport in the product distribution process. The implementation of a green place or green location includes not only the location but also all stages of activities from production to distribution. Green Place is also an important marketing effort that focuses on environmentally friendly products, with the aim of providing consumers with an understanding of a more environmentally friendly product distribution chain throughout the process.

4. Green promotion is the process of introducing green products to the public with various green actions [15]. Green promotion is one of the most important parts of green marketing, from the concept of advertising to the dissemination of product information. Product promotion can be said to be a green product if it is through personal selling, direct email, sales promotion, public relations, trade fairs, exhibitions, advertising, and sponsorship involving advertising, public relations and sales promotion strategies that focus on environmentally friendly aspects.
5. Green people, or individuals who execute marketing, are fundamental to the business. Companies must provide staff and employees who have technical skills and a strong commitment to environmental conservation. In addition, the entire workforce should be equipped with tools that support the implementation of green marketing principles. People referred to in this element of the green marketing mix are staff or employees hired who have extraordinary creativity towards the environment in order to realize green products.
6. Green process refers to the way products or services are delivered to customers, with a focus on alignment with green marketing principles (green operations). This transformation is achieved through the reduction of energy consumption, elimination of defective products in the production process, minimization of damage and loss, and prevention of depletion of natural resources. This green marketing element is the flow, mechanism or procedure of the product journey that consumers need to do in order to get the product or service [16]. The company's green process is also seen from the management's commitment to its commitment to the environment such as environmentally friendly labels on the company.
7. Physical Evidence is everything that customers can see when they interact with a business [12]. Some examples of physical evidence include product packaging, receipts, delivery receipts, store interior design, websites, and logos. Many customers do not realize the importance of green products or green marketing, so companies need to address this issue through environmentally friendly promotional strategies. Customers need precise and concrete information about green products to solve the problem environment. Therefore, customers must be provided with physical evidence of green efficiency throughout the system, from production to distribution and products sold.

III. RESULTS AND DISCUSSION

A) Method

This research uses descriptive qualitative research methods; qualitative methods reveal factual data and phenomena from the variables studied [17]. This research was conducted in Bandung Regency. In this qualitative research conducted with interview techniques to informants or sources, the determination of informants or sources in this study is to use the Pentahelix model consisting of academics, entrepreneurs, tourism communities, government, and media consisting of the Head of marketing and creative economy of the National Culture and Tourism Office of Bandung Regency, Owner of Domah coffee, SkytreeDGTL Project Manager, Telkom University Tourism Lecturer and Mojang Jajaka community of Bandung Regency. The data obtained from interviews with informants will be analyzed using (SWOT) Strengths, Weaknesses, Opportunities, and Threats; (TOWS) Threats, Opportunities, Weaknesses, and Strengths; (EFAS) External factors analysis strategy; and (IFAS) Internal factors analysis strategy. EFAS and IFAS will produce a value and then be processed with a Cartesian diagram, which will determine the urgency of applying the green marketing mix to tourist destinations in Bandung Regency, with 7P criteria, namely product, price, place, promotion, people, process, physical evidence. This method is used to determine the strengths, weaknesses, opportunities and threats of tourist destinations in Bandung Regency, the level of urgency of applying the green marketing mix, and provide alternative strategies for tourist destinations in the Bandung Regency area.

a. SWOT Analysis

SWOT analysis is an analysis based on the logic that can maximize strengths (*Strengths*) and opportunities (*Opportunities*) but can simultaneously minimize weaknesses (*Weaknesses*) and threats (*Threats*) [18]. This SWOT analysis evaluates opportunities and threats from external factors and strengths and weaknesses from internal factors. External opportunities and threats include events and trends in the economic, social, cultural, demographic, environmental, political, legal, governmental, technological, and competitive spheres that could have a significant positive or negative impact on the organization in the future [19]

b. TOWS Analysis

TOWS analysis is an extension of SWOT analysis, which combines elements of strengths (*Strengths*), opportunities (*Opportunities*), weaknesses (*Weaknesses*) and threats (*Threats*) into 4 (four) strategies, namely SO, WO, ST, and WT [18] This TOWS analysis will produce alternative strategies resulting from the previous SWOT analysis, namely strengths, opportunities, weaknesses and threats.

c. EFAS IFAS Analysis

The creation of the EFAS and IFAS tables consists of the following steps [20]:

1. Fill in the first column with 8-10 opportunity and threat factors.
2. Fill in the second column with the number of weighted values for each opportunity and threat factor, as well as the strength and weakness factors. The number of weights assigned ranges from 1.0 (very important) to 0.0 (not important). A higher weight level indicates that the component is very influential on the sustainability of the company. The sum or total weight must be equal to 1.0.
3. Each factor should be rated in the third column, with rating numbers ranging from 5.0 (excellent) to 1.0 (poor). The higher the rating, the more important the factor is to the company.
4. To find out the total score, fill in the fourth column by multiplying the numbers from the second and third columns for each factor. In the Weighted Score column, the weighted score ranges between 5.0 (very good) and 1.0 (bad), with an average score of 3.0 (average).

The following is an overview of the Cartesian diagram:

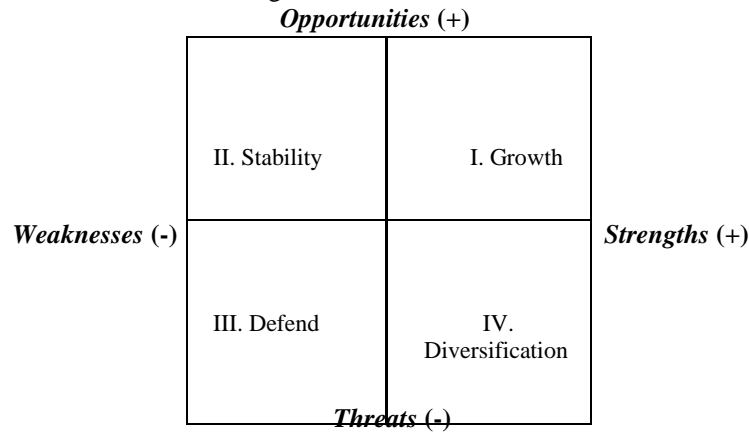


Fig. 1 Cartesian Diagram

Source: Siagian (2005:176)

To find the right quadrant, you must calculate the difference between the subtotal of strength factors and weaknesses (internal factors) and the difference between the subtotal of opportunity factors and threats (external factors). If the difference in internal factors is positive (+), the first point will be on the right side of the horizontal line at point 0, while if the result is negative (-), the first point will be on the left side of the horizontal line at point 0. If the difference in external factors is positive (+), the line is on the upper vertical side of point 0; if the result of the difference in external factors is negative (-), the line is on the lower vertical side of point 0.

B) Result

a. Data Analysis

The results of the SWOT analysis, the application of a green marketing mix in Bandung Regency tourist destinations has two factors, namely internal factors and external factors. Internal actors and external factors are made to find the right strategy for a tourist destination so that the tourist destination can maximize its strength factors and change its weakness factors and can also change the opportunity factor into something that increases the likelihood of success.

Table 1: Faktor Internal dan faktor Eksternal

Internal Factor		External Factor	
Strengths	Weaknesses	Opportunity	Threats
1. Bandung Regency has diverse tourism. 2. Supporting infrastructure to support MICE activities 3. Growing environmental awareness 4. Potential support	1. Lack of application of environmentally friendly concepts 2. Incomprehension and limitations of the local community towards the management of tourist destinations 3. Higher production cost of eco-friendly products	1. Increased interest in eco-tourism 2. Support and investment from the private sector 3. Potential to build a positive tourism destination image 4. Opportunity to establish	1. Changes in Government Policy for tourist destinations 2. Threats to environmental vulnerabilities such as pollution and ineffective waste management. 3. Dependence on eco-

<p>from the government</p> <p>5. Effective digital promotion</p>	<p>4. Need to increase tourists' awareness of environmental sustainability and eco-friendly practices</p> <p>5. Entrepreneurs' limited understanding of government laws and regulations</p>	<p>partnerships with the government and private sector to support green marketing mix</p> <p>5. Opportunity to utilize technology and digitalization in marketing and managing tourist destinations</p>	<p>friendly raw materials that may experience price or availability fluctuations.</p> <p>4. Competition with conventional products that are cheaper and more accessible to consumers.</p> <p>5. Consumer resistance, some consumers may still be reluctant to switch to green products for reasons of price or habit.</p>
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Source: processed by researchers

Based on the results of the interviews, this research concludes that the applications and strategies that exist in the Bandung district are:

1. Green Product: Based on the results of interviews, green product is the most widely applied aspect in tourist destinations in Bandung Regency; one example is the use of tumblers to reduce the use of disposable plastics; the results of coffee waste are managed as fertilizer for plants.
2. Green Price, the strategy applied in Bandung Regency tourist destinations, is the strategy of using discounts for Tumbler users as a form of strategy to attract consumers to choose environmentally friendly concepts.
3. Green Place, one form of application is the use of local products that have been applied in Bandung Regency tourist destinations, for example, using local bean coffee which will minimize the spread of carbon emissions that occur as a result of the distribution process.
4. Environmentally friendly promotion has been applied in Bandung Regency destinations, namely by promoting digitally, which does not cause waste, the application in one of the media is by collaborating between the media, government and industry to run an effective green marketing campaign.
5. Physical Evidence Physical evidence that is applied in Bnaudng Regency tourist destinations is CHSE (Clean, Health, Safety, and Environment) environmentally friendly certification, which is a government programme that guarantees tourists that tourist destinations have met hygiene, health safety and environmental sustainability protocols.

b. TOWS Analysis

The following is a TWOS table to generate strategies for implementing a green marketing mix in Bandung Regency tourist destinations:

Table 2: Matriks TWOS

	Strengths	Weaknesses
	<ol style="list-style-type: none"> 1. Bandung Regency has diverse tourism. 2. Supporting infrastructure to support MICE activities 3. Growing environmental awareness 4. Potential support from the government 5. Effective digital promotion 	<ol style="list-style-type: none"> 1. Lack of application of environmentally friendly concepts 2. Incomprehension and limitations of the local community towards the management of tourist destinations 3. Higher production cost of eco-friendly products 4. Need to increase tourists' awareness of environmental sustainability and eco-friendly practices 5. Entrepreneurs' limited understanding of government laws and regulations

<p>Opportunities</p> <ol style="list-style-type: none"> 1. Increased interest in eco-tourism 2. Support and investment from the private sector 3. Potential to build a positive tourism destination image 4. Opportunity to establish partnerships with the government and private sector to support green marketing mix 5. Opportunity to utilize technology and digitalization in marketing and managing tourist destinations 	<p>S- O (Strengths – Opportunities)</p> <ol style="list-style-type: none"> 1. Utilize the diversity of Bandung Regency tourism with technology, namely digital promotion, to increase the interest of eco-friendly tourists. 2. Improve supporting infrastructure to attract more MICE activities with an emphasis on sustainable aspects. 3. Establish partnerships with the government and private sector in order to strengthen the positive image and can also involve investment in environmentally friendly infrastructure. 4. Implement the latest technology to facilitate destination management and utilize digitalization in marketing. 	<p>W–O (Weaknesses - Opportunities)</p> <ol style="list-style-type: none"> 1. Organise training programmes for local communities on the application of environmentally friendly and sustainable concepts. 2. Organise marketing campaigns that emphasize the importance of sustainability for tourists. 3. Establish partnerships with the private sector (suppliers) so that costs are stable and not high. 4. Cooperate with the government or legal authorities to be aware of existing regulations.
<p>Threats</p> <ol style="list-style-type: none"> 1. Changes in Government Policy for tourist destinations 2. Threats to environmental vulnerabilities such as pollution and ineffective waste management. 3. Dependence on eco-friendly raw materials that may experience price or availability fluctuations. 4. Competition with conventional products that are cheaper and more accessible to consumers. 5. Consumer resistance, some consumers may still be reluctant to switch to green products for reasons of price or habit. 	<p>S - T (Strengths – Threats)</p> <ol style="list-style-type: none"> 1. Provide knowledge on the importance of environmental awareness as a tool to promote waste and pollution management. 2. Promote environmentally friendly products to tourists that the importance of environmentally friendly products for life with digital promotion. 3. Leverage the potential support from the government by launching a loyalty programme to encourage tourists to prefer eco-friendly products. 	<p>W – T (Weaknesses – Threats)</p> <ol style="list-style-type: none"> 1. Create and develop environmentally friendly products that are more efficient and more affordable. 2. Provide understanding to local communities and tourists regarding environmentally friendly products that have high efficiency and value. 3. Educate tourists and the community about the understanding and regulations that must protect the environment.

Source: processed by researchers

The TOWS matrix above results in the following strategies for implementing a green marketing mix at the Bandung Regency tourist destination:

1. The S-O strategy is an approach that is applied by utilizing all the strengths of the organization to take advantage of and seize the maximum opportunities. This is an aggressive and positive strategy in which the organization actively and purposefully pursues external opportunities by considering the internal strengths of the company [20]. S-O strategy for tourist destinations in Bandung Regency:
 - 1) Utilize the diversity of Bandung Regency tourism with technology, namely digital promotion, to increase the interest of environmentally friendly tourists.
 - 2) Improve supporting infrastructure to attract many MICE activities by emphasizing sustainable aspects.
 - 3) Establish partnerships with the government and private sector to reinforce a positive image and also involve investment in environmentally friendly infrastructure.
 - 4) Apply the latest technology to facilitate the management of tourist destinations and utilize digitalization in marketing.

2. The W-O strategy is an approach designed to take advantage of available opportunities by reducing existing weaknesses within the organization [20]. W-O strategy for tourist destinations in Bandung Regency:
 - 1) Organise training programmes for local communities on the application of environmentally friendly and sustainable concepts.
 - 2) Organise marketing campaigns that emphasize the importance of sustainability for tourists.
 - 3) Establish partnerships with private parties (suppliers) so that costs are stable and not high.
 - 4) Cooperate with the government or legal authorities to ensure compliance with existing regulations.
3. The S-T strategy is an approach that uses the organization's strengths to deal with detected threats. This strategy, which is often referred to as a diversification or difference strategy, begins by identifying strengths and utilizing them to reduce the impact of external threats[20]. S-T strategy for Bandung Regency tourist destinations:
 - 1) Provide knowledge of the importance of environmental awareness as a tool to promote waste and pollution management.
 - 2) Promote environmentally friendly products to tourists that the importance of environmentally friendly products for life with digital promotion.
 - 3) Leverage the potential support from the government by launching a loyalty programme to encourage tourists to prefer eco-friendly products.
4. W-T strategy is a defensive approach that focuses on reducing internal weaknesses and avoiding external threats. In this situation, the organization faces risks from internal weaknesses as well as external threats [20]. The W-T strategy for Bandung Regency tourist destinations:
 - 1) Create and develop environmentally friendly products that are more efficient and more affordable.
 - 2) Provide understanding to local communities and tourists regarding environmentally friendly products that have high efficiency and value.
 - 3) Educate tourists and the public about the understanding and regulations that must protect the environment.

c. EFAS IFAS Analysis

This research analyses data using SWOT analysis that has been obtained from interviews with informants with the pentahelix model. The analysis in this study includes internal factors (strengths and weaknesses) and external factors (opportunities and threats) that influence the preparation of strategies for the application of green marketing mix in tourist destinations in Bandung Regency. Analyze the internal environment using the Internal Factor Analysis Summary (IFAS) table, as shown in Table 3.

Table 3: Matriks IFAS

Internal Factors	Weight	Ratings	Score
Strengths			
Bandung Regency has diverse tourism	0,05	4	0,20
Supporting infrastructure to support MICE activities	0,05	4	0,20
Growing environmental awareness	0,10	3	0,30
Potential support from the government	0,10	4	0,40
Effective digital promotion	0,10	4	0,40
Total score	0,40		1,50
Internal Factors	Weight	Ratings	Score
Weaknesses			
Lack of application of environmentally friendly concepts	0,15	3	0,45
Incomprehension and limitations of the local community towards the management of tourist destinations	0,20	2	0,40
Higher production cost of eco-friendly products	0,10	3	0,30
Need to increase tourists' awareness of environmental sustainability and eco-friendly practices	0,10	3	0,30
Entrepreneurs' limited understanding of government laws and regulations	0,05	3	0,15
Total Score	0,60		1,60
Total Internal Factor Score	1,00		3,10

Source: processed by researchers

Based on Table 3, it can be seen that the strength factors that have the highest score are potential support from the government and effective digital promotion, with a weight of 0.10 and a rating of 4 with a total score of 0.40. These

two factors are strength factors for the application of the green marketing mix in Bandung Regency tourist destinations. The IFAS matrix also shows the weaknesses that are owned for the implementation of the green marketing mix in the tourist destinations of Bandung Regency, namely the factor of lack of application of environmentally friendly concepts in the tourist destinations of Bandung Regency with a weight of 0.15 rating 3 and a total score of 0.45. This weakness is a factor that can prevent tourist destinations in Bandung Regency from developing.

The results of the IFAS matrix of the application of the green marketing mix in Bandung Regency tourist destinations, which includes internal factors, namely (strengths and weaknesses) and the total score obtained on internal factors is 3.10, which means that tourist destinations in Bandung Regency have good strengths and can develop.

Analyze the external environment using the External Factor Analysis Summary (EFAS) table, as shown in Table 4.

Table 4: Matriks EFAS

External Factors	Weight	Ratings	Score
Opportunity			
Increased interest in eco-tourism	0,10	3	0,30
Support and investment from the private sector	0,10	3	0,30
Potential to build a positive tourism destination image	0,10	4	0,40
Opportunity to establish partnerships with the government and private sector to support green marketing mix	0,15	4	0,60
Opportunity to utilize technology and digitalization in marketing and managing tourist destinations	0,05	4	0,20
Total score	0,50		1,80
External factor	Weight	Ratings	Score
Threats			
Changes in Government Policy for tourist destinations	0,15	3	0,45
Threats to environmental vulnerabilities such as pollution and ineffective waste management.	0,10	3	0,30
Dependence on eco-friendly raw materials that may experience price or availability fluctuations.	0,10	4	0,40
Competition with conventional products that are cheaper and more accessible to consumers.	0,10	3	0,30
Consumer resistance, some consumers may still be reluctant to switch to green products for reasons of price or habit.	0,05	3	0,15
Total Score	0,50		1,60
Total Eksternal Factor Score	1,00		3,40

Source: processed by researchers

Based on Table 4, it can be seen that the opportunity factor that has the highest score is the opportunity to establish partnerships with the government and the private sector to support the green marketing mix, with a weight of 0.15 and a rating of 4 with a total score of 0.60. This factor is an opportunity factor for the application of the green marketing mix in Bandung Regency tourist destinations. The EFAS matrix also shows the threats posed to the implementation of the green marketing mix in the tourist destinations of Bandung Regency, namely the factor of changes in government policy with a weight of 0.15 rating 3 and a total score of 0.45. This threat is a factor that can hinder Bandung Regency tourist destinations from developing in the development of Bandung Regency tourist destinations, and ineffective policies can hinder and cause a decrease in the quality of services in these tourist destinations.

The results of the EFAS matrix of the application of the green marketing mix in Bandung Regency tourist destinations, which includes external factors, namely (opportunities and threats) and the number of scores obtained on external factors is 3.40, which means that tourist destinations in Bandung Regency have opportunities and threats that are strong enough so that tourist destinations are expected to develop their tourist destinations.

d. Diagram Kartesius SWOT

Based on Table 3, namely the IFAS matrix of the application of the green marketing mix in Bandung Regency tourist destinations, the results obtained are that the strength score value is 1.50, the weakness score value is 1.60, and

the total score is 3.10. While the EFAS matrix in Table 5 produces an opportunity value of 1.80 and a threat value of 1.60 with a total score of 3.40 external factors. The internal factor score value, which is a combination of the strength score value and the weakness score value, results in a difference of (-) 0.10, while the opportunity score value is above the threat score value with a difference of (+) 0.20.

From the results of the analysis of internal factors and external factors and the difference in the score values of the two factors, it is described by a SWOT cartesian diagram where the strength factors and opportunity factors are given a positive value (+), while the weakness factors and threat factors are given a negative value (-), the following SWOT cartesian diagram of the application of green marketing mix in Bandung Regency tourist destinations:

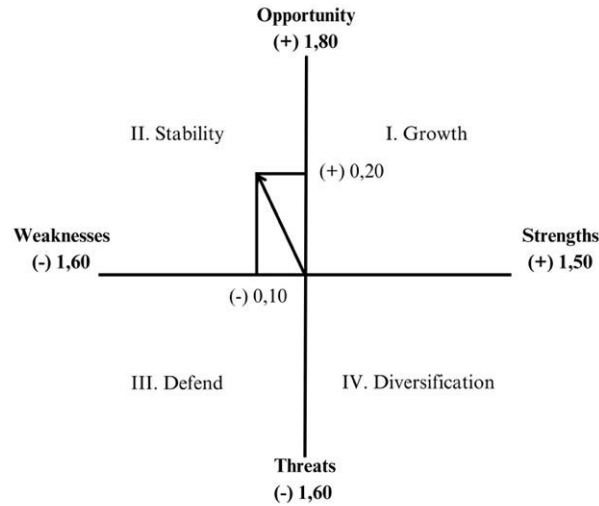


Fig. 2 SWOT Cartesian diagram of the implementation of green marketing mix in tourist destinations in Bandung Regency.

Source: processed by researchers

Table 6: Combination of quantitative strategies on the implementation of green marketing mix for tourist destinations in Bandung Regency.

EFAS / IFAS	Strengths	Weaknesses
Opportunity	Strategy SO: = 1,50 + 1,80 = 3,30	Strategy WO: = 1,60 + 1,80 = 3,40
Threats	Strategy ST: = 1,50 + 1,60 = 3,10	Strategy WT: = 1,60 + 1,60 = 3,20

Source: processed by researchers

Based on the SWOT Cartesian diagram above, it can be concluded that the implementation of the green marketing mix in tourist destinations in Bandung Regency is in quadrant II, which means that the strategy used is the Weaknesses - Opportunity (WO) strategy, which is also referred to as the Stability strategy. Quadrant 2 (Stability), meaning that there are enormous opportunities, but there are obstacles or weaknesses that must be faced, so this strategy minimizes the company's internal problems to be able to take better business opportunities or opportunities, in other words, choosing policies that prioritize the level of stability (Stability Oriented Strategy)[21]. The quantitative strategy combination table on the application of the green marketing mix of Bandung Regency tourist destinations, shows that the largest number of score values is the WO strategy, which is 3.40.

The results of the analysis of the implementation of the green marketing mix in Bandung Regency tourist destinations should use the WO strategy. These namely strategies use weakness factors and opportunity factors to take advantage of available opportunities by reducing existing weaknesses in Bandung Regency tourist destinations. So that the application of the green marketing mix strategy in Bandung Regency tourist destinations is as follows:

- 1) Organize training programs for local communities on the application of environmentally friendly and sustainable concepts by utilizing:
 - a. Providing understanding and knowledge about the importance of protecting the environment and sustainability.
 - b. Provide direct training to local communities on green marketing mix and sustainability so that they can serve tourists well and have knowledge of environmentally friendly products.
- 2) Organize marketing campaigns that emphasize the importance of sustainability for tourists by utilizing:
 - a. Technological advances are used to provide knowledge to tourists about the importance of protecting the environment and sustainable concepts.
 - b. Technological advances provide knowledge to tourists to prefer environmentally friendly products in order to protect the environment.
- 3) Establish partnerships with private parties (suppliers) so that costs are stable and not high by utilizing:
 - a. Determining long-term contracts with suppliers of goods in order to determine prices that do not change and product prices become stable.
 - b. Use of technology to monitor and analyze purchasing and cost data.
 - c. Large purchase volumes so that suppliers provide the lowest prices.
- 4) Cooperate with the government or legal authorities to be aware of existing regulations by utilizing :
 - a. Establishing partnerships with the government and legal authorities to build effective communication.
 - b. Using legal consulting services to assist in understanding existing regulations
 - c. Provide training for internal parties to understand existing regulations.

IV. CONCLUSION

Based on the results of this study, which were analyzed using SWOT, TOWS, EFAS IFAS, the results of the SWOT analysis were obtained, namely strengths factors in the form of Bandung Regency having diverse tourism, infrastructure, support to support MICE activities, growing environmental awareness, potential support from the government, effective digital promotion. Weakness factors in the form of lack of application of environmentally friendly concepts, Incomprehension and limitations of local communities, Higher production costs, awareness of tourists is still needed to increase tourist awareness of environmental sustainability and environmentally friendly practices, and Limited understanding of laws and regulations. Opportunity factors in the form of increased interest in environmentally friendly tourism, support and investment from the private sector, potential to build a positive tourist destination image, opportunities to establish partnerships with the government and the private sector to support the green marketing mix, opportunities to utilize technology and digitalization in marketing and managing tourist destinations. Threat factors in the form of Government Policy Changes, Threats to environmental vulnerabilities such as pollution and ineffective waste management, Dependence on environmentally friendly raw materials that may experience price or availability fluctuations, Competition with conventional products that are cheaper and more accessible to consumers, Consumer resistance some consumers may still be reluctant to switch to environmentally friendly products for reasons of price or habit.

In this study, the results of the EFAS AND IFAS analysis resulted in a cartesian diagram that how many are in quadrant II, namely the Stability quadrant, which means that there are enormous opportunities. However, some obstacles or weaknesses must be faced so that this strategy minimizes the company's internal problems to be able to take better business opportunities or opportunities, in other words, choosing policies that prioritize a level of stability, which is also referred to as a WO strategy that takes advantage of available opportunities by reducing existing weaknesses in Bandung Regency tourist destinations. So that this research can be concluded for tourist destinations in Bandung Regency implementing strategies (1) Organizing training programs for local communities about the application of environmentally friendly and sustainable concepts, namely providing understanding and knowledge about the importance of protecting the environment and sustainability, providing direct training to local communities about green marketing mix and sustainability so that they can serve tourists well and have knowledge of environmentally friendly products. Strategy (2) Organizing marketing campaigns that emphasize the importance of sustainability for tourists, namely technological advances are used to provide knowledge to tourists about the importance of protecting the environment and sustainable concepts, technological advances to provide knowledge to tourists to prefer environmentally friendly products in order to protect the environment. Strategy (3) Establish partnerships with private parties (suppliers) so that costs are stable and not high, namely by determining long-term contracts with suppliers of goods in order to determine prices that do not change and product prices become stable, the use of technology to monitor and analyze purchasing data and costs, large purchase volumes so that suppliers provide the lowest price. Strategy (4) Cooperate with the government or the law to understand existing regulations, namely by establishing partnerships with the government and the law to build effective

communication, using legal consulting services to assist in understanding existing regulations, and providing training for internal parties to understand existing rules.

Suggestions that researchers can give for previous research are to involve more informants who are experts in their fields so that they can provide exposure and information that can be trusted by readers. Suggestions for future research are to discuss a more specific and limited research locus in order to avoid mixing variables that may not be relevant. Practical implications for tourist destinations in Bandung Regency are to provide an understanding to the local community and tourists about the importance of choosing an environmentally friendly destination so that the understanding and application of the concept of environmental friendliness is growing, developing environmentally friendly product innovations that are efficient and affordable for the community so that tourists and the community prefer environmentally friendly products, working with the government so that tourist destinations can get infrastructure support, provide regulations and policies.

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