

Marketing of Geopark Based on the Characteristic of Geopark Gunung Sewu

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Abstract-The geoparks development as a dynamic process from the internal and external aspects need an adaptive planning frameworks to the level of change. The marketing of geoparks as one of potential tourism needs strategic. The Gunung Sewu geopark's marketing process needs to pay attention to interaction between landscape and human activities in terms of utilising the potential of Gunung Sewu Geoparks as a geological heritage which has science value, rarely has comparison elsewhere, and it has aesthetic value on a various scale. This study investigated the factors affecting geopark marketing based on the geopark characteristics using factors analysis. The result shows that the characteristics of the geopark area, the management and the variety of the activity and the interaction of individual such as visitors and the local community with the location identified as the main factors affecting the marketing of The Gunung Sewu Geopark as conservation area.

Keywords: Geopark, Marketing, conservation

Introduction

Indonesia is one of the countries that have a lot of potential as a Geopark based on determination criteria by UNESCO. Geopark in the sustainable development frameworks have a purpose to change the mindset of extractive use of natural resources into conservative efforts to improve the local and regional economy. Gunung Sewu Geopark is one of 4 Global Geopark determined by UNESCO in Indonesia. One of the Geopark's roles is to be the tourism destination so that it needs to be marketed.

The geoparks development as a dynamic process from the internal and external aspects need an adaptive planning frameworks to the level of change. Different conditions make regional competitiveness increase in the local, regional and international scope¹ (Metaxas, 2005). Regional competitiveness is one of the main issues in regional development. The concept of competitiveness is generally associated with the ability of a company, city, region, country to sustain or enhance competitive advantage sustainably² (Porter, 2000).

The marketing of geoparks as one of potential tourism needs strategic. The Gunung Sewu geopark's marketing process needs to pay attention to interaction between landscape and human activities in terms of utilising the potential of Gunung Sewu Geoparks as a geological heritage which has science value, rarely has comparison elsewhere, and it has aesthetic value on a various scale. This research is to identify the potential of Gunung Sewu Geopark as a conservation area to be marketed as a tourism attraction.

Literature review

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2.1 Geopark

Geopark is a geological Heritage that has the highest value, rarely has comparison elsewhere, and it has aesthetic value on a various scale. Those values converge and form a unique region. Besides as a tourism destination, Gunung Sewu Geopark is interpreted as a conservations and protection area which a geological heritage will be passed down to the next Generations. Geopark was first coined by UNESCO. The UNESCO initiative as a world organisation that supports

geoparks, responded by countries by increasing and conserving the value of earth heritage, landscape and geological formation in their country. More attention is given to the earth's heritage which has meaning as a key to the history of the formation of the earth and the life in it. Agenda 21 of 1992 which became the agenda of science for the environment, was coined by UNCED (United Nations Conference on Environment and Development) in Rio de Janeiro supported by the concept of Geopark. Based on Oktriadi³ (2014), the definition of Geoparks can be understood from several aspects, such as:

1. As an area, it contains various types of geological elements that have meaning and function as natural heritage. In this region various regional development strategies can be implemented on an ongoing basis. The promotion must be supported by government programs. As a region, Geopark must have clear and clear boundaries.
2. As a way of introducing earth's heritage that contains a number of geological sites (geosite) which have meaning in terms of science, scarcity, beauty (aesthetics), and education. Geopark activities are not limited to geological aspects, but also other aspects such as archeology, ecology, history and culture.
3. As the protected area of the earth's heritage, has the meaning, function and opportunities for its use, the existence and sustainability of these sites need to be maintained and protected;
4. As a place for developing geo-tourism that has the opportunity to create economic value. Local economic development, through nature-based tourism activities (geology) or geotourism is one option. The implementation of activities on an ongoing basis is interpreted as activities and efforts to strike a balance between economic development and conservation efforts.
5. As a means of effective and efficient collaboration with local communities will have a direct impact on humans who live in and around the region. The concept of Geopark allows people to remain in the area, namely in order to reconnect the values of the earth's heritage to them. The community can actively participate in the overall revitalization of the region.
6. As a place to protect natural heritage objects from damage or deterioration in the quality of the environment and the implementation of various sciences and technologies in testing the protection methods that apply. In addition, the Geopark area is also fully open for various studies and research activities in a variety of appropriate science and technology.

Based on Kusumabrata⁴ (2014) The concept of sustainable regional development management that combines three pillars of natural components, namely geodiversity, biodiversity, and integrated cultural diversity through the development of Geopark which is managed and developed with government regulations and policies, supporting facilities and infrastructure, as well as improving community welfare and increasing the capacity of local community (community development).

According to Guidelines and Criteria for National Geoparks seeking UNESCO's assistance to join the Global Geoparks Network/GGN (April, 2010), there are at least 6 criteria to be filled so that the geopark can take place to achieve its objectives, i.e:

1. Size and location
2. Management and local community involvement
3. Economic development
4. Education
5. Protection and conservation
6. Global Network

2.2 Marketing

Marketing is a social and managerial process, that individuals and organizations get what they need and want, through the creation and exchange of values with other individuals or organizations⁵ (Kotler & Armstrong, 2010). In marketing an area, the things that need to be done are determining the regional branding positioning. The brand of an area is created by the interaction between the physical characteristics of an area with the socio-psychological created so as to create its own uniqueness for the region⁶ (Simoes & Dibb, 2001).

The understanding of the marketing of the city/region changes from time to time. In the early 1980s, the term was interpreted as the promotion of all aspects of the welfare of urban society or even more narrowly as city advertising as a whole⁷ (van Gent, 1984 and Peelen, 1987 in Ashworth and Voogd, 1990). Another definition is that city marketing is an inseparable aspect of urban management⁷ (Nelissen, in Ashworth and Voogd, 1990). The next developing understanding defines city marketing as awareness to attract private investment in realizing the dream of a city plan⁷ (Pumain, 1989 in Ashworth and Voogd, 1990). The role of several autonomous regions in a unity of space (region) in the context of the notion of the word 'regional' becomes very dominant. The term 'marketing' can generally be translated as 'marketing'⁸ (John M. Echols & Hasan Shadily, 1992). Therefore, regional marketing translated as regional marketing and not just local marketing.

Kotler explained that the effort to increase investment attractiveness of various companies, industries and tourism to a place, such as city, state (relevant to Indonesia: Province), and at the national level as marketing places⁹ (Kotler, et al.; 1993). For example, the successful implementation of regional marketing in the United States can be observed in the Twin Cities of St. Paul and Minneapolis through a RED / regional economic development program based on the concept of joint marketing⁹ (Kotler 1993).

The marketing strategy of the Gunung Sewu Geopark Area as well as the location marketing strategy involves various stakeholders with different interests and preferences regarding the content and the marketing process¹⁰ (Braun, City Marketing: Towards an integrated approach, 2008). The location marketing strategy involves location as a collection of products, whose planning and marketing is guided by strategic vision and related objectives, and also by the need to fulfill the wants and demands of the identified target market, which is chosen based on its strategic objectives. The things that underlie marketing activities consist of¹¹ (Warnaby, 2008):

1. It is the responsibility of a number of interacting stakeholders¹² (Hubbard & Hall, 1998)
2. Focus on meeting the needs and expectations of visitors to a location;
3. Involving a number of aspects that become the potential of a location in order to promote the advantages and positive impressions of an area

The marketing strategy is a marketing logic that the business unit hopes to create value and benefit from its relationship with Branding consumers¹³ (Kotler & Armstrong, 2010). Understanding marketing strategy is the company's overall program in determining target markets and satisfying consumers by building a combination of elements from the marketing mix; product, distribution, promotion and price¹⁴ (Kurtz, MacKenzie, & Snow, 2009). There are 5 concepts in marketing that must exist to meet the objectives:

1. Segmenting Strategic, Targeting dan Positioning (STP).
2. Product Strategic. The product strategy consists of several stages, there are product branding and time management.
3. Price Strategic, is pricing based on costs, pricing based on the needs / demand approach, pricing based on competition is determining selling prices by considering selling prices that have already been or will be determined by competitors.
4. Distribution Strategic
5. Promotion Strategy

Methods

3.1. Case Studies

Study Case is province and regency which is include in Gunung Sewu Geopark area in Central Java Province (Wonogiri Regency), East Java Province (Pacitan Regency), and DIY Province (Gunungkidul Regency) with a focus on 33 geosites in the Gunung Sewu Geopark Area. The chosen study case is based on its relevance to the research purpose that the object of research in this area has been determined as part of the Gunung Sewu Geopark Area which has a competitive character and has implemented regional marketing which is indicated by several common characteristics such as attractions, promotions, regional brands and policies areas that lead to marketing the region on various scales



Figure 1. Case Study

3.1 Variables

This research uses several variables as a derivative of the previous theory formulation about marketing and characteristics of geopark. The development of the Gunung Sewu Geopark area related to marketing is directed to identify the types of potential areas to be developed in accordance with the potential and problems encountered.

Table 1. Synthesis Variables

Variables	Sub Variables
Geology and landscape ^{16, 17,15,19} (Agnew, 1987)(Cresswell, 2004)(Henderson, 2009)(Wiratmoko & Fahrudi, 2017)	Perception of charatcteristic area ¹⁶ (Agnew, 1987)
	Perception of geological conservation (Oktriadi, 2014) (UNESCO, 2010)
	Perception of Persepsi tentang natural and cultural heritage (UNESCO, 2010)
	Perception of management (UNESCO, 2010)
	Perception of information and environmental education (UNESCO, 2010)
	Perception of geotourism ¹² (Hubbard & Hall, 1998) (UNESCO, 2010)
	Perception of sustainable economic regional ¹² (Hubbard & Hall, 1998) (UNESCO, 2010)

3.3 Survey Data Collection

This research uses primary and secondary data to analyse people's perception on the characteristics of geopark. The primary data obtained using questionnaire survey and field survey. Meanwhile, the secondary data is gained from literature review and institutional approach to some related institutions such as Department of Tourism, Department of Planning and Development and other relevant agencies from the regencies. The data gained from institutional department such as spatial planning document, tourism development master plan, spatial maps, etc. The respondents conducted from several categories such as tourists, the government officer, tourism entrepreneurs, local community, etc. There are 300 respondents from all the geo sites from 3 regions at Geopark Gunung Sewu.

3.4 Data Analysis Method

The quantitative data obtained using questionnaires were analyzed using descriptive analysis and factors analysis. This analysis is used to describe the basic attributes of the data in the study. This analysis provides an overview of the sample and size used. Assisted by simple graphical analysis, this analysis is the most basic analysis in any kind of quantitative analysis. The main purpose of factors analysis is to describe the correlations between variables in the form of factors or the latent variables. The formed factors are a random quantity which previously could not be observed or measured or determined directly. This technique extracts maximum common variance from all variables and puts them into a common score.

Discussion and Results and Discussion

The discussion and results in this study is divided into two sections, first about the characteristics of visitors while visiting the Gunung Sewu Geopark and factors affecting on geopark marketing.

4.1 Characteristic of visitors

Characteristics of the tourist visits consist of spending on visits to the geo site, length of visit, frequency of visits, purpose of visit, types of attractions, attractions of most interest, and main considerations in making a visit.

Table 2 Characteristic of Visit of Gunung Sewu Geopark

Characteristic	Category	Gunungkidul	Wonogiri	Pacitan
Spending on visit	0 – 1.000.000	53,51%	16,05%	30,43%
	1.000.001 – 2.500.000	66,67%	0,00%	33,33%
	Lebih dari 2.500.0000	0,00%	0,00%	0,00%
Duration of visit	1 day	47,03%	19,92%	33,05%
	2 days	58,06%	3,23%	38,71%
	3 days	100,00%	0,00%	0,00%
	4 days	92,86%	0,00%	7,14%
	More than 4 days	93,75%	0,00%	6,25%
Frequencies of visit	1 time	54,09%	18,24%	27,67%
	2 times	47,92%	16,67%	35,42%
	3 times	63,16%	21,05%	15,79%
	4 times	86,67%	0,00%	13,33%

Characteristic	Category	Gunungkidul	Wonogiri	Pacitan
	More than 4 times	45,90%	11,48%	42,62%
Purpose of visit	Traveling	52,57%	16,60%	30,83%
	Business	60,00%	8,89%	31,11%
	Research	50,00%	50,00%	0,00%
Traction type	Beach	37,97%	19,79%	42,25%
	Cave	72,58%	8,06%	19,35%
	Culture	60,00%	30,00%	10,00%
	Culinary	84,62%	15,38%	0,00%
	Other	37,97%	19,79%	42,25%
Consideration of visit	Regional Diversity	38,98%	16,95%	44,07%
	Infrastructure Completeness	21,43%	28,57%	50,00%
	Low Cost	41,11%	21,11%	37,78%
	The uniqueness of the region	71,20%	12,00%	16,80%
	Others	71,43%	0,00%	28,57%

Source: survey, 2019

Based on the table above Geosite in Gunung Kidul regency has the most number of visitors among the three regency. Most of the visitors spent less than 1 million rupiah per trip and spent less than a day exploring the Geosite area. The most popular types of attractions are beaches and caves, this shows the main interest of visitors visiting the geosite is because of its uniqueness and natural beauty while the main purpose of visitors visiting the geosite is largely due to the purpose of traveling

4.2 Factors Affecting on Geopark Marketing

Based on Kotler and Armstrong¹² (2010), marketing is defined as a social and managerial process, where individuals and organizations get what they need and they want, through the creation and exchange of values with other individuals or organizations. Factors that attract visitors to come to Gunung Sewu Geosite are identified as factors that influence the marketing process of Gunung Sewu Geopark volunteers by using factor analysis. In this study variable testing was performed using the Bartlett test of sphericity and MSA measurements. The value of loading factor is suggested as a determinant of component factors, which is at least 0.7 (Correlations $\geq 0,7$). This is consistent with defining the correlation coefficient that ($0,7 \leq r < 0,9$) has a strong relationship between the variables studied. Based on the identification of the loading factor values, it is known that some of the variables that most influence the choice of visitors to visit Gunung Sewu Geopark.

Characteristics area

The characteristics of an area greatly affect the marketing / branding activities of an area¹⁵ (Henderson, 2009). There are three basic aspects in the characteristics of the region, namely location, locality and sense of place¹⁶ (Agnew, 1987). Location is a geographical area while local is a social aspect both informal and institutional systems, both of these aspects create a relationship that evokes the sense of a place. Based on the three aspect approaches that underlie a place, there are two descriptions that can be taken from a place¹⁷ (Cresswell, 2004) that is, a place has characteristics and uniqueness that can be learned as unique and different entities and a place as a

manifestation of a social process. It can be explained that the characteristics of a place is an interaction between geographical conditions and human activities that are interconnected to create uniqueness so that it can be studied and explored. In this case the characteristics of the Gunung Sewu Geopark as a place that has the potential to be marketed as an attraction needs to have a uniqueness that can be a space of interaction between the geographical conditions of the region and human activities.

Factor	Sub Factor
Regional Characteristic	<ul style="list-style-type: none"> • Knowledge of the status of the Gunung Sewu Geopark region to be part of the UNESCO geopark with a value of 0.79 • Knowledge of the number of geosites in this region as part of the UNESCO with a value of 0.813 • Knowledge of the geological characteristics of the geosite found in this region as part of the UNESCO with a value of 0.802 • Knowledge of the importance of geosite in the Geopark Region for the development of science with a value of 0.743 • Knowledge of the importance of geosite in the Geopark Area for education with a value of 0.802 • Knowledge of the importance of geosite in the Geopark Area for geological tourism (geo-tourism) with a value of 0.786 • Knowledge of the similarity of geosite in the Gunung Sewu Geopark Region to other geopark areas with a value of 0.699

Based on the factor analysis, it is known that the factors that influence the marketing of the Gunung Sewu Geopark tourism area show that the unique geopark of the Sewu Mountain designated as part of the UNESCO Geopark attracts tourists to visit the Geopark. Besides the Gunung Sewu Geopark as an area that has a value of science, scarcity and beauty is one of the considerations of tourists choosing the Gunung Sewu Geopark as a tourist destination.

Geological conservation

The Gunung Sewu Geopark area is a protected area of the earth's heritage, meaning, function and opportunities for its use, the existence and sustainability of these sites need to be maintained and protected³(Oktriadi 2014). Conservation of the geological area is understood as an effort to preserve the geopark area as a geological heritage which will be passed on to the next generation. Geopark area as a natural heritage can be implemented various regional development strategies that have the opportunity to create economic value but also need to be preserved and its uniqueness through geological conservation. Geoconservation attempts to prevent or minimize degradation to protect the natural and intrinsic values of bedrock, landforms and soil, rather than just to maintain their usefulness (or utilitarian value) for humans¹⁸ (Sharples , 2002).

Factor	Sub Factor
Regional Conservation	<ul style="list-style-type: none"> • Observation, guarding and patrol posts at each geological site of the Gunung Sewu Geopark Area have been conducted well with a value of 0.706

Based on the results of the factor analysis, it is known that the factors that influence the marketing of the Gunung Sewu Geopark tourism area are the availability of observation and guard posts. This shows that in marketing conservation areas, the availability of observation posts and guidelines for important tourism objects is available. These facilities make it easier for visitors to enjoy tourism objects and ensure that the tourism area is protected from activities that have the potential to damage geosite.

Informations and Environmental Education

Geopark can be understood as a place, the development of geotourism that has the opportunity to create economic value³(Oktriadi, 2014). Local economic development, through nature-based tourism activities (geology) or geotourism is one option. The implementation of activities on an ongoing basis is interpreted as activities and efforts to strike a balance between economic development and conservation efforts. Gunung Sewu Geopark attracts visitors as one of the attractions that is unique compared to other attractions in the vicinity. In the marketing process, visitors know more about the Gunung Sewu Geosite as a tourist attraction than as an earth heritage that contains a number of geological sites (geosite) that have meaning in terms of science, scarcity, beauty (aesthetics), and education. Activities within Geopark are not limited to geological aspects, but also other aspects such as archeology, ecology, history and culture³(Oktriadi, 2014) so that its use is not limited to tourism activities but other activities such as the use of science and research.

Factor	Sub Factor
Information and environmental education	<ul style="list-style-type: none"> • Earth research, information and education activities in the Gunung Sewu Geopark Area have been carried out well with a value of 0.741 • Students who conduct scientific activities in the Gunung Sewu Geopark Area have carried out the activities well with a value of 0.707 • Research results in the Gunung Sewu Geopark Area have good quality with a value of 0.702

Based on the results of factor analysis, it is known that the Gunung Sewu Geopark has an attraction as an area of scientific value. In addition to tourism, other activities, such as the use of science and research, are an attraction for the Gunung Sewu Geopark. research publications and information on research activities that have been carried out on the Gunung Sewu Geopark is one of the aspects that influences the interest of visitors to come to the Gunung Sewu Geopark so that facilities and infrastructure need to be considered to support the activities of utilizing science and research.

Geotourism

The concept of Geopark as an alternative model and instrument for sustainable development activities with the motto "Glorify the Heritage of the Earth, Prospering Local Communities". In principle, the Geopark is a concept of regional development and can be synergized with the principles of conservation and existing spatial planning in the area that has been built. Geopark is centred on aspects of conservation, education, and growth of local economic value through geotourism.

Factor	Sub Factor
Geotourism	<ul style="list-style-type: none"> • Coordination with parties or organizations related to information regarding the Gunung Sewu Geopark Area has been carried out to the maximum with a value of 0.716 • Provision of sustainable trails such as those that do not use motorized vehicles in the Gunung Sewu Geopark Area have been provided with a good value of 0.713

Based on the results of factor analysis, it is known that the involvement of tourism organizations or tourism service providers in the Gunung Sewu Geopark is a factor that influences tourists to visit the Gunung Sewu Geopark. In addition, the provision of tourism routes that are sustainable such as paths that do not use motorized vehicles are preferred by tourists in exploring the Gunung Sewu Geopark.

Sustainable economic regional

Tourism activities in the Gunung Sewu geopark aim to improve the local economy by involving local people as part of tourism activities. Involvement of local communities such as the supply of local handicraft products, tour guide services and food and beverage service providers is one of the activities that makes it possible to increase the local economy in the communities around the Gunung Sewu Geopark.

Factor	Sub Factor
Regional Economics	<ul style="list-style-type: none"> • Efforts made to promote regional food and craft products and their integration with catering services in the Gunung Sewu Geopark Area have been carried out to the maximum with a value of 0.721

Conclusion

Based on these results it is known that in the marketing process an important aspect is clear information about the characteristics of the marketed area in this case the Gunung Sewu Geopark. The formation of the image of the region as a natural heritage and earth heritage which has a uniqueness and warmth needs to be highlighted in the process of marketing and shaping the region's image. The range of activities that can be carried out on the Gunung Sewu Geopark is also a part that must be a special concern in the marketing and management aspects of the Gunung Sewu Geopark area without neglecting the conservation aspects. Formation of the region's image and highlighting the value of a region's uniqueness are important aspects in marketing an area²⁰ (Hankinson & Cowking, 1993). In accordance with the results of the analysis of factors that influence the marketing process, an important aspect that needs to be highlighted in the marketing process of the Gunung Sewu Geopark is the formation of brand identity, brand positioning, and brand image. Brand identity in this case is how to shape the perception of visitors to the Gunung Sewu Geopark as an area that is valued for tourism, science and culture. Brand positioning is how to market superior values of geopark to visitors, while brand image is how Geopark Gunung Sewu is felt (sense of place) by visitors as part of the interaction between local and location.

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