

## Community Empowerment Through the Development of Agrotourism with the Green Marketing Concept

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### ABSTRACT

This PkM activity uses the method of empowerment (Community Development) for tourism managers who attend as many as 15 people. The post-test value showed that there was a change in the form of an increase in the understanding of the public understanding of the green marketing concept material, which was 93%. This change in a mindset based on the environment can occur due to awareness about the efficiency of Green Marketing products and shared responsibility to create an economic climate without massive sacrifices to the natural environment in the future.

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### INTRODUCTION

Banten is one of the provinces at the western tip of Java Island with an area of 9,662.92 km<sup>2</sup> consisting of 4 districts and 4 municipalities, Banten has great potential to be optimized. Most of the area is designated as an industrial area. Nevertheless, the potential of agriculture is also interesting to be explored. One of them is Cilegon, this municipality in Banten province has horticultural potential that can be developed. These potentials include the cultivation of golden melon under the guidance of the Cilegon City Agriculture Office. Golden melon is oval with shallow grooves and has smooth yellow skin. Golden melon flesh is generally thick, yellowish-white, sweet, and contains a lot of water. When eaten, the texture of the flesh is crunchy like a pear. Melon golden has a high selling value. In addition to its special taste, golden melon also has health benefits and contains high nutrients.

The great interest in melon cultivation has initiated the construction of Saung Melon Asli Tani. The location is located on Jl. Raya Anyer Labuan Rawagondang Cilegon. This place is a new agro-tourism that was officially opened.

Of the many marketing strategies carried out by various companies, both in manufacturing, culinary tourism, agro-tourism, and so on, it is no less important for melon agro-tourism managers, namely a marketing strategy with the concept of green marketing. This is considered important, considering that at the location of the Melon Golden S'Prince agro-tourism, the concept of green marketing has not worked well, including the presence of plastic waste, the lack of clean water sources provided, no additional recycling plants, and the distribution of drop boxes. the use of media that is not yet environmentally friendly, such as banners that are haphazardly affixed to trees. This problem is a serious concern for agro-tourism managers, because of the

negative impact of greenwashing which leads to environmental damage, this melon agro-tourism manager needs to be more transparent in all processes behind the scenes to build trust with consumers in a healthy manner regarding the environmental impacts that occur. If the company is serious about preserving the environment, of course, consumers will not hesitate to use the company's products. This effort can ensure the role of managers in understanding community needs and as an opportunity for companies or agro-tourism managers to emphasize environmental and community protection. This method does not mean eliminating economic prosperity, but instead green marketing is used to push back on how to link marketing and environmental protection.

### IMPLEMENTATION METHOD

This activity was carried out on the 2nd week of August 2022. Location of the activity at Melon Golden S'Prince Jl. Raya Anyer Labuan Rawagondang, Cilegon. The method used in this activity focuses on the management community through (Community Development) delivery of materials, discussions, and green marketing. This activity provides an increase in the knowledge of the tourism management community about the importance of the green marketing concept in the community, especially melon farmers whose address is at Jl. Raya Anyer Labuan Rawagondang, Cilegon Banten went well and smoothly. The series of activities include educating the public on the importance of tourism management innovation as an added value. With the delivery of material to the public about the Green Marketing Concept Tourism Manager. Finally, the tourism management community knows the concept of green marketing. This can be seen from his enthusiasm to explore the concept so the problem in tourism management is a serious concern and concern of the manager, this effort is also expected to increase the purchasing power of the community so that it affects the income and stretching of the community's economic ability.

### RESULTS AND DISCUSSION

Knowledge level data is measured by frequency distribution and the following results are obtained:

**Table 1. Frequency distribution of knowledge level benefits of green marketing concept**

Knowledge	<i>Pretest</i>		<i>Posttest</i>	
	n	%	n	%
<b>Not enough</b>	7	47	1	7
<b>Well</b>	8	53	14	93
<b>Amount</b>	15	100	15	100

In the table above, the number of managers who attended as many as 15 people, showed that there was a change in the form of increasing understanding from the community after mentoring on how to have a good green marketing concept. So in optimizing agro-tourism with the concept of green marketing, the community as a manager has the added value of Good Knowledge, which is 93%.





## CONCLUSION

Based on the description above, several important things are the focus of evaluation in strengthening community empowerment through the development of agro-tourism with the concept of green marketing referring to the satisfaction, needs, desires, and desires of consumers about the maintenance and preservation of the environment, so that green marketing becomes a necessity in today's business world. As we can see, companies are increasingly competing to fulfill consumer desires for environmentally friendly products. Various companies are slowly starting to adopt green marketing activities in future projects as part of social awareness because they are starting to be required to reach consumers with green marketing messages.

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