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The Pull and Push Marketing Strategy for Sustainable Ecotourism: The Study of Ecotourism of Kabalong, Pekalongan Regency, Indonesia

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Abstract— The tourism sector has a significant contribution to the economy. It contributes to global Gross Domestic Product (GDP), foreign exchange, and employment. Directly and indirectly, it has an effect on the food industries, accommodation, and hospitality. According to The World Travel & Tourism Council (WTTC), the tourism sector was noted as the 9th highest growth sector in the world, or 3rd in Asia, and first in the Southeast Asia region in 2018. Unfortunately, it is experiencing a decline because of COVID-19. The Covid-19 also spawned the Indonesian tourism industry. Therefore, it needs to build a strategy to rise of tourism sector aftermath of the COVID-19. Pull and push marketing strategy seems to be the best choice. Conducted the field research, this study explored the external and internal factors to travel to Kabalong. The result showed, there are artificial, religion, natural, and historical tourism. The internal factors that match consist recreation/relaxing, sports, culture/historical/Pilgrimage, and Summit. However, there are problems related to the development of the area, namely spirit and vision changes following changes in local leaders, sectoral-ego in terms of concern with their village, and the weaknesses of tourism management, especially in promoting.

Keywords— Tourism sustainability; Community based Tourism; marketing strategy; pull and push strategy; nature-based tourism; Conservation

I. INTRODUCTION

The tourism sector has a significant contribution to the economy. It contributed 10.3 percent to global Gross Domestic Product (GDP) in 2019 and absorbed about 330 million jobs worldwide. The foreign exchange from tourism tends to increase year to year, namely IDR11,206 billion in 2016, IDR13,139 billion in 2017, and IDR16,624 billion in 2018. The proportion of workers in the tourism sector to the total workforce during the 2016 - 2019 period increased from 10.53 percent in 2017 to 11.83 percent in 2019. According to The World Travel & Tourism Council (WTTC), the tourism sector was noted as the 9th highest growth sector in the world, or 3rd in Asia, and first in the Southeast Asia region in 2018. The ranking of Indonesia's tourism competitiveness index in the world rose from 42 in 2017 to 40 in 2019 from 140 countries in 2019 (www.travel.kompas.com, 2020). Therefore, the Ministry of Tourism launched various programs to accelerate Indonesia's tourism sector.

The tourism sector is experiencing a declining trend because of pandemic covid 19. Critical issues that arise, such as how to adjust destinations and identifying the most effective ways to recover. Unprecedented global travel restrictions and stay-at-home orders are causing the most severe disruption of the global economy since World War II (Stefan Gössling, Daniel Scott & C. Michael Hall, 2021). The Covid-19 pandemic has caused restrictions on travel/tourism activities globally. UNWTO stated that by April 2020, an estimated 96 percent of 209 tourist

destinations around the world had implemented restrictions (Covid-19 Related Travel Restriction UNWTO, 2020). Likewise, in Indonesia. The Covid-19 pandemic spawned the Indonesian tourism industry experiencing a crisis. In early 2020, the number of foreign tourists visiting Indonesia decreased to 30.42 percent in February. Such conditions have an impact on foreign exchange earnings, tourism supporting sectors, loss of livelihoods for residents around tourist attractions, and job layoffs.

Pekalongan Regency is one of the regencies in Central Java Province that has tourist attractions in both natural, cultural, and artificial tourism. From year to year, the tourism sector has a contribution that tends to increase. Its growth rate is high relatively (7.40% in 2019). Therefore, the tourism sector is expected to be one of the main engines of economic growth. Revenue from the tourism sector reaches IDR 6 billion in 2019 (Dinporapar). The tourism potential and attractions spread over various villages, among others in Karanggondang, Limbangan, and Lolong (Kabalong) villages in Karanganyar District. Those are Lolong Adventure, Lolong Camping ground, La Ranch in Limbangan village, and Ciblon in Karanggondang. Therefore, Kabalong is designated as a Regional Tourism Strategic Area. This area is expected to become a medium for community empowerment to advance the quality of life, independence, and welfare of the community.

It is necessary to design an appropriate strategy so that the tourism sector can immediately rise from its downturn aftermath of the COVID-19 pandemic. Knowing what the company can offer and consumer motivation to travel are very crucial in formulating a strategy. Things owned and sold are external factors in making behavioral decisions. Meanwhile, the consumer's motif is an internal factor. Information about external factors as well as internal factors is crucial in formulating an appropriate strategy. A marketing strategy that utilizes external factors is called a push marketing strategy. The policy that brings products to consumers is called a push marketing strategy. The uses information on consumer needs by creating conditions that satisfy known as a pull marketing strategy. This strategy tries to attract consumers to come. Companies can apply the Push marketing strategy only, the pull marketing strategy only, or simultaneously.

II. LITERATURE REVIEW

A. Sustainable Ecotourism

Sustainability development consists of 4 principles. Those are economically feasible, environmentally viable, socially acceptable, and technologically appropriate. Economically, sustainability development can ensure the production of goods and services of a business. Environmentally, the environment is a resource that must be maintained. Reduce non-renewable sources usage, protect the environmental ecosystem used to maintain a sustainable supply of resources to produce products and services useful for humans. Socially, sustainability development strives for

fairness in existing resource usage, social security such as health, education, accountability, and participation that supports community welfare. The definition of appropriate technology refers to the kind of technology designed for a particular community that is in accordance with the environmental, ethnic, cultural, social, political, and economic aspects of the local community. Appropriate technology is also defined as simple technology but can be used to achieve determined goals effectively in a particular place. Ecotourism is tourism that utilized natural resources to provides benefits to the community, both economically and non-economically. It doesn't abandon efforts to keep and manage resources, culture, and society. The development of an integrated tourism sector is very crucial. Therefore, there needs a tourism development roadmap that matches the general policy direction of regional development (Joelyartini, Siti Tri, 2016). It is because the development of the tourism sector has proven to support the regional-economy (Haryanto, Joko T, 2014, Hapsari, Pradnya Paramita, et al, 2014, Puspitaningrum, Merynda, 2015).

B. Management Tourism

According to Ismayanti in Pranata (2012), there are many types of tourism like Culinary, Sports, Commercial, Maritime, Industrial Tourism, Honeymoon, and Nature Reserve. Meanwhile, Salah Wahab (1992) classifies the types of tourism according to categories, namely the number of people traveling (Individual Tourism, Group), the purpose of traveling (Recreation/Leisure), Cultural, Healthy Recovery, Sports, Talk to Talk, transportation (land, water, air transport), geographic (Regional, Domestic, International) and age (Youth, Adults), gender, price, and social status. The tourism industry is an industry that is different from others. This industry involves complex and unique elements that are related to others (Holden, 2000). A tourism destination has to be supported by four components of tourism known as 4As. It used to meet the needs of travelers. It's called 4As since those have the 'A' initials, namely attraction, accessibility, amenities, and ancillary. Attractions are unique that attracts tourists to visit. Attractions in tourism destinations can be in the form of natural resources, cultural and artificial tourism. Amenities are related to various facilities and infrastructure such as lodging, restaurants, places of worship, and travel agents. Accessibility is transferability or the ease of moving from one area to another. Meanwhile, Ancillary is other supporting matters, such as management agencies, Tourist Information, Travel Agents, and stakeholders who have a direct role in tourism.

C. Pull and Push Strategy

A marketer must be creative in formulating a marketing strategy to influence the consumer to purchase their products. The marketing strategy aims to create value-added for their product compared to the competitors (Mihalj Bakator, June 2016). The business communication must be precise and intentional with their approach. Xavier Font & Scott McCabe (2017), sustainability marketing can use marketing skills and techniques to meet the needs by understanding market needs, designing more sustainable products, and identifying more persuasive communication methods to bring behavioral change. For realizing sustainable indigenous development, the capacity of tourism is the right tool (Anna Carr, Lisa Ruhanen & Michelle Whitford, 2016). By considering customers, as

well as your market, a marketer can develop the right strategies.

Two forms of marketing strategy that integrate the inside and outside elements are push marketing and pull marketing. A Push marketing strategy is a type of marketing that pushes the company out to the world, the product to the consumers. It tries to sell directly to the consumer, bypassing other distribution channels (Grundström, 2015; Chadee & Mattsson, 1996; Cavusgil & Zou, 2013). The promotional mix of push strategies consists of sales promotions to encourage consumers to purchase, direct selling to customers in showrooms, face to face, billboard, radio/TV commercial, brochures, packaging design to encourage purchase, and product displays. A pull strategy is a marketing strategy that involves motivating customers to find out product in an active process. It's also known as inbound marketing, concerning making the product or service visible to prospects, so consumers realize they have an interest or need for a product or service and search for it. The promotional mix tools to implement a pull strategy are advertising and mass media promotion, Word of mouth communication, customer relationship management, sales promotions, and discounts.

III. METHOD

Based on interviews and observation, case studies can provide detailed information on specific factors. To achieve research objectives, descriptive qualitative, using research qualitative inductive were used. The sample determined by purposive sampling by selecting were persons who considered competent and know very well the conditions of tourism destinations. The primary used as the core data, it's collected through focus group discussions, interviews, and observations. A total of 30 key stakeholders interviewed using semi-structured interviews. External and internal factors to visit Kabalaong ecotourism are the main object of this study. External factors refer to extrinsic factors that appear by the destinations' attractiveness (Kassean and Gassita, 2013). There are three groups of push factors: facilities, core attractions, and landscape features. This study used a descriptive analysis approach to describe the destinations' attractiveness that becomes external factors in deciding to travel. Meanwhile, internal factors refer to intrinsic or socio-psychological factors that drive people to travel. There are four classifications: physical, cultural, interpersonal, status, and prestige. Hartley and Harrison (2009) stated that there are six crucial push factors. Those six factors are self-esteem, relaxation, social interaction, self-actualization, excitement, and entertainment. Seebaluck et al. (2015) found that exotic and tropical geographic locations are the push factors in choosing destinations, especially for a wedding occasion.

IV. RESULT AND DISCUSSION

A. Socio-demographic

In the 2005-2025 Long-Term Regional Development Plan stipulated according to Pekalongan Regency Regional Regulation Number 20 of 2010, the Regional Development Vision for Pekalongan Regency 2005-2025 is Pekalongan Regency that developed, Just and Prosperous. A developed society is a society that meets the conditions of high human resource capacity, adequate economic capacity, professional regional governance, as

well as public participation, and regional independence. Just means a society with justice, in where people have the right to both implement and enjoy the results of development. They have the same right to get a job and improve living standards, public services, education, and health, exercise their political rights, protection, equality in law, and no discrimination. Meanwhile, a prosperous society means people who have purchasing power. They can meet their daily needs, both economic and non-economic needs. There are eight missions to realize the Regional Development Vision for Pekalongan Regency for 2005-2025. Currently, Pekalongan Regency is already in the Fifth Year of the long-Term Regional Development Plan (2020 - 2025).

There are factors having a significant influence on the success of a regional development or development plan. Some of them referred to include physical, socio-historical, infrastructure conditions. The results of this analysis are the boundaries of the economic development area. Regarding the physical character, socio-historical, infrastructure, and several other related matters in the Pekalongan Regency area, the whole is relatively the same. Pekalongan Regency can be said to be relatively homogeneous in its community activities. As an area located in Pekalongan Regency, the Karanganyar sub-district has the same social and economic problems as other sub-districts in Pekalongan Regency. According to the Law of territory no. 26 of 2007 is a space that is a geographical unit and all related elements whose boundaries and systems are determined based on administrative and or functional aspects. Several factors that influence the homogeneity of an area include natural factors and social factors. Natural-factors consist of land capability class, climate, and topography. Social factors include education level, economic, and culture. Starting from this, Karanganyar District can be said to be homogeneous, both physically, based on economic and socio-cultural criteria. Physically, in all Karanganyar Subdistricts, there are no differences in climate, rainfall, topography, and land use, most of which are non-agricultural land. The people of the Karanganyar sub-district mostly work in the manufacturing sector. The activities that homogenous also reflected on the social aspect such as language (Javanese and Bahasa), religion, and most of the population is Javanese and is in urban areas with the same culture.

B. External and Internal factors to Travel to Kabalong

B.1. External Factors.

a) Artificial Tourism.

According to a 2005 Gallup survey, around three out of four Americans believe in paranormal phenomena, which are closely aligned to New Age beliefs, and indicates a unique and potentially untapped market segment (Poulston & Pernecky, 2017). The Religious Tourism of Habib Abdurrahman's and Syekh Abu Bakar Bin Toha Bin Yahya's Tomb. According to the Tourism Master Plan of the Pekalongan Regency, there are two types of religious tourism in Karanganyar, namely Habib Abdurrahman's Tomb located in Lolong, Syekh Abu Bakar Bin Toha Bin Yahya's Tomb located in Kayugeritan Village. Meanwhile, the artificial tourism/recreation consists of the Kulu Asri Swimming Pool, Tirta Alam Swimming Pool, and Horse Race of Limbangan. The religious-tourism of Habib Abdurrahman's grave has a historical attraction, namely the spread of Islam in the Pekalongan Regency/district. As religious-tourism, the main attraction of the object is its strong spiritual nuances of Islam. Visitors to this tourism

object usually have a pilgrimage purpose and "grab blessings" by praying at the grave. They also have a historical attractiveness, the spread of Islam in the Pekalongan Regency/district, Sheikh Abu Bakar Bin Toha Bin Yahya preached to various regions from India, Malaysia, Pasai, and South Kalimantan after receiving religious knowledge from his father. Then, he stayed in Mataram (around Jogjakarta) before finally settled in Pekalongan, Karanganyar sub-district, Kayugeritan Village. While staying in Mataram, Sheikh Abu Bakar Bin Toha Yahya was instrumentally overcoming conflicts during the Sultanate of Amangkurat I period. For his dedication, he received the peerage Panembahan Tejo Jati Kusumo. Among of his services was determining the boundary between the Jogjakarta Palace and the Kertosuro Palace.

Kulu Asri and Tirta Alam Swimming Pool. Kulu Asri Swimming Pool provides a unique swimming-pool, for children or adults. The fresh-fishes and fish-based culinary are part of its attractiveness. Located in Kulu, it has a very spacious parking area for cars and motorbikes. There are fantastic huts where visitors can enjoy culinarily. The Tirta Alam Swimming Pool offers the appeal of swimming pools, freshwater fishing, and culinary tours. This destination also has natural beauty along the trip to the area, namely a river with a rushing stream, but clean. The Tirta Alam Swimming Pool is in Karanggondang village.

La ranch. La Ranch is an artificial tourism object with a horse racetrack and archery as the main attractions. Because this is the only ranch in Pemalang, Batang, and Pekalongan, this destination potentially developed b. Besides horse racetrack and archery, there're culinary Gallery, and many photos spot too. La Ranch is also known as Cowboy Village. This object developed as an educational tour, and so it's also suitable for early childhood to develop their soft and hard motoric skill. The soft-motoric development media are rabbits, touchable fur, and sheep. Meanwhile, for hard motoric skills, there are horses, archery, and dexterity games. This object launched on 18 October 2019.

b) Nature Tourism (Lolong Adventure) and Arch Bridge.

Sengkarang River. Sengkarang River Nature Tourism Area (Lolong Adventure) offers several natural attractions such as beautiful natural landscapes and fresh air. The main strength of Lolong Adventure is the Sengkarang River that has quite a heavy water flow that challenges visitors for rafting. The flat riverbank is suitable for camping and soft outbound activities. The beautiful scenery surrounding the river with its shady trees makes the atmosphere fresh and natural, photo spots around the edges of the river that's Instagram able. The durian forest in the Sengkarang river area, besides providing beautiful scenery, also soothes the eyes with its green color. For those who are afraid of rafting, there is Wisnu River that may develop for tubing.

Ciblon. Karanggondang Village has nature tourism that already developed as water tourism named "Ciblon" (ciblon means bathing). "Ciblon" was built by utilizing a clear river water flow that never dries all year round. Tourists (mostly children around the area) play games along the river. Ciblon is the favorite destination residents of Pekalongan regency and its surroundings. It is managed by the local community using village and BUMDes funds.

c) Historical Tourism

Lengkung (Arch) Bridge. One of the historical tourism objects in the Kabalong area is a heritage conservation

building dating back to the Dutch era, namely the Lengkung (Arch) bridge. This bridge is integrated with the Singkarang River tour. In addition to its historical appeal, the Arch bridge is a very Instagram able photo spot.

d) Others

In the area of Kabalong, there is a very famous event that is always eagerly awaited by lovers of durian, namely the Durian Festival. This event held regularly every year, adjusting to the durian harvest season. The venue for the durian festival is alternating between Karanggondang, Limbangan, and Lolong.

B.2. Internal Factors

Based on its purpose, there are several motives or internal drives for traveling. Those are recreation or relaxing, cultural, healing, sports, pilgrimage, and summit. Recreation traveling means that the purpose of traveling is to refresh their physical and mental, overcome the boredom/fatigue of their routine activities purpose. Cultural traveling is when the traveling's objective is to enrich information or knowledge about other regions/countries that may have different from hers/his. Healing, which is when someone is to meet medical care. Sports is when the purpose of the tour is a sports hobby. Pilgrimage is traveling that relate to the history, customs, and beliefs of the local community. Mostly, pilgrimage-traveling does by groups rather than individuals. People travel to the holy places, graves of people who are considered powerful or holy, burials of famous figures, sacred hills and mountains full of legends, and so on. The last is the summit. The summit means which includes a scientific meeting, profession, and politics. Considering the character of tourism objects in such a way, it seems that various tourism objects of Kabalong can fulfill many motives. The river of Sengkarang, by its heavy waterflood, meets the needs of sports tourism with rafting activities. The beautiful scenery and cool-air surrounding fulfill the need for relaxation. The availability of graves of Habib Abdurrahman Bin Toha and Sheikh Abu Bakar Bin Yahya satisfy cultural tours and pilgrimages.

C. The Important Performance and SOAR Analysis

The Important Performance Analysis of the marketing mix was used to determine policy priorities. The Cartesian diagram in figure 1 shows that basically all elements of the marketing mix and facilities are considered important. This is shown by the position of all elements in the diagram which a level of importance over 4 of the maximum score of 5. However, the promotional marketing mix is the most important marketing mix element, followed by products, prices, places/distribution, and other supporting facilities relatively. Concerning the performance, all marketing mix is considered to have a good performance, but relatively it can be ranged from the best to the worst: Place, Product, promotion, price and other supporting facilities.

Marketing mix and price promotion are in quadrant II (high importance and low performance). Price mix including the indicators of price affordability, price compatibility with quality, price conformity with competitiveness services, discounts and payment methods is in quadrant 2. Promotion mix includes publications, exhibitions, advertisements, Web design, social media networks, signposts, billboards, sales force, and direct marketing. Place mix (accessibility) including the

accessibility, infrastructure conditions, and strategic locations, types of distribution and transportation channels is in quadrant IV (low interest and high performance). Tourism supporting facilities such as toilets, prayer rooms, ATMs, communications, guides, souvenirs, parking lots and culinary arteries are in quadrant III (low importance and performance).

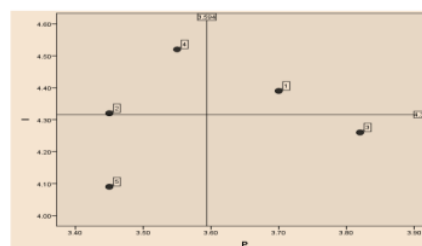


Figure 1. The Cartesian Diagram of Marketing Mix Element

Source: Primary data.

Notes: 1. Product; 2. Price; 3. Place; 4 Promotion; 5. Other Facilities

Unlike the SWOT analysis, SOAR analysis uses the approach of *appreciative inquiry* (AI) (Deveau, 2015; Khavarian-Garmsir et al., 2017; Zarestky & Cole, 2017). The aim is to achieve the targets set by the company by focusing on positive things that can be developed rather than thinking about internal weaknesses or perceived threats that might not occur. Thus, a company can optimally utilize its potential. Internal factors focus on strengths, and external factors focus on opportunities to grow and develop. In the SOAR analysis approach, a set of actions that use strengths and opportunities is designed, exploring the aspirations of how to achieve the company's goals using existing potential (utilizing the available strengths and opportunities), and describes the results that may be achieved and measured.

From the SOAR identification, it is known that they have strength in the aspect of production because the goods produced by the MSMEs tend to be based on the local potential. Durian fruit which is the main product of the agricultural has been famous for its delicious taste. Pekalongan Regency is the only Regency in Central Java that has a durian forest. Durian-based food development is also supported by annually "Durian festival". The Focus Group Discussions also identified the presence of various products around the Kabalong such as coffee, palm sugar, rambutan, bananas, and *wedang juruh* (drinks with coconut milk and coconut/palm sugar). The development of processed foods can be a step that utilizes the power of this aspect of production. They also have strength in the human resources aspect, namely strong motivation to become entrepreneurs and the basis of management knowledge. The training held by the Cooperative and MSMEs institutions of Pekalongan Regency gave to them. Some previous researches show that strong motivation and management knowledge have a positive impact to the business success (Susilowati, Rahutami, & Winarno, 2015; Syarifah & Fauziyah, 2017).

The opportunities for MSME development are indirect, derived from the opportunity of tourism activities. The development of tourism activities led to the emergence of new economic activities. In other words, MSME will grow along with the development of tourist destinations. However, the existence of MSMEs around the area also have a positive impact on the development of

tourist destinations and adds the attraction. There is a positive causal relationship between the development of tourism and MSMEs in the vicinity.

Aspiration is an initial stage of innovation. In exploring aspirations, participants who joined the discussion were invited to imagine an ideal tourism destination and find ideas to realize that ideal by considering their strengths and opportunities. Considering the details of these aspirations, there are two important things that can be formulated to enhance the ecotourism of in Kabalong i.e. strengthening MSMEs institution and optimizing the use of local potential.

The results are tangible and measurable ones that reflect the level of achievement of goals and aspirations. The ultimate target desired is progressing and developing tourism destination. The results shows ecotourism of Kabalong tourism will develop and have a positive impact on social-economy of the society if there is an icon that makes it easy to recognize Kabalong; product specializations and uniqueness. The increasing number of tourists will increase the employment and MSMEs' assets (Khavarian-Garmsir & Sire, 2015).

Furthermore, based on the results of the IPA, the promotion and price mixes must be prioritized to improve. Overall, the marketing mix performance of the MSMEs supporting tourism in Kabalong area has had a good performance. However, if it is not accompanied by good promotion, MSMEs will not reach optimal results. The promotional mix which was identified as important but having low performance is a signpost. Field observations show that the signposts for the Kabalong tourism area are very limited, both in terms of number and information destinations. The existence of a signpost is very simple, but it plays a very important role as a part of the promotion mix. Therefore, the addition of signposts with an "eye-catching" design needs to be prioritized. The promotion mix of publications, exhibitions and use of social media networks tends to be perceived as important and has good performance, so the promotion mix is sufficiently maintained and optimizes the utilization of IT (Aryanto et al., 2018; Hermiana, 2006; Subiyanto, 2015).

D. Discussion

This research identified that the ecotourism of Kabalong is the potential to develop because it has much attractiveness. It has strength in endowment factors such as landscape, fresh air, a river for rafting, human resources, and externally supported by government support. There are various kinds of attractive tourist objects to visit, such as Lolong adventure (rafting activity), camping ground, soft outbound places, religious and historical tourism, and artificial tourism. Durian, an agricultural product that has been famous for its delicious taste. Pekalongan Regency is the only Regency in Central Java that has durian forests. Still, regarding the strength, the results of the discussion group focus also identified the presence of various products around the Kabalong tourist area, such as coffee, palm sugar, rambutans, banana, and wedang juruh (a unique Central Javanese drink with coconut milk and palm sugar).

However, the eco-tourism of Kabalong also has some weaknesses. One of them that fundamental is promotion. Promotion is the aspect that is considered the most important, but it has the worst performance. The data shows that publication, social media usage, and exhibition have high conduct. Billboard, personal sales, advertisement,

and direct marketing perceived not importance and less performance. The internet has drastically changed the way businesses build and promote their brands as more and more consumers are engaging with brands online before making a purchase. However, it also has some weaknesses. The presence of a signboard seems a very simple thing. However, it is considered very important, but precisely this thing has a poor performance. Talking about how to reach consumers, it is crucial to understand the product. The company must develop and offer something that matches the needs of consumers. It becomes the base of a marketing strategy. The pull and push marketing strategy seem to be an option. It means a company may apply whether a pull or push strategy solely, even though it has no mutually exclusive relation. Push strategies focus on promoting the product relevant to the consumers using many channels such as WhatsApp, Instagram, Facebook, Google AdWords, and other media. The Pull strategy is a strategy that creates a demand for products or services. Which strategy the firm chooses will have to be in line with their goals. Pull and push marketing strategies differ in the way of approaching the consumers. The pull strategy is the most efficient to promote the products. A pull strategy is about creating a need and get the consumers to come. That's why it is called "pull". Pull strategy creates consumer loyalty in the long term, while push marketing is more short-term.

Experts say that the internal motivation to behave or not behave is related to social capital in the community or group reference. The character of the group reference in the work influence individuals to work in collaboration. Social capital is the connection between individuals - social networks and the norms of reciprocity and trust that arise from them (Putnam, 2000), which is built by habits in expected social relationships (Lin, 1999). Individuals tend to build relationships with others based on the expected-outcomes of the behaviors (Rose & Kim, 2011). Social capital becomes a strength to improve the community's social-economic (Falk & Kilpatrick, 2000; Knack & Keefer, 1997). The close social-network is more likely to drive the individual to help each other and increases one's internal motivation. The observations show that the community of the area of Kabalong has characteristics that indicate a vigorous social capital. In rural communities, people have a well-built kinship and highly caring between them. Local wisdom in the form of obedience and admiration to community leaders who become role models (religious leaders and leaders) is a social capital that can ease the implementation of local government policies, including conditioning the area according to its designation. Perceived benefits that have a more significant effect on tourism sustainability than on residents' support also crucial to be recognized that p (López et al., 2018).

Considering its potentials, internal and external factors, and the problems that still exist, the ecotourism of Kabalong needs to be intensively-promoted. Thus, Kabalong will be more widely known. The push marketing strategies that appropriate to be applied are setting up signboards, optimizing social-media usage, and billboards. The tourism service providers could implement those promotional-mixed in introducing destinations. The push strategy is needed to overcome problems in the short run. In the long run, pull marketing strategies like building connectivity among locations and activities are crucial. In maintaining the endowment factors and uniqueness, stakeholders should pay attention to ecological aspects, local wisdom, and environmental conservation. It also supports cultural

protection because the cultural-protection and traditional culture of nature positively affected most dimensions of conservation education, scientific knowledge, person-valuing, and high culture. (Wei et al., 2020). They need to build synergy among people surrounding, location, and goals. The government, public figures, and leaders are the role models, also become group references. Therefore, they might educate tourism actors to behave towards achieving the same objectives. However, maintaining commitment is the most important thing. As stated by the positive and convergent role of empowerment of local stakeholders in perceived environmental impacts, the proper application of the dimensions of empowering of local tourism stakeholders provides the grounds for the participation of local tourism stakeholders in the process of sustainable development of tourism (Carr et al., 2016).

V. CONCLUSION

Tourism seems to be one of the driving forces of the economy. Therefore, the availability of management tools aiming to help policymakers and practitioners to develop a clearer understanding of tourists' perceptions is needed. Kabalong ecotourism has much attractiveness that might fulfill some travel motive. As external factors, there are artificial, religion, nature, historical tourism. There is also an iconic event, which the community inside and outside always expecting. That is the Durian- Festival. Possible internal factors that match are recreation/relaxation, sports, culture/historical/Pilgrimage, and Summit. One of the fundamental weaknesses in marketing Kabalong tourist destinations is promotion. Promotion is the aspect that is considered the most important, but it has the worst performance. The data shows that publication, social media usage, and exhibition have a high-performance. Brand, personal sales, advertisement, and direct marketing are perceived as low importance and low performance. The internet has drastically changed the way businesses build and promote their brands as more and more consumers are engaging with brands online before making a purchase. However, it also has some weaknesses. The presence of a signboard seems a simple thing. However, it is considered very important, but precisely this thing has a poor performance.

VI. The result shows that a push marketing strategy is more appropriate to penetrate the market in the short run. The tourism service provider of Kabalong needs to set up the use of signboards, social-media, and billboards to shout and promote destinations to consumers. In the long run, stakeholders should build pull strategies. In the long run, pull marketing strategies like building connectivity among locations and activities are crucial. In maintaining the endowment factors and uniqueness, stakeholders should pay attention to ecological aspects, local wisdom, and environmental conservation. They need to build synergy among people surrounding, location, and goals. The government, public figures, and leaders are the role models, also become group references. However, maintaining commitment is the most important thing. By applying a pull and push marketing strategy, the ecotourism of Kabalong Ecotourism would be sustainable.

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