

Increasing Tourist Interest through the TBL Approach and Green Management Practices. Case Study: Umbul Sidomukti Bandungan, Semarang Regency.

Shafna Ainur Hidayah¹, Annisa Kusuma Wardani², Restu Afrianto Rahman³, Endang Sarwiningsih Setyawulan⁴, Ratih Pratiwi⁵
1,2,3,4,5 Universitas Wahid Hasyim Semarang, Indonesia

Email correspondent : shafnaagustus@gmail.com¹, saanissa0200@gmail.com²,
restuafrianto25@gmail.com³, endangsarwiningsih@unwahas.ac.id⁴,
rara@unwahas.ac.id⁵

ABSTRAK: Tujuan dari penelitian ini adalah untuk mengetahui bahwa pendekatan TBL (Triple Bottom Liner) dan praktik green management dapat menarik minat wisatawan, salah satunya yakni di Umbul Sidomukti Bandungan, Kecamatan Ungaran, Kabupaten Semarang. Sifat penelitian dalam penelitian ini adalah kualitatif, bersyukur peneliti memperoleh gambaran umum tentang pendekatan TBL (Triple Bottom Liner) dan praktik green management. Teknik analisis data yang digunakan adalah tinjauan pustaka, observasi, wawancara, serta referensi dokumentasi terdahulu melalui media sosial. Temuan menunjukkan bahwa pada hal ini wisatawan dan karyawan membuktikan bahwasanya Umbul Sidomukti telah menerapkan Green Management yang berkomitmen pada prinsip lingkungan. Pihak manajemen terus mengembangkan potensi pariwisata dengan mengembangkan sumber daya terbarukan dan berupaya meminimalkan dampak buruk terhadap lingkungan yang ada sehingga tercipta wisata yang menciptakan strategi pengembangan Green Management. Penerapan manajemen hijau dalam pariwisata memerlukan komitmen semua pihak, termasuk pengelola pariwisata, pemerintah, dan wisatawan. Dengan menerapkan manajemen hijau, kita dapat menciptakan pariwisata yang berkelanjutan dan ramah lingkungan yang nantinya diharapkan bisa terus meningkatkan minat kunjungan wisatawan.

Kata kunci : Pendekatan TBL, Manajemen Hijau, Minat Wisatawan

ABSTRACT: The point of this investigate is to discover out that the TBL (Triple Bottom Liner) approach and green management practices can attract tourist interest, one of which is in Umbul Sidomukti Bandungan, Ungaran District, Semarang Regency. The nature of the research in this study is qualitative, grateful that the researcher obtained a general overview of the TBL (Triple Bottom Liner) approach and green management practices. The data analysis techniques used are literature reviews, observations, interviews, and references to previous documentation via social media. The findings show that in this case tourists and employees prove that Umbul Sidomukti has implemented Green Management which is committed to environmental principles. The management continues to develop tourism potential by developing renewable resources and trying to minimize negative impacts on the existing environment so as to create tourism that creates a Green Management development strategy. Implementing green management in tourism requires the commitment of all parties, including tourism managers, the government and tourists. By implementing green management, we can create sustainable and environmentally friendly tourism which is expected to continue to increase interest in tourist visits.

Keywords : TBL Approach, Green Management, Tourist Interest

1. INTRODUCTION

Tourism is a labor-intensive industrial sector because it has a multiplier effect by creating various profitable benefits. Through the tourism industry being developed in an area, it will open up employment opportunities for the surrounding community because running it requires management and services for visitors. The large number of tourists visiting will also bring in investors, apart from that, the need for adequate accommodation will also bring opportunities to increase the income of the surrounding community (Kabupaten & Jawa, 2023). Umbul Sido Mukti is a water tourist attraction in Bandungan, Ungaran District, Semarang Regency, Central Java, Indonesia. This tourist attraction is famous for its clear and fresh spring water, beautiful natural views and several interesting tourist attractions, such as restaurants, caves, villas, game centers and so on.

Since the transformation a few 250 a long time prior, we (people) have acted in ways and replicated at a rate that has influenced the adjust of life on the surface of the soil as a entire. The consequences are not only local and regional but now the impact has become global. This is due to the relationship between business and the environment. From processing raw materials to waste management which has long been ignored by business people(Azeem, 2019).

Therefore, a TBL (Triple Bottom) approach is needed Liner) in its management so that it can shape the implementation of green management practices which will later have an impact on tourist interest in Umbul Sidomukti. The TBL concept itself was coined by Elkington in 1997. TBL is another concept that communicates the development of the natural motivation in a way that coordinating financial and social lines. TBL gives a system for measuring trade execution and organizational victory utilizing financial, social, and natural lines (Turap et al., n.d.-a,2015). Meanwhile, green management is the process of implementing innovation throughout an organization to achieve sustainability, waste reduction, social responsibility, and competitive advantage through continuous learning and development and by embracing environmental goals and strategies that are fully integrated with organizational goals and strategies. Referring to the definition above, green management involves a comprehensive process in an organization, by integrating a green perspective into each process, whether from raising awareness in behavior, work practices, production processes, methods and various other things, which leads to considerations the impact of these activities on the environment (Turap et al., n.d.-b,2023).

Umbul Sidomukti has implemented a TBL approach and various Green Management practices, such as the point of minimizing negative impacts on the environment and expanding asset proficiency with three main pillars, namely profit, people and planet which focuses on environmental or planetary aspects, use of renewable energy, waste management and sustainable waste, and maintenance of the surrounding environmental area (Hidayat, 2023). Environmentally friendly operational practices, developing more sustainable business strategies to meet stakeholder demands and increasingly stringent environmental regulations. This makes it something that attracts tourists because good governance can create a good atmosphere for tourists to visit. By implementing this green management, it is hoped that it can continue to increase tourist interest in visiting the Umbul Sidomukti area.

2. METHOD

The data analysis techniques used by the author are literature reviews, observations, interviews, and references to previous documentation via social media.

2.1 Library Review

Study writing concurring to Creswell (2005), could be a written outline of a diary, book additionally a record that portrays a hypothesis and data that has been gathered in a bibliographic way, which as of now exists within the past or show, into themes and records required for a investigate proposition. The creator summarizes a few writing audits in investigate conducted to support writing theory in research (Tasidjawa, 2016). In this case the author looks for previous research related to the research problem.

2.2 Observation

Observation or what is also called observation includes the movement of paying consideration to an protest utilizing all the senses, so perception could be a information collection strategy that employments the five sense went with by point by point recording of the inquire about protest (Prawiyogi et al., 2021). In order for the data to be accurate and useful, observations must be carried out by researchers who have gone through adequate training and have carried out thorough and complete preparations (Mendoza et al., 2020). Patton (in Poerwandari, 2017) emphasized that observation is an essential data collection method in qualitative research. The author makes observations to observe actual objects or conditions directly.

2.3 Interview

In the opinion of Sugiyono (2017:231) interview or an meet could be a meeting of two individuals to trade data and concepts through questions and answers, so that meaning can be built on a specific point. Interviews are utilized as a information collection method on the off chance that the analyst needs to conduct a preparatory think about to decide the issues that must be inquired about, but moreover in the event that the analyst needs to know more in-depth things almost the respondents (Prawiyogi et al., 2021). The author looks for at least three sources of informants who can help the author in solving the problem being studied in order to test the validity of the phenomenon that occurs.

2.4 Reference social media documentation

Documentation is direct observation to obtain data obtained by researchers in accordance with the discussion (Prawiyogi et al., 2021). Social media data can be used as material for analysis and support regarding the use of social media by users, to support the development, implementation, review and evaluation of the marketing they do. The presence of social media analytics can offer assistance reveal what clients think and feel by analyzing organized and unstructured online information spread over different online source (Prawiyogi et al., 2021). The author looks for sources of information and data through existing track records or documentation using social media.

3. RESULT AND DISCUSSION

Let's briefly discuss service standards for tourist attractions which have been regulated in various applicable laws and regulations. One of them is according to Minister of Tourism and Creative Economy Regulation Number 1 of 2023 which has continuity with the TBL approach and green management practices. Starting from ensuring that all services provided to tourists meet certain quality standards, including cleanliness, safety and comfort. Human Resources Training means providing training for staff working in the tourism division to move forward their aptitudes and information in giving great administrations to guests. Accessibility is ensuring that tourist attractions can be accessed by all groups, including people with disabilities. Providing clear and accurate information regarding facilities, prices and services available at tourist attractions. Providing adequate security facilities to protect visitors while at tourist locations. And finally, Sustainability or considering sustainability aspects in managing tourist attractions, including environmental protection and local culture. Specific regulations may vary depending on the location and type of tourist attraction, so it is important to refer to relevant local and national regulations. In the tourism information system, the types of accommodation available include all forms of accommodation, especially those close to tourist attractions. Including hotels, homestays and tourist cottages (Kepala et al., 2023).

Talking about the results and discussion, here are some of the results of our interviews from several informants:

3.1 The first informant (21 years old) was a tourist

According to what was noticed during a visit to Umbul Sidomukti, waste management in Umbul is for rubbish *organic* thrown into the river while rubbish *an organic* burn it yourself in a special burning place. While traveling, he saw that there were separate sections that managed each other to manage Umbul Sidomukti, starting from operations, fields, restaurants and management. According to him The tourists who visit are standard like tourist attractions in general but are quite busy. Quoted from previous literature, visitor interest in the Umbul Sidomukti tourist area in Semarang Regency can be seen from indicators of feelings of pleasure or liking, indicators of attention, and indicators of facilities in the very good criteria (FADHILLAH, 2019).

3.2 The second informant (25 years old) is in the operational department

Marketing Umbul Sidomukti through online and sales promotions by distributing brochures to the city of Semarang and surrounding areas. There is quite a lot of involvement of local residents as workers in Umbul. The quality of service is in accordance with the standards of tourist attractions in general. With the Umbul Sidomukti tourist attraction, there are pros and cons. In terms of cons, most of the residents' agricultural land has been lost, which is considered disturbing for local residents whose livelihood is as farmers. However, from a pro perspective, it is beneficial for residents because it creates job vacancies which can provide economic development for local residents and absorb a lot of labor from residents around Umbul Sidomukti. For the management of organic and inorganic waste, it is burned in a special burning area in the pennant area and for burning at 9 or 10 pm so as to minimize air pollution for local residents.

The use of water and electricity contributes the most. The icon of Umbul is a swimming pool from a natural spring source that is still cleaned as needed. The use of Digital Payment has been implemented in all restaurants. In accordance with the previous literature quote, the Umbul Sidomukti area really meets the target as a natural tourist spot that has charm and adequate and supportive facilities, but it is a

shame that Umbul Sidomukti is not widely known by the wider community, especially in parts of Java because the object is located in a remote area and access Getting to tourist attractions is very difficult to reach because the location is in the highland countryside (Rusvitasari & Solikhin, 2014).

3.3 The third informant (28 years) is part of the restaurant

According to information provided by informants, 80-85% of Umbul is a park and rides. Umbul can be said to be an environmentally friendly tourist spot because it keeps the available rubbish bins clean so that the rubbish is sorted. When the waste is full, the waste management team manages it to maintain the naturalness and beauty of the pennant. The remaining wood and trash that can still be used will later be set aside or sold to local residents and middlemen. Umbul Sidomukti also pays attention to and follows trends that always attract tourist interest. The largest energy used in Umbul is water. What is excellent in Umbul is natural tourism and the natural swimming pool icon. The use of ICT / Digital payment is considered sufficient to follow a green lifestyle in order to achieve green management practices. The number of tourists is quite stable, the difference between school holidays and Eid holidays decreases slightly, but returns to stability or does not have much of an effect on normal days.

According to (Rusvitasari & Solikhin, 2014). The strategy that has been implemented by the management to increase tourist visits and increase income is to carry out promotional strategies, by carrying out promotional strategies such as creating a website (www.umbilical.cord.com), by making brochures, which are carried out by the management, tourists will become more familiar with and interested in visiting these objects by enjoying the natural beauty and facilities provided by the management, such as flying fox, marine bridge, ATV, etc. Apart from that, the management also collaborates with the Semarang Regency and Provincial Tourism Department.

3.4 Implementation of the TBL Approach and Green Management practices

Looking at Umbul Sidomukti's objective of minimizing negative impacts on the environment and expanding asset proficiency, it is carried out with three main pillars of the TBL approach, namely profit, people and planet. The majority of the people of Sidomukti Village earn their living as farmers, this happens because of the condition and geographical location of the village area which is under the mountain slopes so that the condition of the area helps them to grow crops. The society that affected directly with the presence of the Umbul Sidomukti tourist attraction are people who work as farmers, traders, entrepreneurs, tourist workers. Their work is work that interacts directly with tourist attractions.

The existence of the Umbul Sidomukti Tourism can be used by the community to earn income in the tourism sector without leaving their main job. People can also combine their main jobs with jobs in the tourism sector to generate maximum income (Fahmi, 2021).

4. CONCLUSION

The findings after interviews with informants can be explained that the TBL approach and green management practices can have a direct or indirect influence on increasing interest in tourist visits. Even though the TBL approach system and green management practices implemented by Umbul Sidomukti are not fully understood by visiting tourists, the execution process is complete. Because most tourists who visit Umbul Sidomukti aim to relieve fatigue by enjoying the views and facilities provided by Umbul. However, from the findings obtained by the TBL (Triple Bottom Line) approach and green management practices, directly and indirectly, it will be able to increase tourist interest. This can be proven by the stable number of visits to Umbul Sidomukti at all times, both on weekdays and weekends as well as the holiday season long.

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