Strategic Planning for a Digital Content "Green Tourism" Campaign at Prambanan Temple Park

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Abstract: Indonesia has a new paradigm in tourism development that is sustainable tourism. Green Tourism is one of the concepts of sustainable tourism with the aims of preserve the environment, protect the cultural heritage, improve the economy growth, and prosper the community. There is one tourist destination in Indonesia uses the concept of Green Tourism that is Prambanan Temple Park who is the largest Hindu cultural heritage temple in Indonesia and located in Sleman district, Yogyakarta. Prambanan temple has been inscribed in the World Heritage List in 1991 and becomes a tourist attraction. Prambanan Temple Park management companies use strategy to support and to promotion the concept of Green Tourism by a digital content campaign. Writing this Final Project aims to identify how to strategic planning a digital content campaign "Green Tourism" at the Prambanan temple park. The writing of this Final Project is in the form of descriptive qualitative writing and data obtained from observations, interviews, and documentation.
The conclusion of this Final Project that is the planning of digital content Green Tourism campaign at Prambanan Temple Park is started from segmentation, targeting, and positioning analysis, determining the goals, make storylines, determining content ideas, content creation, editing process, content checking, validation, and the last is content publication by digital platforms, that is social media. The results of planning a digital content Green Tourism campaign at the Prambanan Temple Park are in the form of article text content regard organic waste processing and videos content regarding the use of eco transportation.

Keywords: Prambanan Temple Park, Digital Content, Green Tourism, Planning Content

Introduction

Tourism development in Indonesia is now more oriented to development in the service and industry sector, because it can open up opportunities for national economic growth so that it can contribute to the prosperity of a country. If tourism development is planned properly, then the tourism activities will bring benefits to tourism actors. The success of tourism can be seen

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from government revenues in the tourism sector which can encourage the development of other sectors and an increase in the number of tourist visits from time to time. However, at this time the government is not only focused on pursuing an increase in tourist arrivals both domestic and foreign tourists, it is also more focused on sustainable tourism in Indonesia.

Sustainable tourism is a tourism development paradigm that can have a long-term impact on the present and future for all tourism actors. According to the government, there are four special pillars that focus on developing sustainable tourism, namely sustainable management (tourism business), sustainable economy (socio-economic), cultural sustainability (sustainable culture), and environmental aspects (environment sustainability). There is one form of the concept of sustainable tourism, namely the concept of Green Tourism in the form of activities promoting the implementation of knowledge and experience-based tourism activities in a responsible manner for environmental sustainability and protecting local culture, as well as encouraging local community participation with the aim of supporting community and business economic growth. Green Tourism is now the engine of growth and strength for tourist destinations around the world to make these tourist destinations the most environmentally friendly. The focus of Green Tourism is on capacity, education, regional development and preserving the environment by prioritizing local wisdom. So the number of tourists is as important as the level of emissions and the quality of the ecosystem for a destination.

In 2022, the Environmental Performance Index (EPI) index, which is a numerical and quantitative method for measuring environmental performance, shows the ranking order of 180 countries and the following are the 10 countries with the best performance in responding to environmental challenges, especially from the aspect of air quality. , sanitation, waste management, to biodiversity, namely Denmark, United Kingdom, Finland, Malta, Sweden, Luxembourg, Slovenia, Austria, Switzerland, and Iceland. The United Kingdom and Japan are developed countries that use the concept of Green Tourism, which focuses more on natural activities such as rural tourism, while in developing countries such as Indonesia, the concept of Green Tourism prioritizes promotion aspects.

The concept of Green Tourism is intended as a certification or an environmental award which is usually carried out in the tourism industry such as hotels, resorts, marine, transportation services, airlines, travel agents, natural resources at a destination, and other tourism companies. With this Green Tourism certification, it will certainly give an advantage to a company itself as competitiveness with its competitors. In the end, many tourist destinations by their companies use Green Tourism certification as a trademark or logo to give a message to the public and are used as a positive campaign for the environmentally friendly tourism industry in marketing their products as well as a company promotion tool.

Tourists tend to only understand in general the concept of Green Tourism in a tourist destination, therefore it is necessary to increase insight and understanding of the concept of Green Tourism by providing all information to tourists about the messages contained in this green tourism activity which is not merely friendly. environment but also to build the local economy and maintain the integration of local culture. One of the strategies in delivering information on green tourism tourism products to tourists is one of them by creating digital content.

Seeing the development of technology that is now increasingly advanced, content in digital marketing is very important because creating interesting and informative content can help increase sales of a product itself. Every company or tourism industry that uses the concept of Green Tourism must have content to inform tourists. The content of each tourism company's content in campaigning for the concept of green tourism usually contains activities that care about the environment that are made in such a way that it aims to attract tourists as well as content for promotion.

In creating something, especially content, of course it is necessary to remember the importance of a plan or design that must be prepared so that the content produced is not in vain. Because with careful planning, the content produced will be different from content without a design. For example, content without a design is not informative and the content is not clear. This will actually provide a boomerang for the content creators themselves. Therefore, content design is very important because it will provide an insight for the organization or company about what actions they must take to achieve the target so that the goal can be realized. This will help a company to be more effective and efficient in achieving its goals.

The most important thing in designing content, especially in terms of campaigning for the Green Tourism trademark, is that the company must understand the audience and know the strength that the company has as a brand so that the message content in the content reaches the audience. After that, in designing content, you must also pay attention to the following things, such as determining the target audience and the design of communication strategies, message material and the type of message to be conveyed, the style of language used in the design, creative strategies and visual concepts.

One example of the many destinations that apply the concept of Green Tourism is the Prambanan Temple Tourism Park destination. Destination Prambanan Temple is a temple heritage of Hindu culture in Indonesia which is located in Sleman, Yogyakarta. This Prambanan Temple destination consists of temples, temple grounds, and gardens that surround the temple. The manager of the Prambanan Temple Tourism Park, namely PT TWC, contributes to the preservation of cultural and natural heritage and promotes Prambanan Temple so that it is better known to many tourists by prioritizing the tourist experience, namely by creating a Sustainable Tourism campaign by carrying the concept of Green Tourism.

The Green Tourism campaign at the Prambanan Temple Tourism Park is a special strategy for tourists to add to their experience when visiting destinations, for example, tourists are intended to use emission- and pollution-free electric vehicles and other environmentally friendly programs. In promoting and marketing the Green Tourism campaign so that it is known to the public, PT TWC utilizes existing technology in today's digital era, namely by creating digital content such as articles, infographics, videos, and others that are distributed through digital media or social media such as Instagram and Instagram. company official website.

The creation of digital content in the Green Tourism campaign by PT TWC at the Prambanan Temple Tourism Park destination certainly has a content design concept that is displayed in order to create informative and interesting content so that the audience is encouraged to visit the destination and participate in implementing the Green Tourism concept at the Prambanan Temple Tourism Park. .

In our research, we aim to find out the strategic planning for a digital content "Green Tourism" campaign at Prambanan Temple Park.

Literature Review

2.1 Marketing Communication

Marketing communication uses two concepts, namely communication and marketing. According to Berlo (Ariyanto, 2021), that the components of the communication process term the SMCR formula, namely source (source), message (message), channel (media), and receiver (receiver). Fleur has two other components, namely effect and feedback. In addition to the six components already mentioned by experts, there is one supporting component in the communication process, namely the environment.

Giancarlo Pallavinci (Ariyanto, 2021) introduced the concept of marketing as a science and art in identifying, shaping, offering value to fulfill market needs, generate profits and customer satisfaction. In the marketing concept, usually using the STP process, namely Segmentation, Targeting, and Positioning, as a process to understand the needs and wants of the market, where this concept invites companies to make what they sell.

a. Market segmentation is an activity of grouping consumers who have the same needs and wants in a product. Consumer grouping or segmentation can be done based on 3 variables such as demographics, grouping based on age, gender, education level, and occupation. Second, segmentation based on geography, namely the grouping of consumers by place of residence. And the last is psychography, based on the consumer's lifestyle.

b. Targeting is the process of assessing or evaluating the attractiveness of market segments obtained from market segmentation activities that will be entered by the company.

c. Positioning is an activity or act of designing the position of a product as perceived by consumers.

The concept of marketing communication broadly can also be described as a form of communication designed and used by a company or organization to inform or inform consumers and customers about the value and benefits that exist in the goods or services offered.

2.2 Digital Marketing

According to Kleindl and Burrow (Aziz, 2020), digital marketing is a planning and implementation process starting from determining the concept, coming up with ideas, setting prices, conducting promotions and then the distribution stage. So, it can be concluded that digital marketing or digital marketing is an effort made by a person or company or organization to market products with online devices or platforms with the aim of communicating with the audience. There are various choices of digital media, including television, radio, social media, cellphones, videotron, messenger apps, websites, and so on.

2.3 Digital Content Marketing

Content marketing is a marketing strategy that individuals or companies or institutions use to plan, create, and then disseminate content or messages or information that can attract

audiences to encourage them to become customers who are disseminated through digital content as the main tool to sell to viewers in the form of articles, 2D images or photos, videos, websites, blogs, social media and search engines. The types of content in digital marketing are text, infographics or images, video, audio, and design.

2.4 Content Design

Design is a content plan is a content development plan that is executed to achieve the ultimate goal. From deciding what type of content to use to when the content will be published. The following are the stages of creating a content design, starting with determining the target market you want to reach and determining the goals you want to achieve, then the categorization process, making an editorial calendar so that the plan is neatly arranged. contains a complete data set of the required content, then the determination of the platform that you want to use for content promotion, determination of the content of the content other than text, for example by adding animation or video in the content, and the last is doing research on the topic.

2.5 Marketing Campaign

Marketing campaigns or marketing campaigns are a strategic way for companies to reach audiences to engage in them in a way that leads to certain results by achieving goals such as awareness, sales, and getting feedback from the audience or customers. In order for the campaign to run smoothly, it is necessary to plan in making a marketing campaign, namely by making a marketing plan up to the preparation of the campaign.

2.6 Green Tourism

According to the International Ecotourism Association, green tourism means carrying out tourism activities that are responsible for the surrounding environment, protecting the natural and cultural environment, and supporting efforts to improve community welfare.

According to Weaver, a destination deserves to be called green tourism if it has four main dimensions, namely the nature base, conservation support, sustainability and environmental education. The concept of green tourism was then developed into positive indicators as follows, namely:

1) Having a vision built for ecology: preservation, protection, socio-cultural, commercial and quality development of resources for the development of a sustainable tourism business.

2) Differentiation, built according to local conditions, architectural style, and the advantages of local culture and environment.

3) Development

a. attractions come from local cultural roots that are developed for local attributes.

b. services to visitors can increase the appreciation of tourists to local culture and the environment.

4) Work management, defined in terms of performance starting from the growth rate, the boundaries of the social environment, and the influence on the local community.

2.7 Temple

According to Myrtha, the word temple comes from the Sanskrit word "candikagrha" and means Candika's house or is called the goddess of death. In India, temples are places of worship of gods. The function of Hindu temples in Java was originally the same as in India. However,

renewed with the flow of beliefs and built a temple in Java as a place to meet their ancestors. The reason the temple was built in Indonesia, namely the temple as a sacred place to worship the gods. Second, the temple as a place of service/tomb of the king. The function of the temple is as a temple and burial place. This temple was also built to honor the king / queen who had died and usually the room in the temple there is a statue of the incarnation of the king / queen as his idol god.

2.8 Social Media

According to Varinder Taprial and Priya Kanwar, social media is a form of media where it is possible for a person with other people to socialize or to interact with each other online by sharing information, news, messages, content, photos, and so on through social networks without boundaries of space and time. Examples of social media are blogs, websites, Facebook, Instagram, Twitter, YouTube, and so on.

According to Nasrullah, there are several characteristics possessed by social media, namely:

a. Network (network), connected to an unlimited network that the organization can always be connected to the public as long as it is still connected to the internet network.

b. Information, can convey the latest messages or information quickly in various forms of photos, videos, texts and audio visuals.

c. Interface, translation device when connected to a computer.

d. Archive (archive), social media can be an archive storing files or photos or videos for years that have been published.

e. Interactivity, encouraging social media actors to be active in their use

f. Simulation, where positive engineering takes place in the image of a company.

g. Content by users, Users of social networks not only generate content, but can also consume content generated by other users. h. Sharing (distribution), users can share content or information belonging to them or others.

Methodology

A. Time and Location of Research

The writing of this research is based on the implementation of the Field Work Practice that the author has done, from February 1, 2022 to May 31, 2022. The implementation of the Field Work Practice is at PT. Borobudur, Prambanan, and Ratu Boko Temple Tourism Park which is located at Jl. Raya Yogya – Solo Km. 16 Prambanan, Yogyakarta, 55571.

B. Data Collection Techniques

The form of writing in this study is the author uses a descriptive qualitative method. According to Auerbach and Silverstein stated that, qualitative methods are as follows. "Qualitative research is research that involves analyzing and interpreting texts and interviews in order to discover meaningful patterns descriptive of a particular phenomenon." Qualitative research is research that analyzes and interprets texts and interview results with the aim of finding the meaning of a phenomenon. The techniques used by the author in data collection are:

1. Interview, namely by submitting a list of questions that the author has made to staff employees, namely Mrs. Inscription Ruri Agastya as Digital, PR, Media Officer at PT. Borobudur, Prambanan, and Ratu Boko Temple Tourism Parks.

2. Observation, namely the researcher is directly involved with the activities of the subject being observed by taking notes starting from planning, implementation, to reporting.

3. Literature study, namely the author takes and collects research data from various sources originating from journals, books, documentation, internet and libraries

C. The data analysis technique that we do is descriptive qualitative analysis technique and uses the Miles and Huberman model data analysis technique, which is based on the process of data collection, data reduction, data presentation, and conclusion drawing/verification.

Findings & Discussion

A. General Information of Prambanan Temple Park

Built on the ninth Century, Prambanan Temple is the largest Hindu temple complex in Indonesia, located in Sleman, Yogyakarta. The first mention of Prambanan was in the Syiwagrha Inscription (856AD). With three main temples for the Trimurti; Shiva the destroyer of the universe, Vishnu the keeper of the universe, and Brahma the creator of the universe. Back in the glory days of the old Mataram Kingdom, Prambanan is used as a Candi Agung for various royal and religious ceremonies.

B. Marketing Campaign "Green Tourism" at the Prambanan Temple Prak

In early 2022, the company PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko or commonly referred to as PT TWC refers to the Key Performance Indicator (KPI) and the 2022 work program, PT TWC carries the Green Tourism and Sustainability program in each destination with the aim of improving products related to the tourist or customer experience.

In order to properly implement the Green Tourism Campaign at Prambanan Temple Tourism Park, PT TWC promotes this Green Tourism Program by designing content containing materials or activities related to Green Tourism, and using promotional strategies to be known by many tourists by publishing through the company's digital platforms such as websites and social media.

Green Tourism Campaign Programs :

1. Processing organic waste into fertilizer
2. Use of eco transportation or electric vehicles

C. Digital Content Planning Campaign "Green Tourism" at the Prambanan Temple Park

No	Process	Content1: Article Processing Organic Waste into Organic Fertilizer	Content 2: Videos Use of Eco Transportation Or Electric Vehicles

1.	Segmentation		
	- Demographics (Age, Gender, Education level, Social class)	13 – 50 years old Male and female Elementary School – College Middle	13 – years old Male and female Elementary school – College Middle
	- Geography	Daerah Istimewa Yogyakarta	Yogyakarta and Big Cities in Indonesia
	- Psychographic	Active, interested in nature, green life style, green mind	People who interested Instagram, interested in nature, green life style, green mind
2.	Targeting	UNESCO, general public, temple visitors Prambanan, the green tourism community, tourism actors	UNESCO, general public, temple visitors Prambanan, the green tourism community, tourism actors, users Instagram social media
3.	Positioning	the result of processing organic waste into fertilizer organic, namely as a form of environmental concern for the region Prambanan and is intended for the community around Prambanan	Eco transportation at Prambanan Temple as vehicles around destinations that are emission-free, pollution-free, and noise pollution free
4.	Goals	Educative and Informative content	Informative content
5.	Determining Content Idea	Creating the content ideas	Creating the content ideas
6.	Make Storyline	Create Timing for idea, observation and interview time, video taking, editing, and publication	Create Timing for idea, observation and interview

			time, video taking, editing, and publication
7.	Content Creation	Retrieval of content on site by observing and interviews	Retrieval of content on site by observing, interviews, anf taking video
8.	Editing	Editing data by sorting what is needed and not to create the content article	Editing data in the form of videos by sorting what is needed and not to create the content videos
9.	Checking	Checking the content has been created or completed, by the marketing communication and followed by checking the corporate communication	Checking the content has been created or completed, by the marketing communication and followed by checking the manager marketing social media
10.	Validation	The article content has been validated	The article content has been validated
11.	Publication	Publication on the website	Pubiclation on the social media: Instagram

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