Journal of Social Responsibility, Tourism and Hospitality
ISSN: 2799-1016
Vol: 04, No. 06, Oct-Nov 2024
http://journal.hmjournals.com/index.php/JSRTH
DOI: https://doi.org/10.55529/jsrth.46.1.8

Strategy to Conquer the Market through Marketing Research on Environmentally Friendly Products in the Hospitality Sector

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Received: 21 June 2024 **Accepted:** 06 September 2024 **Published:** 21 October 2024

Abstract: ***The tourism industry is one of the biggest businesses within the world. This is because tourism has a direct and indirect effect on the local community. This is what drives many countries to further develop the tourism industry as one of their leading sectors, especially for developing countries including Indonesia. Hotels around the world are propelling numerous eco-friendly activities such as shrewd showers, sunoriented control establishments, and squander redirection. This research aims to analyze strategy to conquer the market through marketing research on environmentally friendly products in the hospitality sector. This type of research is qualitative research. The data used in this study uses primary and secondary data. Data analysis in this study uses qualitative analysis. The results of the study obtained are the Ministry of Tourism and Creative Economy realizes and becomes an important part that carries out education in the tourism sector, especially hospitality. The campaign using environmentally friendly products in the hospitality sector is wooden brush, all paper, water jug, wooden hanger, with soap and shampoo place. Marketing research on environmentally friendly products in the hospitality sector can provide benefits if it succeeds in conquering the market with a strategy of environmental responsibility, energy saving and use of renewable energy, and increasing brand credibility in the environment.***

Keywords: Market, Marketing Research, Environmentally Friendly Products.

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1. INTRODUCTION

The tourism industry is one of the biggest businesses within the world. This is because tourism has a direct and indirect effect on the local community. This is what drives many countries to further develop the tourism industry as one of their leading sectors, especially for developing countries including Indonesia. As one of the industries that contributes the third largest foreign exchange in Indonesia, the tourism sector is expected to be able to improve people's standard of living so that people's welfare increases, due to the multiplier effect of the tourism industry.
Hotels around the world are propelling numerous eco-friendly activities such as shrewd showers, sun oriented control establishments, and squander redirection.
A sustainable hotel is a business that significantly reduces its environmental impact through environmentally friendly best practices in maintenance, service, logistics, products, and supplies (Sulastiyono, 2011). Core elements revolve around waste reduction, energy conservation, and reduced water use.
When a hotel become environmentally friendly, the damage caused to the environment is reduced, costs are lower, and guest confidence is increased (Bagyono, 2012). Maintainability within the commerce world is exceptionally vital to attain growth and fulfill clients. Shoppers are progressively seeking out for ecologically inviting businesses and paying more for ecologically neighborly items and administrations.

The government in developing the hospitality sector, one of the things that must be the center of attention of development is the issue of global warming on earth. The hospitality sector must be a part that plays an important role in helping to create an environmentally friendly environment in the future. The Ministry of Tourism and Creative Economy realizes and becomes an important part that carries out education in the tourism sector, especially hospitality. One of them is by distributing a book on rules and rules for actualizing green lodgings in Indonesia which points to be a rule for actualizing green lodgings additionally to teach the Indonesian individuals in expanding their understanding in adjusting to climate alter that's right now happening, particularly the lodging industry and to contribute to executing plans to diminish nursery gas emanations from the building segment through naturally neighborly items.
One frame of exertion made by the government to play down worldwide warming is through the usage of the green development for lodging business people who are committed to executing ecologically inviting standards in their operations, both through vitality sparing programs, decreasing strong squander, utilizing naturally inviting materials, and sparing water.

Naturally inviting items are the neighborliness segment that employments ecologically neighborly products where inn directors have programs to spare water, spare vitality, and decrease squander from inn exercises to assist ensure the soil. So, inns that choose to actualize the concept of naturally inviting items can offer assistance preserve the environment for long-standing time. This concept is exceptionally great for the maintainability of characteristic assets claimed by Indonesia considering that in case normal assets are

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exhausted, it takes a long time to reestablish them. Be that as it may, in reality, not all lodging proprietors and supervisors are mindful of the maintainability of the normal assets they as of now utilize.

Promoting investigate of naturally inviting items within the neighborliness division makes a difference to get it their work in commerce and how environmentally inviting items within the neighborliness segment contribute to natural supportability. In an exertion to raise open mindfulness around industry's association in climate alter, numerous companies, businesses, and brands have begun advertising ecologically neighborly items and administrations. Increasingly individuals are buying shoes and couches made of engineered calfskin, eco-friendly cars, and nourishment holders made of recyclable. The Financial analyst Insights Unit's investigation appears a 71 percent increment in web looks for economical merchandise universally over the past five a long time ought to put brands on take note. It's difficult to keep up with the pace of alter within the world. Climate, wellbeing and social issues features each day, and within the conclusion of the larger part, must do more and quicker. With the expanding significance of corporate social obligation, buyers and green financial specialists are requesting that companies consider their social and natural impacts some time recently they center on benefits and development.

This research aims to analyze strategy to conquer the market through marketing research on environmentally friendly products in the hospitality sector.

2. RELATED WORKS

2.1 Market

The market has three meanings, namely:

a.In the sense of "put", to be specific a put where venders or makers meet buyers or buyers.

b.In the sense of "request and supply interaction", specifically the showcase as a put where buying and offering exchanges happen.

c.In the sense of "a gather of community individuals who have needs and obtaining control".

This definition refers to two things, namely needs and purchasing power. So the market is people who want something, goods or services and have the ability to buy.

The market is an institution as an arena for economic transaction practices, and has existed since humans began to recognize exchange in fulfilling their lives (Subarsono, 2005). Along with the developments experienced by society, the market has developed until now. Traditional markets are an arena for subsistence commodity transactions whose processes and models are still colored by the rural economy with old traditions with traditional trader actors. Similar markets are included in the category of the informal economic sector. More often than not conventional markets for the most part give different sorts of family staples, and this advertise is ordinarily found in an open put. The buildings in this showcase are within the shape of shops and slows down. Semi-permanent shops are by and large utilized to offer different cakes, dress, and other products or furniture. The slows down are utilized to offer natural products, vegetables, angle, meat and so on. Lighting in conventional markets is adequate, and there's no discuss conditioning. Cleanliness is additionally now and then not kept up, as there's a parcel of junk strewn about and heaped up, which frequently causes odors. As a result, on the off chance that it downpours, it'll be sloppy and messy. But

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progressively, cleanliness in conventional markets is beginning to move forward, and presently there are indeed conventional markets that are flawless and clean so they are comfortable to visit.

2.2 Marketing Research

Marketing research is a research process to advertise products or services based on their environmental benefits (Rangkuti, 1997). These goods or services can be beneficial to the environment itself or made in an environmentally friendly way. Showcasing inquire about of naturally neighborly items within the neighborliness division makes a difference to get it their work in commerce and how environmentally neighborly items within the neighborliness segment contribute to natural maintainability. In an exertion to raise open mindfulness approximately industry's inclusion in climate alter, numerous companies, businesses, and brands have started promoting ecologically neighborly items and administrations.
Increasingly individuals are buying shoes and couches made of engineered calfskin, naturally inviting cars, and recyclable nourishment holders. This showcasing space covers a wide run of exercises, counting:
a. Product Adjustment
b. Changes in Fabricating Prepare
c. Changes in Bundling
d. Changing Publicizing
e. Produced in an Ecologically Inviting Way
f. Contains No Perilous or Ozone-Depleting Components
g. Produced Utilizing Reused or Recyclable Materials

2.3 Environmentally Friendly Products

Environmentally friendly products are the neighborliness division that employments naturally neighborly merchandise where inn supervisors have programs to spare water, spare vitality, and diminish squander from lodging exercises to assist ensure the soil. So, inns that choose to execute the concept of ecologically neighborly items can offerassistance preserve the environment for end of the. This concept is exceptionally great for the maintainability of common assets claimed by Indonesia considering that on the off chance that characteristic assets are drained, it takes a long time to reestablish them. In any case, in reality, not all inn proprietors and supervisors are mindful of the maintainability of the normal assets they right now utilize.

The development of a lodging can cause issues with diminished characteristic assets, socio-cultural issues, and the environment. These issues have negative impacts that can be felt such as dry season, diminished water quality and release, harming the soil, and activity blockage around the lodging (Peattie, 1995). Evaluation of lodgings that have executed naturally inviting guidelines and criteria can empower inn administration to have an state of mind of ensuring the environment and moving forward naturally neighborly administration.

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3. METHODOLOGY

This type of research is qualitative research, which is to describe the current state of facts based on actual data (Rusiadi, 2015). Qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject holistically and by means of description in the form of words and language in a specific natural context, and by utilizing various natural methods, one of which is useful for research purposes in terms of the process (Siregar, 2013).

The data used in this study uses primary and secondary data. Primary data is the main data that still needs to be processed through the results of interviews conducted by researchers (Umar, 2013). In this case, the data source is obtained through interview techniques from several informants who have been previously determined because they are considered to know a lot that is directly related to the problems in this study. This primary data can be in the form of interview results from research informants, as well as the results of researchers' observations in the field directly in the form of notes about situations and events. Secondary data is data related to research that has been processed in the form of documents (Ansori, 2020). This data is used for information from informants and from direct observations in the field.

Data analysis in this study uses qualitative analysis. Qualitative analysis is the process of arranging the sequence of data, organizing it into a pattern, category, and large descriptive units (Sugiyono, 2014). In accordance with the research method, the data analysis technique used by the researcher is a qualitative method, namely data that is collected and analyzed and then described. Qualitative data management in this study was carried out in four stages, namely:

a. The researcher recorded all data objectively and as is according to the results of observations and interviews in the field.
b. The process of sorting, focusing on simplification, abstraction and transformation of raw data that emerged from written notes in the field.
c. A collection of structured information that provides conclusions and action.
d. Based on data reduction and data presentation which is the answer to the problems raised in the study.

4. RESULTS AND DISCUSSION

Environmentally Friendly Products in the Hospitality Sector

The tourism industry is one of the largest industries in the world. This is because tourism has a direct and indirect effect on the local community. This is what drives many countries to further develop the tourism industry as one of their leading sectors, especially for developing countries including Indonesia. As one of the industries that contributes the third largest foreign exchange in Indonesia, the tourism sector is expected to be able to improve people's standard of living so that people's welfare increases, due to the multiplier effect of the tourism industry.

The Ministry of Tourism and Creative Economy realizes and becomes an important part that carries out education in the tourism sector, especially hospitality. One of them is by

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publishing a book on guidelines and guidelines for implementing green hotels in Indonesia which aims to be a guideline for implementing green hotels and also to educate the Indonesian people in increasing their understanding in adapting to climate change that is currently happening, especially the hotel industry and to contribute to implementing plans to reduce greenhouse gas emissions from the building sector through environmentally friendly products.

One form of effort made by the government to minimize global warming is through the implementation of the green movement for hotel entrepreneurs who are committed to implementing environmentally friendly principles in their operations, both through energy saving programs, reducing solid waste, using environmentally friendly materials, and saving water.

Figure 1. Environmentally Friendly Products in the Hospitality Sector



The campaign using environmentally friendly products in the hospitality sector is as follows:

a. Wooden Brush

While brushes generally use plastic handles, some hotels have used brushes with wooden handles. The shape and how to use them are no different from toothbrushes in general. The use of brushes with wooden handles is expected to have a positive impact on the environment.

b. All Paper

Previously, hotels used plastic to wrap toiletries to sugar and coffee, now the plastic wrap has been replaced with paper. Although made of paper, the packaging is designed in such a way that it still looks attractive.

c. Water Jug

While previously the hotel provided drinking water in plastic bottles, now some hotels have replaced it with glass jugs. In addition, there are also hotels that have started to provide dispensers complete with gallons of drinking water placed in the hotel hallways.

d. Wooden Hanger

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Previously, hangers or clothes hangers in hotel rooms were made of plastic. But now hotels are starting to replace them with hangers made of wood or aluminum.

e. Soap and Shampoo Place

Usually hotels will provide shampoo, soap, body lotion, and conditioner in plastic tube packaging. But now some hotels have provided soap and shampoo in larger quantities in large containers attached to the wall.

Strategy to Conquer the Market through Marketing Research on Environmentally Friendly Products in the Hospitality Sector

Marketing research on environmentally friendly products in the hospitality sector can provide benefits if it succeeds in conquering the market with a strategy:

a. Environmental Responsibility

Environmental responsibility is a company's commitment to play a role in sustainable development. Environmental responsibility aims to improve the quality of life and the environment, as well as provide benefits to companies, communities, and society. Here are some things that are part of environmental responsibility:

i. Improving the capabilities of small businesses and cooperatives.
ii. Empowering the social conditions of the community.
iii. Helping economic, social, environmental, legal, and governance development.

b. Energy Saving and Use of Renewable Energy

Energy saving and use of renewable energy are some ways that can be done to reduce carbon dioxide emissions and the impact of climate change. Saving energy can prevent the negative impacts of global warming on health. For example, choosing to walk or cycle instead of using motorized vehicles. Renewable energy such as solar, wind, water, and biomass can reduce carbon emissions and air pollution. Renewable energy is renewable and does not use fossil fuels.

c. Increasing Brand Credibility in the Environment

Building a community and engaging with the audience is an important strategy to increase brand credibility. A vibrant community can be a powerful source of social proof, as positive interactions and testimonials from community members can contribute to brand credibility. Brands must be open about their business practices, including how products are made, how data is used, and how pro-environmental decisions are made.

5. CONCLUSION AND SUGGESTION

The results of the study obtained are the Ministry of Tourism and Creative Economy realizes and becomes an important part that carries out education in the tourism sector, especially hospitality. The campaign using environmentally friendly products in the hospitality sector is wooden brush, all paper, water jug, wooden hanger, with soap and shampoo place. Marketing research on environmentally friendly products in the hospitality sector can provide benefits if

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it succeeds in conquering the market with a strategy of environmental responsibility, energy saving and use of renewable energy, and increasing brand credibility in the environment.
Based on the results of the research above, the suggestions and considerations for the future are as follows:
a. Every hotel sector in Indonesia should install energy saving switches and water sensors so that they can turn off automatically, management can strengthen coordination between departments to work together in implementing aspects of environmentally friendly products and then management can allocate additional funds to support the implementation of the environmentally friendly products program.
b. Provide even socialization to staff and guests to increase awareness in implementing environmentally friendly products, educate staff and guests through written campaigns in rooms, public areas and employee workspaces and can provide a guidebook for implementing the environmentally friendly products program to be a reference and guideline for guests and staff to implement the environmentally friendly products concept.
c. For further researchers, they can develop the concept of environmentally friendly products from the operational management aspect, the environmental management aspect, the use of room materials, the land use aspect, the indoor air quality aspect, the water conservation aspect, the energy efficiency aspect, and the environmentally friendly waste management aspect.

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