

## Analysis of Development and Promotion Strategies for Ecotourism Sites in Alas Purwo National Park

Ika Aniyati<sup>1</sup>, Ida Ayu Oka Martini<sup>1</sup>

<sup>1</sup>Universitas Pendidikan Nasional, Bali, Indonesia

Corresponding author emails: [ika.aniyati@gmail.com](mailto:ika.aniyati@gmail.com); [dayuokamartini@undiknas.ac.id](mailto:dayuokamartini@undiknas.ac.id)

**How to cite this article:** Ika Aniyati, Ida Ayu Oka Martini (2024). Analysis of Development and Promotion Strategies for Ecotourism Sites in Alas Purwo National Park. *Library Progress International*, 44(3), ----.

### ABSTRACT

Alas Purwo National Park, on the southeastern tip of Java Island, is one of the most important conservation areas in Indonesia with an area of 44,037 hectares, which is included in the UNESCO Blambangan Biosphere Reserve. The park offers a diversity of ecosystems, ranging from tropical rainforests, savannas, to mangrove forests, and is home to rare species such as the Javanese banteng, leopard, and green peacock. In addition, Alas Purwo is also known as an ecotourism destination, with G-Land Beach attracting international surfers and Ngagelan Beach being a center for turtle conservation. However, despite its great potential, tourism development in Alas Purwo faces challenges of limited infrastructure, difficult road access, and ineffective promotion. Another challenge is maintaining a balance between tourism and conservation, as increasing numbers of tourists can put pressure on the environment. Therefore, an integrated approach involving the government, local communities and tourism industry players is essential for the development of sustainable ecotourism. Environmentally friendly infrastructure, better access, as well as promotion through digital media will help overcome these challenges. In addition, empowering local communities through training and active participation in tourism management can ensure that economic benefits are felt directly, while preserving the environment. This study aims to identify the potential for tourism development in Alas Purwo and formulate strategies that can be applied to improve sustainable ecotourism. With these steps, it is hoped that Alas Purwo can develop into a leading ecotourism destination that provides positive economic and environmental impacts, while preserving existing biodiversity. The results of this research are expected to make a real contribution to more effective and sustainable tourism planning in the region.

**KEYWORD:** ecotourism, Development strategies, analysis SWOT, Alas Purwo National Park

### INTRODUCTION

Alas Purwo National Park, located on the southeastern tip of Java Island, covers an area of approximately 44,037 hectares and is part of the Blambangan Biosphere Reserve which was recognized by UNESCO in 2016. The area includes diverse ecosystems, such as tropical rainforest, savanna and mangrove forests, and is home to many rare flora and fauna. One of the protected species is the Javanese bull (*Bos javanicus*), in addition to various rare bird species such as the green peacock (*Pavo muticus*). Alas Purwo is not only important as a conservation area, but also has great potential to be developed as a leading ecotourism destination in Indonesia. Alas Purwo National Park is managed under various laws, including Forestry Law No. 41 of 1999 and Minister of Environment and Forestry Regulation No. 46 of 2016, which emphasize the importance of nature conservation and sustainable management. The area offers diverse ecotourism attractions, such as G-Land Beach, which is famous among international surfers, and Ngagelan Beach, a turtle conservation site. This ecotourism potential can support the economic development of local communities if managed properly and sustainably. In the context of Indonesian tourism, Tourism Law No. 10/2009 regulates that ecotourism must be based on education, conservation and community empowerment.

However, ecotourism development in Alas Purwo still faces several challenges. Limited infrastructure and



inadequate transportation access are the main obstacles in attracting more visitors. In addition, less intensive promotion has made the potential of this area not fully explored. To overcome this, an integrated strategy is needed that includes promotion, increased accessibility, and improved facilities. Involving local communities in ecotourism management is an important step. By empowering them through training in tourism and conservation services, the community can play an active role in preserving nature while also benefiting economically. The application of technology, such as digital tourism apps that provide information on routes and conservation, can also add appeal to tourists, especially the younger generation who are interested in sustainable tourism. This research focuses on two main issues: first, the condition of ecotourism development in Alas Purwo National Park, and second, the strategies needed to develop and promote ecotourism objects in the area. The purpose of this study is to examine more deeply the development of ecotourism in Alas Purwo National Park and analyze effective strategies in developing and promoting this area as an ecotourism destination.

## **LITERATURE REVIEW**

Ecotourism has developed as one of the alternatives in a more sustainable and responsible tourism industry. This concept, as expressed by TIES (1991), includes tourist travel to natural areas with the aim of protecting and preserving the environment and providing benefits to local communities. Wood (2002) emphasizes that ecotourism is part of sustainable development, where visitors can enjoy the beauty of nature while supporting its conservation. The United Nations Commission on Sustainable Development (2000) defines ecotourism as a form of sustainable tourism that ensures equal participation of all stakeholders, including local communities, in the planning and maintenance of tourist destinations. Thus, ecotourism is not just nature tourism, but also an approach that integrates social, economic, and environmental aspects.

The principles of ecotourism consist of three main components: conservation principles, community participation, and economic principles. The conservation principle emphasizes responsibility for the preservation of nature and culture, as well as the need to respect the social and cultural values of local communities. Community participation in ecotourism planning and development is expected to increase ownership and support for environmental conservation. Economic principles emphasize efficient resource management in order to support future generations, thus ensuring sustainable economic benefits for local communities (Prajawati, 2021).

The importance of ecotourism in the context of sustainable tourism is also emphasized by Damanik and Weber, who note that ecotourism should be responsible for environmental conservation while improving the welfare of local communities. Within the framework of sustainable development, there are seventeen goals that include aspects of health, education, and environmental sustainability (Rizky Trisnawati Arwien, 2024). This shows that ecotourism plays an important role in creating a balance between economic, social, and environmental needs.

Ecotourism development strategies are crucial to achieve these goals. According to Holoway and Plant (in Yuliandar, 2007), ecotourism development must utilize natural resources responsibly, which can lead to positive experiences for visitors while preserving the environment. Tourism development that involves community participation is key to the success of sustainable development (Sururi, 2019). By involving local communities, the management and development of ecotourism areas can be carried out more effectively, because the community better understands the characteristics and potential of existing local resources.

The success of ecotourism development is also influenced by various factors, including government components, tourism organizers, local communities, and tourists themselves. The government component is responsible for increasing funding sources and creating jobs, while local communities play a role in preserving culture and the environment. On the other hand, tourists are expected to appreciate and maintain the uniqueness of local culture and contribute to the local economy. The Master Plan for Tourism Development in Indonesia includes the development of a tourism industry that focuses on tourist attractions, marketing, and institutions, as well as the establishment of strategic tourism areas that consider natural resources, market potential, and



community readiness (Pujayanti, 2020).

In terms of marketing strategies, the use of social media as a promotional tool has proven effective in attracting tourists. Social media allows information about tourist destinations to be disseminated quickly and widely, providing easy access for potential visitors (Aksyah, E, 2024; Lontoh et al., 2020). By utilizing the 7P marketing mix strategy, which includes product, price, place, promotion, process, people, and physical evidence, tourism development can be carried out in a more structured and comprehensive manner. This is very important in creating a satisfying tourism experience, as well as supporting the overall sustainability of ecotourism.

## **RESEARCH METHODOLOGY**

This research methodology focuses on exploring the development and promotion of ecotourism in Alas Purwo National Park, located in Banyuwangi, East Java, Indonesia. This national park, designated as a UNESCO Biosphere Reserve, is recognized for its diversity of ecosystems, including tropical rainforests, savannas and coastal areas, which contribute to its high biodiversity, with endemic flora and fauna, including rare species. This research used a qualitative approach, collecting descriptive data mainly through purposive sampling by interviewing 12 key informants, including park officials, local residents, and ecotourism visitors. Data collection methods consisted of direct observation, structured interviews, and documentation studies, which provided a comprehensive understanding of the park's ecological characteristics and its role in conservation. Primary data were collected through field observations to assess the ecotourism potential and interviews with stakeholders, while secondary data were obtained from government sources and relevant organizations sustainable.

The methodology also included data analysis through SWOT analysis, which identified internal strengths and weaknesses, as well as external opportunities and threats, to facilitate strategic recommendations for ecotourism enhancement. The process began with data collection through observations and interviews, followed by data reduction to highlight significant findings related to biodiversity, environmental quality, and local community engagement. The results were then presented descriptively, supported by visual aids such as graphs and images to enhance understanding. To validate the findings, triangulation was applied, integrating multiple perspectives through different data sources and methods, to ensure reliability and accuracy. This multifaceted approach is critical to understanding the complexity of ecotourism management in Alas Purwo National Park and aims to promote sustainable development that balances conservation efforts with the well-being of local communities. Finally, this research seeks to provide valuable insights to improve ecotourism practices and encourage community participation in conservation, in line with the main objectives of sustainable environmental management.

## **RESULT AND DISCUSSION**

This study aims to analyze and discuss research findings related to ecotourism development in Alas Purwo National Park. Through the collection of qualitative data from respondents, insights into the potential, concrete steps, and challenges faced in ecotourism management are obtained. In addition, the involvement of local communities and the use of social media as a promotional strategy will be discussed in depth. The results of this study are expected to provide recommendations for ecotourism management that is more sustainable and oriented towards environmental conservation, as well as improving the welfare of the community around Alas Purwo National Park. This section will discuss the condition of Ecotourism development in Alas Purwo National Park as well as the development strategy & Promotion of Eco-tourism Objects in Alas Purwo National Park.

Table 1.1

Alas Purwo National Park Ecotourism Tourist Attitude Scale

No	Attitude	Score	Category
1	Very Good	4	3.26 - 4.00
2	Good	3	2.51 - 3.25



3	Less good	2	1.76 - 2.50
4	Poor	1	1.00 - 1.75

Source: Likert Scale Type answer Format (Supranto, 2011)

Internal factors in this study are variables measured using 10 questions related to tourist responses to Ecotourism in Alas Purwo National Park. In detail the results of research on respondents' perceptions are presented in Table 1.2 below.

Table 1.2

Deskription of Respondent's perceptions of Internal factors

No	Internal indicators	Responden Frequently				Total	Rating score	criteria
		1	2	3	4			
1	Alas purwo has the uniqueness of the biodiversity of flora and fauna with beautiful scenery	0	0	3	9	45	3.75	Very good
2	Alas purwo is rich in history so that it can became one of the tourist attractions by carrying out the concept of concervation , education, and recreation	0	1	3	8	43	3.58	Very good
3	The condition of the forest is still very well maintained	0	2	8	2	36	3.00	Good
4	Optimal maintenance of ecotourism facilities and infrastucture	0	0	10	2	38	3.17	Good
5	Accecebility of tourist attractions that are easy to reach	0	1	2	9	44	3.67	Very Good
6	Beach conditions are clean and well maintained	3	5	4	0	39	2.08	Less good
7	The community is involved in environmental conservation efforts carried out in Alas Purwo National Park	1	6	4	1	29	2.42	Less good
8	There are ecotourism support facilities for visitors	2	6	3	1	27	2.25	Less good
9	The availability of traffic signs and car parking lots that tend to be far away	2	9	1	0	23	1.92	Less good
10	Promotion on social media is not maximaxed because there is only promotion from instagram	1	9	1	1	26	2.17	Less good
	<b>The overall average perception of respondents on internal Factors</b>					350	2.92	Good



Source : Primary data processed, 2024

Table 1.2 shows the questions asked relating to tourist responses to Ecotourism in Alas Purwo National Park obtained an average value of 2.92 which is in the good category. This means that the respondents' perceptions of the Internal Factors of Ecotourism in Alas Purwo National Park are good. The acquisition of the highest value is in the question “Alas Purwo has the uniqueness of the biodiversity of flora and fauna with beautiful scenery” with an average of 3.75, meaning that overall tourists assess that Alas Purwo National Park Ecotourism already has the uniqueness of the biodiversity of flora and fauna with beautiful scenery and good conditions. Respondents' perceptions with the lowest average value were in the statement, “The availability of traffic signs and car parking lots that tend to be far away”, with a value of 1.92. This means that according to tourists, namely Alas Purwo National Park Ecotourism does not provide enough traffic signs and car parking lots that tend to be far away.

Table 1.3

Description of Respondents Perception of External Factors

No	External indicator	Rating				Total Score	Rating	Criteria
		1	2	3	4			
1	Can create local community empowerment activities	0	1	9	2	37	3.08	Good
2	The Existence of rules and regulations that support ecotourism	0	1	10	1	36	3.00	Good
3	The need for ecotourism from various elements is quite high	2	4	5	1	29	2.42	Less good
4	There is support from several companies around the ecotourism area	0	0	10	2	38	3.17	Good
5	The creation of jobs for people around ecotourism	0	0	9	3	39	3.25	Good
6	Government policy regarding the imposition of restrictions on community activities	1	6	4	1	29	2.42	Less good
7	The issue of wild animals in the ecotourism area	1	9	1	1	26	2,17	Less good
8	Competition with other tourist attractions	2	6	3	1	27	2.25	Less good
	<b>The overall average perception of respondents of external factors</b>					261	2,72	Good

Source: Primary data processed, 2024

Table 1.3 shows the questions asked relating to external factors in Alas Purwo National Park Ecotourism obtained an average value of 2.72 which is in the good category. This means that the respondents' perceptions of the external factors owned by Alas Purwo National Park Ecotourism are good. The acquisition of the highest value is in the question “Creation of jobs for the community around ecotourism” with an average of 3.25, meaning that overall tourists assess that jobs have been created for the community around ecotourism which is an opportunity factor for Alas Purwo National Park Ecotourism. Respondents' perceptions with the lowest average value were in the statement, “There is an issue of wild animals in the ecotourism area”, with a value of 2.17. This means that according to tourists, the issue of wild animals in the Alas Purwo National Park Ecotourism area is a threat to Alas Purwo National Park Ecotourism because it can reduce the number of tourist visits.

#### Strength, Weakness, Opportunity and Threat (SWOT) Analysis



To develop the ecotourism potential of Alas Purwo National Park, it is necessary to know and understand what internal and external factors are described through the SWOT matrix. Ecotourism development strategy of Alas Purwo National Park must be supported by effective development programs so that they can have a positive impact on tourists in a sustainable manner. SWOT analysis in this study was carried out by conducting internal and external analysis, namely by making the IFAS (Internal Factory Analysis Summary) matrix and the EFAS (External Factory Analysis Summary) matrix. After knowing the results of the value of the IFAS matrix and the EFAS matrix, the company can be positioned regarding the results of the value of the IFAS matrix and the value of the EFAS matrix in the SWOT analysis.

Table 1.4 IFAS Matrix (Internal Factory Analysis Summary)

No	Internal strategy factor	weight	Rating	Weight x Rating
1	Alas Purwo has the uniqueness of biodiversity of flora and fauna with beautiful scenery	10.00	3.75	37.50
2	Alas purwo is rich in history so that it can become one of the tourist attraction by carrying out the konsep of conservation, education and recreation	10.00	3.58	35.80
3	The condition of the forest is still very well preserved	10.00	3.00	30.00
4	Optimal maintenance of ecotourism facilities and infrastructure	10.00	3.17	31.70
5	Accesibility of tourist attraction that are easy to reach	10.00	3.67	36.70
	<b>Sub Total Strenght factors</b>	<b>50.00</b>	<b>3.43</b>	<b>3.43</b>
6	Beach copndition are clean and not maintained	10.00	2.08	20.80
7	The community ois not involved in environmental conservation efforsts carries out in Alas Purwo National Park	10.00	2.42	24.20
8	There are No. ecotiurism support facilities for visitors	10.00	2.25	22.50
9	Unavailability of traffic signs and car parking lots taht tend to be far away	10.00	1.92	19.20
10	Lack of promotion on social media is not maximized because there is only promotion on instagram	10.00	2.17	21.70
	<b>Sub Total Weaknes Factors</b>	<b>50.00</b>	<b>2.17</b>	<b>21.68</b>
	<b>TOTAL INTERNAL FACTORS</b>	<b>100.00</b>	<b>2.80</b>	<b>2.19</b>

Sumber : Primary data processed, 2024

Based on the results of the IFAS (Internal Factory Analysis Summary) matrix calculation in Table 4.6, it is known that the strength value (3.43) is higher than the weakness value (2.17), which has a value difference of (+) 1.26. Furthermore, the EFAS (External Factory Analysis Summary) matrix can be seen in Table 1.5.

Tabel 1.5

Matrik EFAS (*Eksternal Factory Analysis Summary*)

NO	EXTERNAL INDICATOR	Weight	Rating	Weightx Rating
1	Can create community empowerment activities around	15.00	3.08	46.20
2	The existence of rules and regulations that support ecotourism	10.00	3.00	30.00
3	The need for ecotourism from various elements is quite high	10.00	2.42	24.20



4	There is support from several companies around the ecotourism area	10.00	3.17	31.70
5	The creation of jobs for people around ecotourism area	15.00	3.25	48.75
	<b>Average score of opportunity factors</b>	<b>60.00</b>	<b>2.98</b>	<b>3,617</b>
6	Government policy regarding the implementation of restriction on community activities	15.00	2.42	36.30
7	The issue of wild animal in the ecotourism area	10.00	2.17	21.70
8	Competition with other tourist attractions	15.00	2.25	33.75
	<b>Average treat factor score</b>	<b>40.00</b>	<b>2.28</b>	<b>30.58</b>
	<b>TOTAL EXTERNAL FACTORS</b>	<b>100.00</b>	<b>2.63</b>	<b>3.34</b>

Source : Primary data processed, 2024

Based on the result of the calculation of the EFAS ( External factors Analysis Summary ) matrix in the table 1.5, it is known that the value of the external opportunity factor of 3,617 is higher than the value of the threat factor of 3,34 . so that the difference is obtained , namely ( +) 0.277 based on the IFAS and EFAS matrix , the following SWOT diagram can be determined.

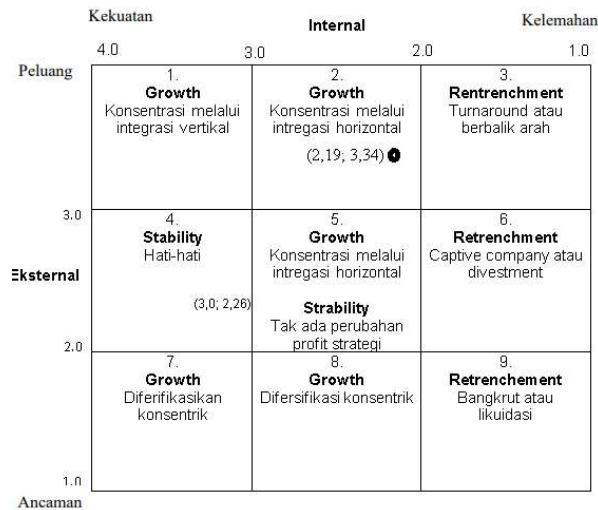


Figure 1.6 SWOT Matrix Diagram

On the diagram graph in Figure 1.6 shows that the Alas Purwo National Park Ecotourism is on a path that carries out a growth strategy, this can be seen in the potential of the Alas Purwo National Park Ecotourism which should be able to increase its superiority and maintain the strength of ecotourism for tourists.

Based on the explanation above, the right strategy can be determined to develop Ecotourism marketing for Alas Purwo National Park using SWOT analysis in table 1.7 below:



Table 1.7

SWOT Matrix of Ecotourism Marketing Strategy for Alas Purwo National Park

<p><b>IFAS</b></p> <p><b>EFAS</b></p>	<p>Strenghts</p> <p>1) Alas Purwo has the uniqueness of biodiversity of flora and fauna with beautiful scenery.</p> <p>2) Alas purwo is rich in history so that it can become one of the tourist attractions by carrying out the concept of conservation, education and recreation</p> <p>3) The condition of the forest is still very well preserved</p> <p>4) Optimal maintenance of ecotourism facilities and infrastructure</p> <p>5) Accessibility of tourist attractions that are easy to reach</p>	<p>Weakness</p> <p>1) Clean and unkempt beach conditions</p> <p>2) The community is not involved in environmental conservation efforts carried out in Alas Purwo National Park</p> <p>3) There are no ecotourism support facilities for visitors</p> <p>4) Unavailability of traffic signs and car parking lots that tend to be far away</p> <p>5) Lack of promotion on social media is not maximized because there is only promotion from Instagram</p>
<p>Opportunities</p> <p>1) Can create local community empowerment activities</p> <p>2) The existence of rules and regulations that support ecotourism</p> <p>3) The need for ecotourism from various elements is quite high</p> <p>4) There is support from several companies around the ecotourism area</p> <p>5) The creation of jobs for the community around ecotourism</p>	<p>STRATEGY (SO)</p> <p>1) Increase the historical advantages of Alas Purwo as a cultural and educational tourist attraction</p> <p>2) Development of community-based ecotourism with the assistance of institutions and government.</p> <p>3) Involving the community in ecotourism activities and supervised by the relevant agencies.</p> <p>4) Providing business capital assistance to the local community.</p> <p>5) Increased promotion of tourism by national and international scales</p>	<p>STRATEGY (WO)</p> <p>1) Looking for cooperation or business partners in order to develop Ecotourism Alas Purwo National Park</p> <p>2) Improving existing facilities and infrastructure in Alas Purwo National Park Ecotourism.</p> <p>3) Further expand the advertising promotion network throughout Indonesia that internationa with the utilization of all social media.</p> <p>4) Make improvements to decotourism in collaboration with the government so that more ecotourism locations are aesthetic according to the tastes of tourists.</p>
<p>Threats</p> <p>1) Government policies regarding the implementation of restrictions on community activities</p> <p>2) There is an issue of wild animals in the</p>	<p>STRATEGY (ST)</p> <p>1) Increased awareness and strengthening of community institutions.</p> <p>2) Develop good relations with tourists</p> <p>3) Involve all government agencies, and environmental NGOs and</p>	<p>STRATEGY (WT)</p> <p>1) Increased environmental conservation and improvement activities.</p> <p>2) More vigorous promotion by promoting through social networking media</p> <p>3) Ecotourism managers</p>



ecotourism area 3) Competition with other tourist attractions	supervise forest and marine security.	conduct surveys or monitor activities carried out by other attractions 4) Preparation of spatial planning or tourist zoning with various related institutions and local communities.
--	---------------------------------------	---

Based on the results of the SWOT matrix in Table 4.8, it can be seen that the strengths possessed by the Alas Purwo National Park Ecotourism Business to develop this ecotourism are quite strong and have a very good opportunity to continue to develop this tourist attraction. However, there are several threats and weaknesses that need special attention from the management to be more careful in order to develop the potential of Alas Purwo National Park Ecotourism with the following strategies:

#### **Ecotourism Marketing Strategy for Alas Purwo National Park**

##### **SO Strategy**

It can be seen that Alas Purwo National Park Ecotourism has many strengths as well as opportunities that exist to continue to develop this ecotourism. Thus the manager only needs to increase the strengths obtained to respond to any opportunities created.

- 1) Increase the historical advantages of Alas Purwo as a cultural and educational tourist attraction
- 2) Development of community-based ecotourism with the assistance of institutions and government.
- 3) Involving the community in ecotourism activities and supervised by the relevant agencies.
- 4) Providing business capital assistance to the local community.
- 5) Increased promotion of tourism by national and international scales.

##### **WO Strategy**

Apart from having many strengths, there are also several weaknesses that need to be considered by minimizing these weaknesses or further enhancing the strengths that are already owned.

- 1) Looking for cooperation or business partners in order to develop Alas Purwo National Park Ecotourism
- 2) Improving existing facilities and infrastructure in Alas Purwo National Park Ecotourism.
- 3) Further expand the advertising promotion network throughout Indonesia that internationally with the utilization of all social media.
- 4) Make improvements to decotourism in collaboration with the government so that more ecotourism locations are aesthetic according to the tastes of tourists.

##### **ST Strategy**

To maintain the current position against existing threats, the government and stakeholders must work together and increase their respective strengths against these threats.

- 1) Increased awareness and strengthening of community institutions.
- 2) Develop good relations with tourists
- 3) Involve all government agencies, and environmental NGOs and supervise forest and marine security.

##### **WT Strategy**

To reduce existing weaknesses and threats, several strategies are needed to overcome the weaknesses and turn them into a new strength to keep growing from a threat.

- 1) Increased conservation and environmental improvement activities.
- 2) More vigorous promotion by promoting through social networking media.
- 3) Ecotourism managers conduct surveys or monitor activities carried out by other attractions
- 4) Preparation of spatial planning or tourist zoning with various related institutions and local communities.



The state of ecotourism development in Alas Purwo National Park shows significant potential in attracting tourists, thanks to its abundant biodiversity, beautiful beaches and unique cultural heritage sites. Despite various concrete steps, such as improvements to facilities and infrastructure and promotion through social media, challenges remain, especially in terms of local community involvement and management of environmental impacts due to increased visitor numbers. A development strategy that involves collaboration with various parties, including the community, government and media, is needed to ensure the sustainability of ecotourism in this area. This is explained by T1 as the national park manager, "Alas Purwo National Park has tremendous potential for ecotourism, such as mangrove forests, charming beaches, and diverse species of flora and fauna. We also have cultural sites that can attract tourists who are looking for a unique and educational experience". Then this was also responded by P1 as a visitor to the national park, "Alas Purwo National Park has rich biodiversity, including unique flora and fauna, and beautiful beaches. It attracts tourists who are looking for an authentic nature experience." Another answer was also expressed by P2 who is also a visitor to the park, "I see great potential in the beaches, interesting waves, and unspoiled forests. All of these offer a diverse experience for visitors.

The involvement of local communities in the development of ecotourism in Alas Purwo National Park is very important to create synergy between managers and communities. Through training and empowerment programs, local communities are invited to play an active role in various aspects of ecotourism, such as providing accommodation, transportation, and regional culinary specialties. This involvement not only increases community income, but also creates a greater sense of ownership towards environmental conservation. Thus, the community becomes more aware of the importance of maintaining natural beauty and ecosystems, which in turn will have a positive impact on the sustainability of ecotourism in Alas Purwo National Park. This was responded to by P3, "The community is involved in cleaning and environmental maintenance activities. This makes them feel ownership and responsibility for the national park". Similarly expressed by P4, "We get support from the community in ecotourism promotion and development activities, including the creation of homestays".

The ecotourism promotion strategy in Alas Purwo National Park utilizes a combination of modern and traditional methods to reach a wider audience. The manager uses social media as the main platform to disseminate information about the beauty and uniqueness of the National Park, as well as the activities that take place there. In addition, the management also promotes through brochures, advertisements, and cooperation with travel agents to increase visibility. With this approach, the manager hopes to attract the attention of both local and international tourists, so that visits to Alas Purwo National Park can increase significantly. T1 responded, "Promotion is done through social media, official website, and collaboration with influencers. We also organize events to attract public attention. This was also responded by K1, "We support promotion through information dissemination and local community activities, as well as collaboration with local media to raise public awareness about ecotourism"

In implementing the ecotourism development strategy, Alas Purwo National Park faces a number of obstacles and barriers that need to be overcome to achieve the desired goals. One of the main challenges is the limited human resources trained in tourism management and ecotourism development. In addition, strict regulations regarding the status of the National Park limit some of the initiatives that can be undertaken. Limited knowledge of sustainable tourism development is also an issue, so managers need to conduct training and socialization to improve community and manager understanding of best practices in ecotourism management. T1 responded, "The main constraints are limited budget and human resources to effectively manage all activities". This was also responded to by K1, "Barriers faced include a lack of community understanding of the importance of ecotourism and limited accessibility to some locations in the park".

Alas Purwo National Park actively utilizes social media and modern technology for promotion and education. Through platforms such as Instagram, Facebook and Twitter, managers can reach a wider audience and share the latest information on activities, natural beauty and environmental conservation. Social media also allows visitors to share their experiences, which can attract more tourists. In addition, the manager collaborates with



mass media to disseminate information about the potential of ecotourism, creating heartfelt campaigns and raising public awareness about the importance of protecting nature. T1 responded, “We are active on social media to share information about activities, natural beauty, and education about environmental conservation”. Then K1 gave a statement, “Social media is used to provide the latest information about the park and the programs implemented, as well as establish communication with visitors”.

Alas Purwo National Park management policy in managing the negative impact of visitors focuses on education and supervision. Managers provide clear information about visiting ethics and protecting the environment through signage and socialization. In addition, strict supervision is implemented to prevent destructive activities, such as littering. Through this policy, the management strives to create a safe and responsible visiting experience for all parties, while ensuring that the flora and fauna remain protected from the negative impacts of tourist activities. T1 responded, “Our policy includes educating visitors on the importance of maintaining cleanliness and preserving nature”. K2 also responded, “We monitor the number of visitors and apply strict rules regarding cleanliness and environmental preservation”.

Cooperation between Alas Purwo National Park managers and related parties such as travel agents, media, and influencers is key in promoting this destination to the wider community. By involving various parties, managers can expand the reach of promotion and increase awareness of the existence of the National Park. This collaboration also includes training and human resource development among local communities, so that they can contribute to tourism activities. With this collaborative approach, Alas Purwo National Park can increase its attractiveness as a sustainable and profitable ecotourism destination. T1 stated, “Collaboration is done with travel agents, mass media, and local communities to promote the Park and increase visitation”. K1 responded, “We also work with educational institutions to raise awareness of ecotourism and environmental conservation among the community”.

Efforts to ensure the sustainability of ecotourism in Alas Purwo National Park include various initiatives, such as improved facilities, community empowerment and wise management of natural resources. Managers monitor visitor impacts and strive to maintain a balance between tourism development and environmental conservation. In addition, educating the community and visitors about the importance of nature conservation is a priority. Thus, the sustainability of ecotourism in Alas Purwo National Park is not only economically beneficial, but also contributes to wider environmental conservation. T1 responded that, “We focus on environmental education programs, community training, and maintaining a balance between tourism development and conservation”. K1 also responded, “Our efforts include strict supervision of tourism activities and providing education to visitors to maintain ecotourism sustainability”.

The development and promotion of Alas Purwo National Park offers significant opportunities in the ecotourism sector, given the increasing public interest in nature-based tourism. However, threats also exist, especially related to the increasing number of tourists who have the potential to disrupt the ecosystem. Managers need to pay attention to the carrying capacity of the environment to avoid damage. By understanding these opportunities and threats, managers can formulate better strategies to improve the quality of ecotourism while protecting the natural beauty of Alas Purwo National Park. This was answered by T1, “The opportunities are very large because of the abundant natural potential, but the threat is the increasing number of tourists who can have a negative impact on the environment”. K1 responded, “Opportunities exist in the form of collaboration with various parties, while threats come from the behavior of visitors who do not maintain cleanliness and natural preservation”

In order to develop ecotourism in Alas Purwo National Park, the results of interviews with various informants, including visitors, managers, and authorities, show that there is enormous potential to create sustainable tourism experiences that benefit local communities. Strategies that have been implemented include active promotion through social media, community involvement in management, and concrete measures to maintain the natural beauty. Despite the obstacles and challenges, the commitment of all parties to maintain and develop Alas Purwo



National Park as an ecotourism destination shows bright hope for the future. Through solid cooperation between managers, communities and various stakeholders, ecotourism in Alas Purwo National Park can not only have a positive economic impact, but also become a model of environmental conservation that can be applied in other areas. Ecotourism sustainability must continue to be the main focus so that the natural and cultural potential of Alas Purwo National Park can be passed on to future generations.

## CONCLUSION

The conclusion from the interviews shows that ecotourism development in Alas Purwo National Park has enormous potential, supported by biodiversity, natural beauty and unique cultural values. Managers, communities, and authorities agree that concrete measures, such as infrastructure improvements and community empowerment programs, are needed to increase the attractiveness of this national park as a tourist destination. Local communities play an important role in supporting the development of ecotourism, where their involvement in the provision of accommodation and educational activities contributes to increased income and awareness of environmental conservation. In addition, promotion through social media and collaboration with travel agents and influencers are the main strategies to attract more visitors. However, challenges such as limited trained human resources, strict regulations, and the potential negative impacts of increasing tourist numbers need to be addressed for ecotourism development to be sustainable. Management policies that focus on visitor education and environmental stewardship have proven to be important in preserving national parks.

## REFERENCES

1. Achmad, G. N. A., Kadang, E. S., & Ratu, A. (2021). Pengenalan Inovasi Kawasan Taman Nasional Kutai Dalam Pengembangan Ekowisata Pada Masa New Normal. *Jurnal Pengabdian Masyarakat Kita*, 1(1), 21-25.
2. Aiman, M. Y., Nugroho, S. D., & Amir, I. T. (2021). Strategi Pengembangan Agrowisata Edukasi Pertanian di Desa Besar Kecamatan Sekaran Kabupaten Lamongan. *Agridevina: Berkala Ilmiah Agribisnis*, 10(1), 69-77.
3. Aksyah, E. (2024). Pemanfaatan Media Instagram Sebagai Media Promosi Ekowisata oleh Balai Taman Nasional Batang Gadis. *KESKAP: Jurnal Kesejahteraan Sosial, Komunikasi dan Administrasi Publik*, 3(1), 85-92.
4. Andita, R. P., & Kahfi, F. (2019). Pengelolaan lingkungan melalui ekowisata berbasis masyarakat di Taman Nasional Tesso Nilo-Riau. *Jurnal Daya Saing*, 5(3), 261-272.
5. Aprianto, P., Amelia, V., & Firlianty, F. (2022). Potensi daya tarik obyek ekowisata kawasan Punggualas di Taman Nasional Sebangau. *Journal of Environment and Management*, 3(3), 186-194.
6. Aprianto, P., Amelia, V., & Firlianty, F. (2022). Potensi daya tarik obyek ekowisata kawasan Punggualas di Taman Nasional Sebangau. *Journal of Environment and Management*, 3(3), 186-194.
7. Awaliah, N. M. (2019). Strategi Pengembangan Ekowisata Mangrove dengan Analisis SWOT di Desa Segarajaya Kecamatan Tarumajaya Kabupaten Bekasi Jawa Barat (Bachelor's thesis, Fakultas Ilmu Tarbiyah dan Keguruan UIN Syarif Hidayatullah Jakarta).
8. Axaraliefya, D., Herlina, N., & Supartono, T. (2023). STRATEGI PENGEMBANGAN EKOWISATA BERBASIS PENYU HIJAU DI KAWASAN PANTAI SUKAMADE TAMAN NASIONAL MERU BETIRI. *Journal of Forestry And Environment*, 6(1), 46-61.
9. Bahwono, F. A., & Ariwangsa, I. M. B. Analisis Tipologi Wisatawan dalam Pengembangan Ekowisata di Taman Nasional Komodo, Nusa Tenggara Timur.
10. Cahyani, A. D. (2021). Analisis SWOT dalam Proses Pengembangan Objek Wisata Pantai Lombang di Kabupaten Sumenep. *Jurnal Pendidikan Geografi*.
11. Clanandika, A., Hendrayana, Y., & Nurdin, N. (2018). Strategi Pengembangan Obyek Wisata Alam Bumi Perkemahan Leles Taman Nasional Gunung Ciremai. *Wanaraksa*, 12(1).
12. Farizal, O., Harahaf, H., & Zahra, M. (2020). Perencanaan lanskap dan strategi pengembangan potensi daya tarik ekowisata Batu Rongring Taman Nasional Gunung Leuser. *Jurnal Serambi Engineering*, 5(2).



13. Febrian, W. D., & Solihin, A. (2023). Peningkatan Talent Manajemen, Performance Manajemen dan Motivasi Ekowisata di Kabupaten Kepulauan Seribu Provinsi DKI Jakarta. *Journal Human Resources* 24/7. *Abdimas: Abdimas*, 1(2), 1-4.
14. Gantina, D., Rachmatullah, A., & Asmaniaty, F. (2019). Study of Stakeholders' Perception, Motivation and Preferences Towards Ecotourism Development in Siberut National Park, Indonesia. *Tourism Proceeding*, 263-277.