



Marketing Strategies for Eco-Tourism in Air Terjun Gunung Janggot, Central Lombok Regency: A Focus On Sustainability and Community Engagement

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Abstract

The Central Lombok area is renowned for its natural tourist destinations, such as beaches and waterfalls. However, many natural attractions, like the Air Terjun Gunung Janggot in Aik Berik Village, North Batukliang District, remain relatively unknown to tourists. This study investigates marketing strategies for eco-tourism at Air Terjun Janggot, emphasizing sustainability and community engagement. The region has significant potential to develop into a sustainable and environmentally friendly tourism destination. The purpose of this research is to determine the promotional strategies used for Air Terjun Gunung Janggot. Data collection methods include qualitative approaches such as observation, documentation, and interviews. The findings reveal that the promotional strategy employed primarily involves the POSE strategy, focusing on Owned Media as the main tool for digital promotion. The research also evaluates various other marketing methodologies, including the utilization of social media, narrative-based promotion, and community-centered marketing. Local community involvement is highlighted as a critical component, considering both their role in the operation of the destination and their potential benefits from tourism activities. A participatory and inclusive approach is advocated, which is anticipated to enhance local economic prosperity while safeguarding the natural environment of Air Terjun Janggot. The study provides actionable recommendations for destination managers and relevant stakeholders to implement effective and sustainable marketing strategies.

Keywords: Air terjun gunung janggot, eco-tourism marketing, community engagement, sustainable tourism promotion

1. INTRODUCTION

Tourism in Indonesia offers stunning cultural and natural beauty, with Lombok Island in the Nusa Tenggara Barat Province increasingly gaining international recognition, particularly after hosting Moto GP events in recent years. Lombok Island has significant tourism potential, but ineffective promotion still hampers its positive impact on the local community's welfare. Developing tourist destinations like Lombok requires better promotional strategies to attract more visitors and provide greater economic benefits to the region (Zitri, Gushadi, & Subandi, 2023; Munir U, Dimiyati, & Absori, 2018).

Air Terjun Gunung Janggot on Lombok Island, located in Aik Berik Village, Batukliang Utara District, boasts significant natural tourism potential with its unique features and appeal. However, limited digital promotion, including the absence of major social media accounts, hinders the increase in visitor numbers. Utilizing digital media strategies such as TikTok, Facebook, and Instagram can enhance the visibility of Air Terjun Gunung Janggot and attract more tourists. This study aims to explore effective promotional strategies to develop the natural tourism appeal of the site (Humaili, 2024; Atiko & Sudrajat, 2016).

Promotion strategy is a crucial aspect of marketing communication aimed at conveying information about products or companies to persuade potential buyers, as explained by Mulyana (2019) Wibowo and Zainul Arifin (2015) state that strategy involves long-term planning to achieve



goals with a focus on future customer expectations, while Fadilah (2020) adds that promotion aims to create awareness, enhance understanding, motivate preference, and drive purchases. In digital promotion, the POSE approach—comprising Paid Media (paid advertising), Owned Media (company-owned media), Social Media (content-sharing platforms like Facebook and Instagram), and Endorser (famous figures)—is key for increasing visibility and attracting visitors, according to Puspitasari & Auliya (2019), Ariyani et al. (2022), M. Terry (Edi, 2016a), and Putri & Mirza (2022).

2. RESEARCH METHODOLOGY

2.1 Research Methodology

The methodology applied in this study is descriptive qualitative, which aims to obtain accurate data and provide detailed descriptions of the results. The focus of the research is on analyzing the promotional strategies for the natural attraction of Air Terjun Gunung Janggot.

2.2 Participation and Research Location

The research for this study is scheduled to begin in February 2024 and continue until July 2024. The author will conduct this research directly in Aik Berik Village, Batukliang Utara Sub-district, Central Lombok Regency, West Nusa Tenggara. The participants involved in this study include the researcher, who will collect data from various sources, including the Village Head, the Tourism Awareness Group (Pokdarwis) of Air Terjun Gunung Janggot, and tourists.

2.3 Data Collection

Data collection for this research began with a literature review of books related to strategies for promoting natural tourist attractions. The researcher then collected data on the facilities and infrastructure for visiting Mount Janggot Waterfall. Data were gathered using three methods: observation, interviews, and documentation. Observation was employed to understand the context, following Hasanah (2017) who emphasizes the importance of qualitative observation in providing objective, interactive, and grounded interpretations. Interviews, as described by Edi (2016), involve a direct question-and-answer process between the interviewer and respondents, guided by an interview protocol. Documentation, according to Cahyaningtyas (2020), involved gathering data from various sources such as books, archives, documents, and visual materials to support the research, which was then analyzed.

2.4 Data Analysis

In this research, qualitative data analysis techniques will be employed, focusing on non-numerical data such as words and descriptions gathered through observation, interviews, and documentation, often recorded using tools like mobile phones. This data is processed through steps like transcription, editing, and coding before being analyzed. According to Miles & Huberman (Kurniawan, 2019), the analysis involves three concurrent activities: data reduction, data display, and conclusion drawing/verification. Data reduction is a crucial step where raw data is selected, simplified, and transformed to highlight key points, allowing the researcher to focus on promoting natural tourist attractions, specifically the Air Terjun Janggot. Data display involves organizing information into a coherent format, such as narrative text, field notes, or diagrams, facilitating the evaluation of conclusions or further analysis. Conclusion drawing/verification, as described by Majid (2017), is the final stage, where researchers continuously conclude the data collection process, identifying patterns, explanations, and propositions, which are refined and solidified over time.

2.5 Data Validity

In this research, the methodological concept required by qualitative researchers is Method Triangulation, which aims to enhance the theoretical, methodological, and interpretative reliability of qualitative studies. Triangulation involves the process of cross-checking data through various sources, including source triangulation. Data verification from different sources is qualitatively assessed by comparing and reviewing the reliability of information using diverse methods and data sources, such as observation, interviews, written documentation, archives, official records, and images. This comparison aids in gaining a better understanding of the validity of the collected data.

3. FINDINGS AND DISCUSSION

Air Terjun Gunung Janggot, located in Aik Berik Village on the northern side of Central Lombok, near the southern slopes of Mount Rinjani's tropical forest, is a natural tourist attraction that also offers religious tourism with the presence of the Gunung Janggot Tomb and artificial attractions like the Janggot Swimming Pool. Visitors can engage in various activities such as flying fox, swimming, and soft trekking along a 4 km route, ensuring they won't get bored. Opened and promoted as a tourist destination in 2017, efforts to clean and improve infrastructure began in 2016 by the local community and the Gunung Janggot Tourism Awareness Group (Pokdarwis), allowing locals to earn income from the area. The waterfall, named after its stepped shape, known as "undak-undak" in the Sasak language, has significant potential in natural tourism, including the beauty of the surrounding forest, river, and opportunities for agro-tourism.

3.1 Observation Results

Based on the observations conducted on May 15, 2024, at Air Terjun Gunung Janggot located in Aik Berik Village, Batu Kliang Utara District, Central Lombok Regency, here are some of the facilities available at Air Terjun Gunung Janggot.

Table 1. Observation Results Table

No	Aspect	Description
1	Attractions	- Gunung Janggot Waterfall - Gunung Janggot Tomb - Gunung Janggot Swimming Pool
2	Amenities	- 1 Prayer Room - 2 Changing Rooms - 2 Gazebos - 3 Food Stalls - 2 Toilets
3	Accessibility	The road leading to Gunung Janggot Waterfall is quite good, but it is still unsuitable for buses due to the narrow and pothole-filled road. It is recommended to use a motorcycle. The distance from the campus to Gunung Janggot Waterfall is 59 minutes, covering 29 km. The distance from Mataram city is 1 hour, covering 37.3 km.

3.2 Interview Results

Based on the interview results, the researcher conducted interviews with the head of Pokdarwis, the Village Head, and tourists at Air Terjun Gunung Janggot on May 15, 2024, and June 6, 2024, using the following coding.

Table 2. Interview Code

Name	Code
Researcher	R
Informant	IN01
Informant	IN02
Informant	IN03

Table 3. Interview Results Table

No	Question	Statement
1	R: "Have you used digital promotion strategies through paid media here?"	IN01: "So, we haven't used paid media promotion strategies yet, but we have plans to do so in the future."

		IN02: "It seems we haven't, as we're still promoting through events and participating in the ADWI village competition."
2	R: "Do you have your own website for promotion?"	IN01: "We already have a website." IN02: "Oh, we do have a website."
3	R: "What types of social media are used in the promotion strategy for Gunung Janggot Waterfall?"	IN02: "We use many, like Facebook, Instagram, TikTok, and YouTube."
	R: "Where did you hear about the natural tourism at Gunung Janggot Waterfall?"	IN03: "There's TikTok, IG, YouTube, and FB—I happened to see it on my feed."
4	R: "In your digital promotion strategy, do you use endorsers?"	IN01: "Not yet, but we are collaborating with the 'Lombok Friendly' account on TikTok and Instagram." IN03: "Yes, I've seen many Lombok TikTokers visiting here in their content."
	R: "Have you seen any celebrities or TikTokers visiting here before?"	

The promotion strategy for the Air Terjun Gunung Janggot in Central Lombok was analyzed using the POSE approach, focusing on Paid Media, Owned Media, Social Media, and Endorsers. The analysis revealed that the Waterfall has not yet utilized paid media for digital promotion, although there are plans to do so in the future. Owned media, in the form of a website, is already in place, as confirmed by multiple informants. Social media platforms such as Facebook, Instagram, TikTok, and YouTube are extensively used for promotion. However, the use of endorsers in the promotion strategy is still limited, with some initial collaborations with the 'Lombok Friendly' account on TikTok and Instagram, and observations of local TikTokers featuring the waterfall in their content.



Figure 1. Air Terjun Gunung Janggot Promotion on Instagram
Source: Lombok Friendly Instagram Account, 2024

4. CONCLUSION

The research concluded that the promotional strategy for Air Terjun Gunung Janggot involves the use of owned media and social media platforms such as a website, TikTok, Instagram, YouTube, and Facebook. However, these social media accounts are currently inactive because the social media and website administrator is pursuing a bachelor's degree out of town, and no one has replaced them yet.

Based on the research findings, the following recommendations are proposed to enhance the digital promotion strategy for Air Terjun Gunung Janggot in the future:

1. Promote Air Terjun Gunung Janggot through paid media, such as Instagram ads or collaborations with local TV brands.
2. Optimize the existing website.
3. For social media, create a dedicated TikTok account, reactivate the existing accounts, design content using tools like Canva and PicsArt, and maintain consistency in digital promotion.

Use endorsements by collaborating with influencers or public figures to promote Air Terjun Gunung Janggot

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