



## **REGISTRATION CONFIRMATION**

008/ISCOMICE/RC/VII/2023

Dear **I Gusti Bagus Rai Utama**,

Congratulation! Your registration is confirmed and here is the details of your registration application:

Registration Number: **ISCOMICE-28284**

Name : **I Gusti Bagus Rai Utama**

Institution : **Universitas Dhyana Pura**

Thank you for joining our 1<sup>st</sup> International Scientific Conference of MICE (ISCOMICE) 2023 entitled "**Promoting MICE Sustainability during Recovery Time**" which will take place on July 24, 2023 at 8 AM.

Do not forget to submit your paper before July 14, 2023. You are also requested to join the group via this link (<https://chat.whatsapp.com/LJP9DMRnkco1hmgiHQIiE6>). Therefore we made this statement. Thank you for participating in ISCOMICE 2023.

Jakarta, July 13, 2023



**Mutiara Nuraini Rianzaputri**  
Project Manager

**SECRETARIAT: MICE CENTER, H Building Floor 1 Department of Business Administration,  
Politeknik Negeri Jakarta**

Jl. Prof. Dr. G.A. Siwabessy, UI Depok 16424  
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## BEST PRESENTER ASSESSMENT FORM

**Title** : Sustainability Bali Ecotourism Destination and Their Market Potential

**Participant Number:** ISCOMICE-28284

**Sub-Topic** : Destination Marketing

Please tick (✓) in the assessment score column and describe your opinion in the comments column. The provisions of the assessment score are as follows:

Score 1	Score 2	Score 3	Score 4	Score 5
Bad	Not enough	Enough	Good	Very well

Based on these conditions, please fill out the assessment form below:

### Article Rating Score

No	Assessment Criteria	Rating Score					Comment
		1	2	3	4	5	
<b>SUBSTANCE</b>							
1	Title: The title should be specific, effective, and informative, but does not exceed 12 words.				4		
2	Abstract: Abstract is written in English. Abstract contains a summary of the research problems, objectives, research methods, research results, and conclusions which are written in the form of a brief and straightforward description				4		

	with a maximal length of 250 words.					
3	Keywords: Maximum 5 words.			4		
4	Introduction: Contains a brief description of the problem under study and the purpose of the research to be carried out. This section must include relevant and strong literature and clear research objectives, and also ends with an emphasis on the items to be discussed.			3		
5	Research Methods: Described briefly and clearly including detailed descriptions of the methods, instruments, and research analysis techniques used in solving the problem.			4		
6	Results and Discussion: Compared with theory and research findings that are relevant and contribute to the application and development of knowledge.			4		
7	Conclusions: Short and concise but based on the results of data analysis and discussion, as well as			4		

	informative with systematics that are in sync with the systematic discussion of research results.						
8	Suggestions: The advice given must be in accordance with the conclusions drawn. Provide suggestions for further research if any.				4		
9	References: Include a minimum of 10 sources with published articles less than 10 years. References from online sources must also refer to the APA Publication Manual (7 <sup>th</sup> edition).				4		
<b>TECHNICAL</b>							
10	The format for writing articles is in accordance with the provisions of the recommended format.				4		
<b>Total Article Rating Score: 39</b>							

### Presentation Rating Score

Please fill in the assessment score column with a score range of 1-10.

Assessment Criteria	Rating Score (1-10)
Content mastery	8

Clarity of presentation systematics	8
Punctuality	8
Ability to answer questions	8
Originality	8
<b>Total Presentation Rating Score</b>	<b>40</b>

### Score Description

1 = failed	6 = more than enough
2 = very bad	7 = good
3 = bad	8 = very good
4 = poor	9 = perfect
5 = enough	10 = excellence

### Rating Result

Total Article Rating Score	<b>39</b>
Total Presentation Rating Score	<b>40</b>
<b>*Total Final Score</b>	<b>79</b>

*\*Total Final Score = Total Article Rating Score + Total Presentation Rating Score*

Jakarta, July 24<sup>th</sup> 2023

Moderator

Marsianus Raga, S. ST. Par., MM. Par.

**LETTER OF ACCEPTANCE**

No: 01/ISCOMICE/LOA/VI/2023

We hereby certify that the following article:

Title : Sustainability Bali Ecotourism Destination and Their Market Potential

Author(s) name: I Gusti Bagus Rai Utama

Article code : ISCOMICE-28284

Institution : Dhyana Pura University

It is a great pleasure to inform you that your article entitled **Sustainability Bali Ecotourism Destination and Their Market Potential** for ISCOMICE has been accepted for oral presentation. Feedback from the reviewers can be found on the ISCOMICE website. Furthermore, presenters are requested to follow the regulations below:

- 1) Join the Whatsapp Group for ISCOMICE presenters at <https://bit.ly/WhatsAppPresenterISCOMICE> to get the latest information on ISCOMICE 2023.
- 2) If your articles are "accepted with revisions", you must upload the revised articles before July 22nd, 2023.
- 3) If your articles are "accepted without revisions", presenters can go to the next step.
- 4) Send the PowerPoint presentations to Google Drive at <https://bit.ly/PPTPresenterISCOMICE> after doing the final revision for the articles later.
- 5) If you are unwilling to publish your articles in the ISCOMICE proceeding, contact 081389453513 (Sabila Alifi) for further information.

Therefore, we made this statement. Thank you for participating in ISCOMICE 2023.

Depok, June 27<sup>th</sup> 2023



ISCOMICE 2023 Committee Chair

Mutiara Nuraini Rianzaputri

**MICE CENTER SECRETARIAT, BUILDING H Floor 1 Department of Business Administration,  
Politeknik Negeri Jakarta**

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# TSUSTAINABILITY BALI ECOTOURISM DESTINATION AND THEIR MARKET POTENTIAL



I Gusti Bagus Rai Utama



I Wayan Ruspindi Junaedi,



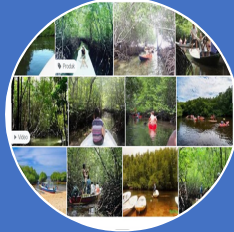
Ni Putu Dyah Krismawintari



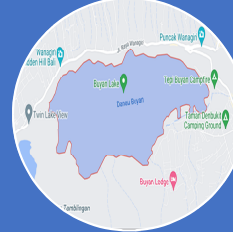
# RESEARCH GAPS



In the case of Indonesia, more of the tourist attractions offered and promoted are national parks or conservation forests.



They have received protection to be preserved. On the other hand, they are promoted to bring in many tourists.



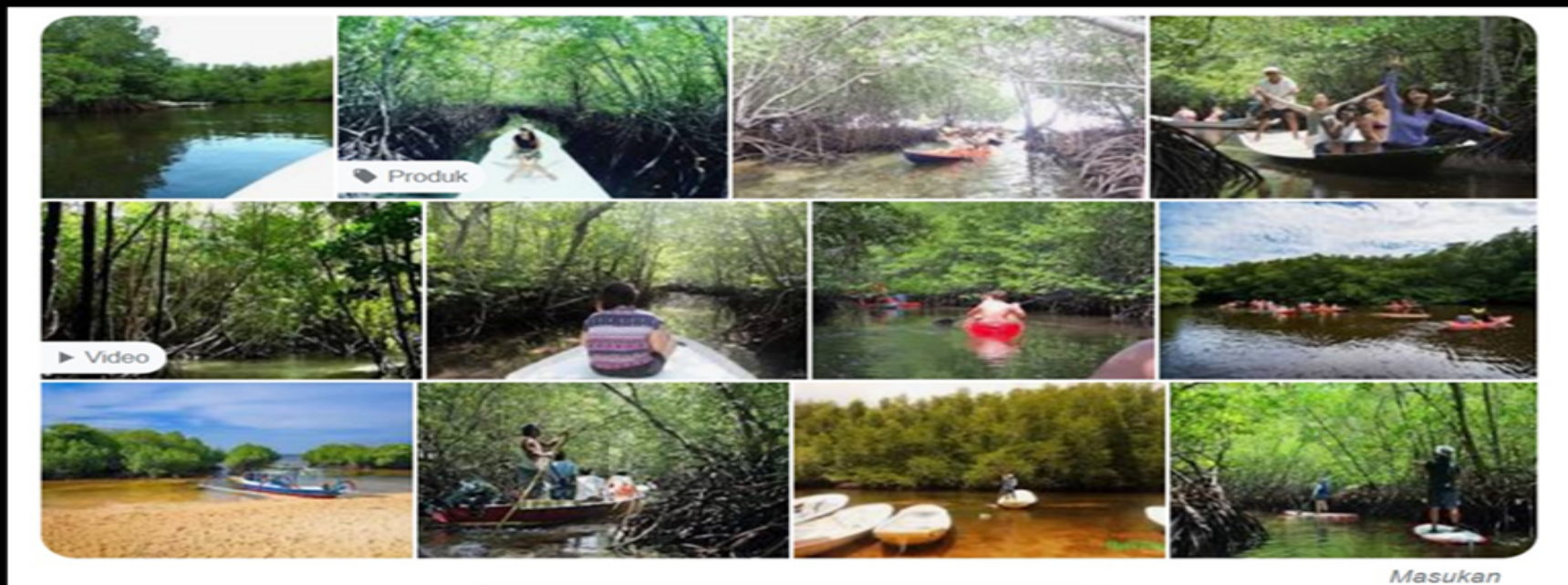
This is the gap between idealism and reality on the ground.



Good Ecotourism Management is believed to be able to mediate these two interests.



# METHODOLOGY



- This study uses descriptive statistics powered by the Google Trends Tool to determine the popularity of the five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung.

# WHAT IS THE ATTRACTIONS THAT THEY ARE PROMOTE?



West Bali  
National  
Park



Lake Buyan  
Area



Batur  
Geopark  
Museum



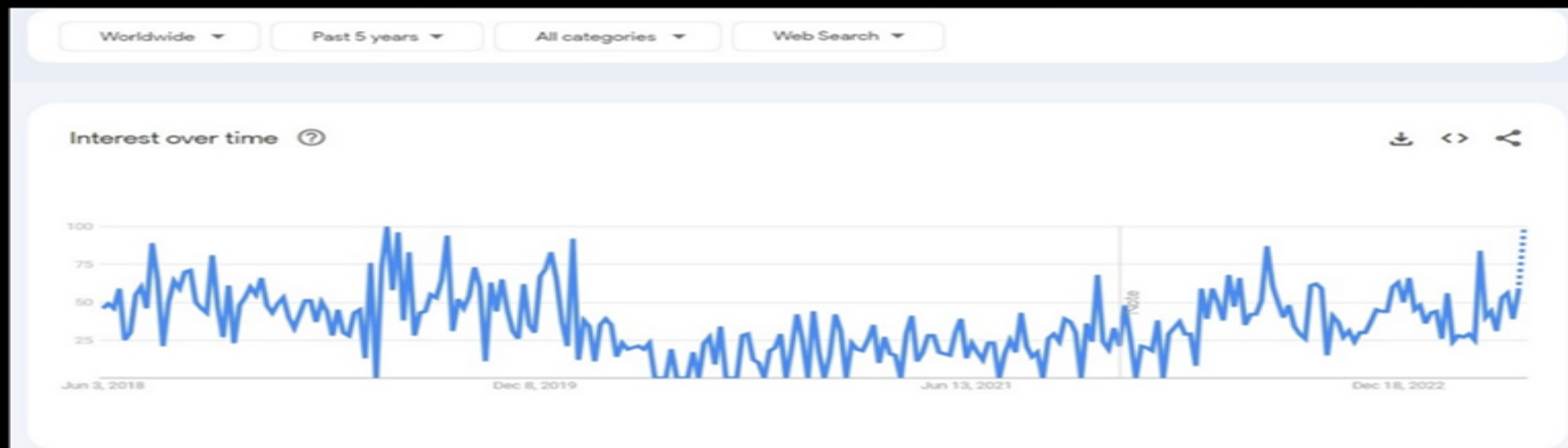
Bali  
Mangrove  
Denpasar



Lembongan  
Mangrove  
Klungkung.



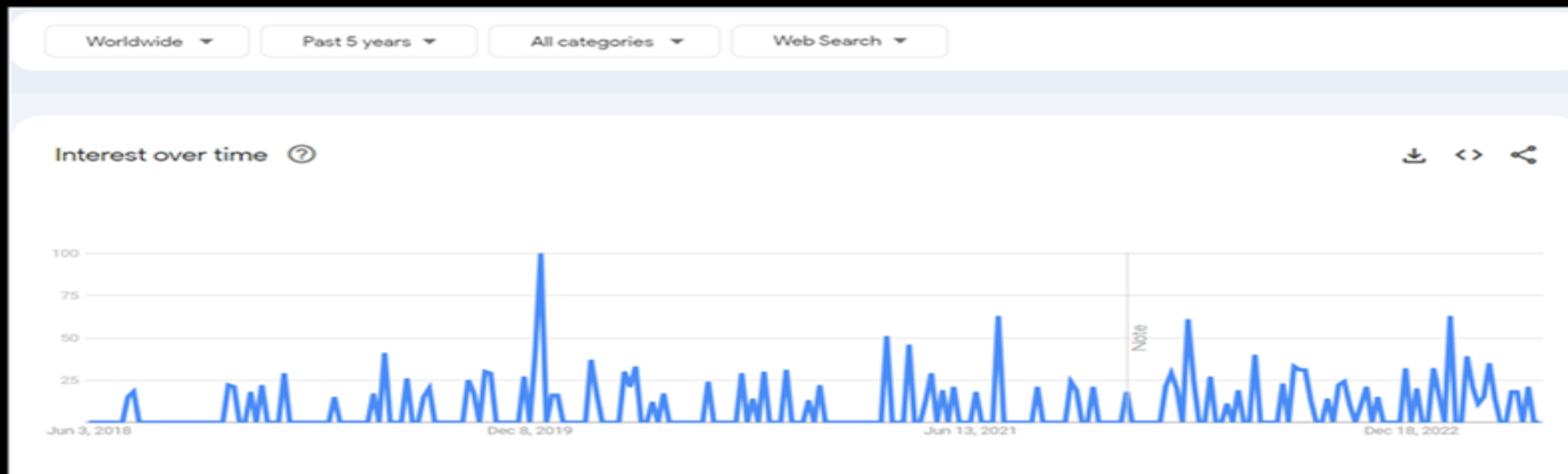
# GOOGLE TREND ANALYSIS RESULTS OF WEST BALI NATIONAL PARK. SOURCE: ONLINE SEARCH WITH GOOGLE TRENDS, (JUNE 2023).



- The search topic West Bali National Park is mostly related to the following keywords: Pulukan a tourist area in Jembrana Regency, Biophysical environment, Semeru which is an active volcano on Java Island, Way Kambas National Park in Lampung, Karangasem a regency in Bali, Gili Trawangan, Menjangan Dynasty Resort, and East Bali Tour. Some of these keywords are correlated with the search for West Bali National Park.

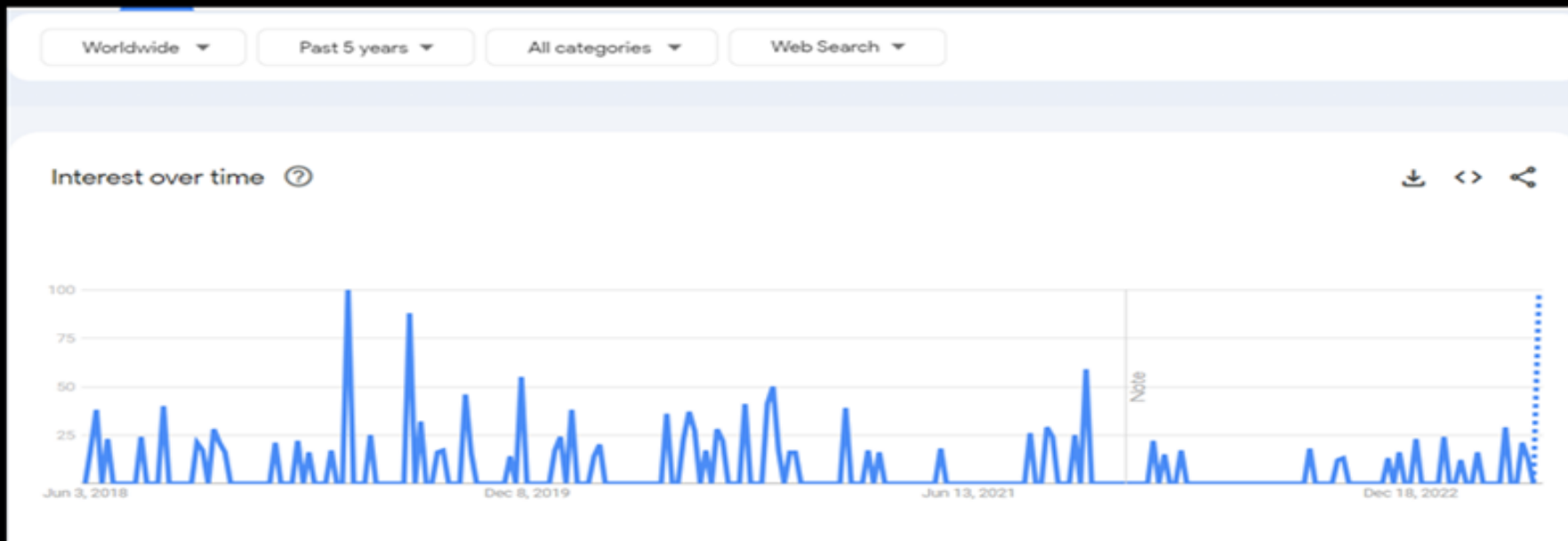
# MUSEUM GEOPARK BATUR GOOGLE TREND ANALYSIS RESULTS

SOURCE: ONLINE SEARCH WITH GOOGLE TRENDS, (JUNE 2023).



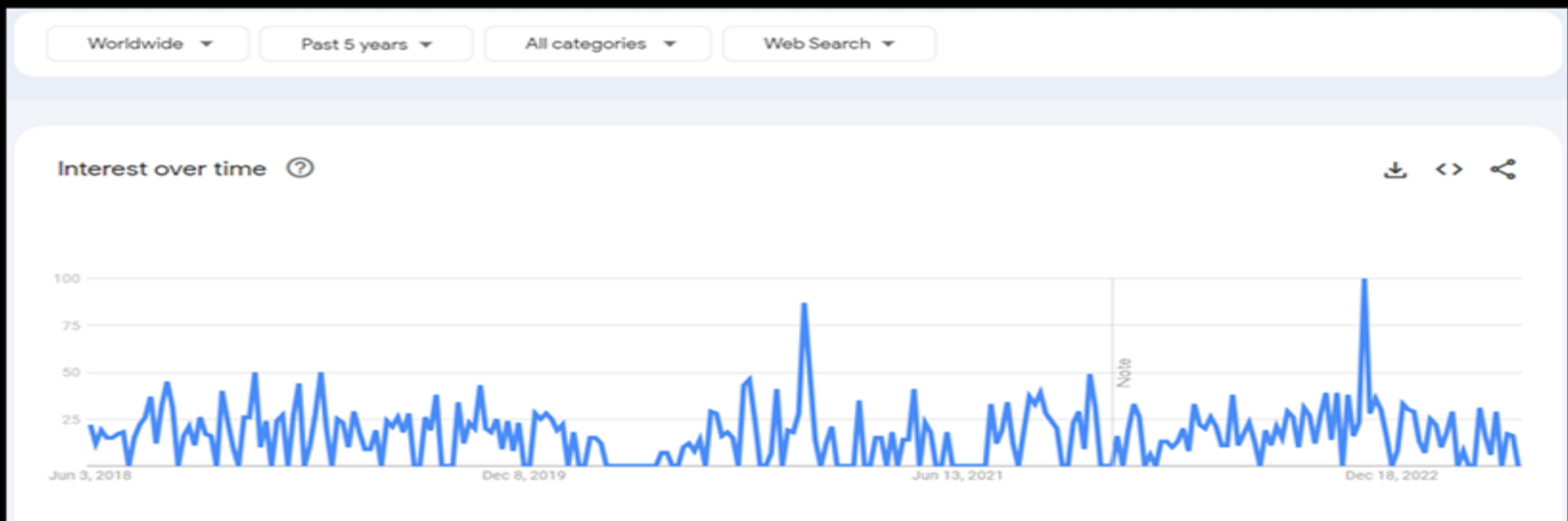
- The search for Batur Geopark Museum on Google Trend Analysis Results shows that there are several keywords with strong correlations, such as the keywords Bali, Lake, Lake Batur, Bali Museum, and UNESCO.
- Some words that can be used as hashtags are #bali, #lake, #danaubatur, #UNESCO.

## GOOGLE TREND BUYAN LAKE ANALYSIS RESULTS. SOURCE: ONLINE SEARCH WITH GOOGLE TRENDS, (JUNE 2023).



- The Buyan lake area is closely correlated with several topics such as Camping area, Besakih, Uluwatu Temple, Mountain, Logging or accomodation, and Buyan Lake.
- Some words that can be used as hashtags are #camping, #mountain, #lakebuyan.

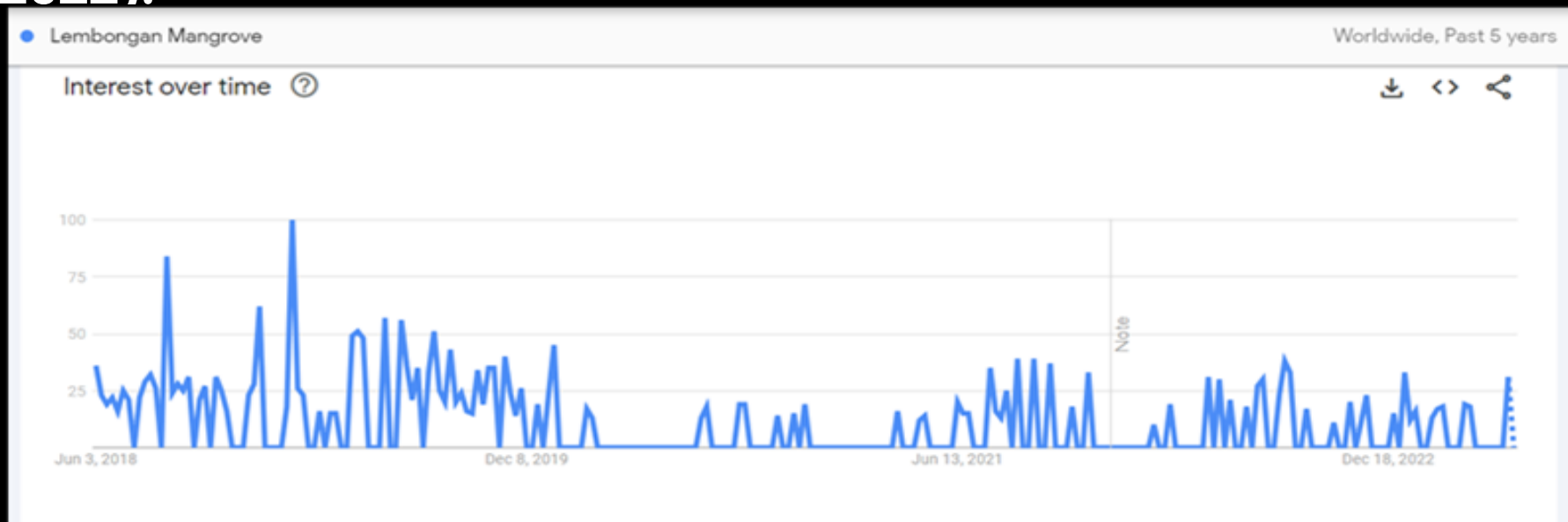
## GOOGLE TREND ANALYSIS RESULTS BALI MANGROVE SOURCE: ONLINE SEARCH WITH GOOGLE TRENDS, (JUNE 2023).



- Bali Mangrove Google Trend Analysis based on related topics shows some keywords that are quite strongly correlated such as Ecology, Geography, mangrove forest.
- Some of these keywords can be powerful hashtags such as #ecology, #geography, #ecological function, # mangrove forest.

# GOOGLE TREND LEMBONGAN MANGROVE ANALYSIS RESULTS

SOURCE: ONLINE SEARCH WITH GOOGLE TRENDS, (SEPTEMBER 2022).



- From the Google Trend Analysis Results of Lembongan Mangrove based on related topics, there are several keywords that are strongly correlated with Lembongan Mangrove, such as Indonesia, Blue Lagoon Nusa Ceningan, Sandy Bay Beach Club, and Nusa Penida.
- The following hashtags #Indonesia, #BlueLagoon, #Nusa Ceningan, #SandyBayBeachClub, and #Nusa Penida.



# CONCLUSION



From the beginning of 2018 to the end of June 2023, it shows that the West Bali National Park area is the most popular ecotourism, then Bali Mangrove Denpasar, Batur Geopark Kintmani, Lembongan Mangrove, and finally the Lake Buyan area.




Ecotourism in Bali has a fairly strong tourist market segmentation in some of the countries such as Australia, the Netherlands, Belgium, Switzerland, and Germany.



The five Ecotourism areas in Bali have experienced fluctuations in visitors in the last five years from 2018 to the present. However, West Bali National Park, Batur Geopark Museum, and Bali Mangrove are almost stable.



# RESEARCH IMPLICATIONS



The implication of this research shows that Bali tourism destination managers can direct the promotion of ecotourism to several destination countries Australia, the Netherlands, Belgium, Switzerland, and Germany which are indicated as tourists who have a strong interest in ecotourism.

This research was only conducted online using google trends analysis so that not many facts in the field can be conveyed, so it is recommended to conduct research using survey and observation methods related to the type and diversity of ecotourism flora and fauna in some of these areas.

And what is more important is to conduct research related to the impact of ecotourism on social, and economic for the community nearby the ecotourism.

# QUESTIONS & ANSWERS



## Sustainability Bali Ecotourism Destination and Their Market Potential

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### ABSTRACT

This research aims to determine the market potential and sustainability of Bali ecotourism destination related to the five ecotourism destinations, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. This study is desk research by descriptive statistics. Data collected by google trends tool to determine the popularity of the five ecotourism destinations in Bali. Google trends has become a fairly complete service tool because it has many interesting functions and features; displays topics that are widely discussed, search for commonly used keywords by comparing performance between keywords, and generate views in a simple and easy-to-understand way in the form of trend graphs, and keywords with high mode and Frequency of occurrence to determine popularity and market segmentation based on traveler origin. From the beginning of 2018 to the end of June 2023, it shows that the West Bali National Park area is the most popular ecotourism, then Bali Mangrove Denpasar, Batur Geopark Kintmani, Lembongan Mangrove, and finally the Lake Buyan area. Ecotourism in Bali has a fairly strong tourist market segmentation in some of the countries such as Australia, the Netherlands, Belgium, Switzerland, and Germany. The implication of this research shows that Bali tourism destination managers can direct the promotion of ecotourism to several origin destination countries Australia, the Netherlands, Belgium, Switzerland, and Germany which are indicated as tourists who have a strong interest in ecotourism.

**Keywords:** Ecotourism, Tourism Bali, Market Potential, Tourist Destination, Market Segmentation.

### INTRODUCTION

In the case of Indonesia, more of the tourist attractions offered and promoted are national parks or conservation forests. They have received protection to be preserved. On the other hand, they are promoted to bring in many tourists. This is the gap between idealism and reality on the many cases. Good Ecotourism Management is believed to be able to mediate these two interests.

The Central Bureau of Statistics noted that Indonesia's forest area was 125.82 million hectares in 2020. That number did not change from the previous year. In detail, an area of 29.58 million hectares of Indonesia's forests are protected forest areas. Then, 27.41 million hectares are nature reserves and nature conservation areas. A total of 26.77 million hectares are limited production forests. Permanent production forests cover 29.22 million hectares. Meanwhile, 12.84 million hectares of convertible production forest.

Meanwhile, the size of the forest area in the country has experienced a downward trend in the last five years. On average the average decline reached 0.21% from 2015-2020 (Pirmana et al., 2021); (Sandker et al., 2007). The factors of this decline have not been known in depth, and one of the efforts to mitigate the decline in protected or conservation forest area is by using the protected or conservation forest areas is by implementing a management model based on community empowerment in the management model based on community empowerment of conservation forest buffer villages. The logic is that if village communities are prosperous with the existence of conservation forests, then they will tend to protect them well. One form of conservation forest management is through development of ecotourism programmes (Prasiasa et al., 2023); (Utama, 2023).

However, to ensure the correct direction of ecotourism, there are some basic principles that must be followed.

Several principles have been suggested by various researchers, but the most common principle was coined by The International Ecotourism Society (Utama, 2015b). Ecotourism is about bringing together biodiversity, culture and sustainable travel. It ensures that communities are embraced and take part in ecotourism activities (Utama et al., 2021). The values of good ecotourism are minimising impacts; building awareness and appreciation of ecosystems and cultures; providing positive opportunities for visitors and hosts; providing direct financial benefits for conservation; providing monetary gains and empowerment for locals and increasing exposure to the hospitality of rural communities (Barna et al., 2011); (Utama, et al., 2021).

Based on the above-mentioned principles of ecotourism, the notion of ecotourism includes the following activities, but is not limited to nature hiking, diving, wildlife watching, and cultural tourism with the concept of attention to conservation and sustainability of key ecotourism aspects applicable to rural areas where biodiversity, climate, conservation areas, and cultural heritage are essential (Utama et al., 2021); (Utama & Trimurti, 2020).

This research is a preliminary study before conducting in-depth observations and surveys of ecotourism destination management in five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. This initial research is to determine the popularity of search keywords related to the five ecotourism destinations (Okta & Gede, 2016); (Utama & Trimurti, 2019).

This research is initial research to determine the market potential and sustainability Bali ecotourism destination related to the five ecotourism destinations, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung.

## **RESEARCH METHOD**

This study is desk research by descriptive statistics. Data collected by Google Trends Tool to determine the popularity of the five ecotourism destinations in Bali, namely West Bali National Park, Lake Buyan Area, Batur Geopark Museum, Bali Mangrove Denpasar, and Lembongan Mangrove Klungkung. Google Trends has become a fairly complete service tool because it has many interesting functions and features; Displays topics that are widely discussed, search for commonly used keywords by comparing performance between keywords, and generate views in a simple and easy-to-understand way in the form of trend graphs, and keywords with high mode and Frequency of occurrence to determine popularity and market segmentation based on traveler origin (Nafah & Purnaningrum, 2021).

## **RESULTS AND DISCUSSION**

Based on the results of an analysis using Google Trends, it is known that the popularity of each ecotourism destination in Bali as follows:

### **Popularity of West Bali National Park**

The sustainability of West Bali National Park areas are administratively part of Gerokgak Sub-district, Buleleng Regency. The community is mostly dependent on the agricultural sector and

only a small portion is dependent on the utilisation of marine resources and tourism. Beach tourism activities in the West Bali National Park area do not have a significant impact on the socio-cultural life of the local community. socio-cultural life of the local community (Putra et al., 2021).

Although the people in the West Bali National Park area, especially the people of Gerokgak Sub-district, are included in the coastal community, most of their livelihoods do not depend on marine resource utilisation or tourism activities, but on the agricultural sector. tourism activities but rather from the agricultural sector. From an economic point of view, the positive impact of the implementation of tourism activities on economic revenue in this area is not so great because community participation in tourism activities is low.

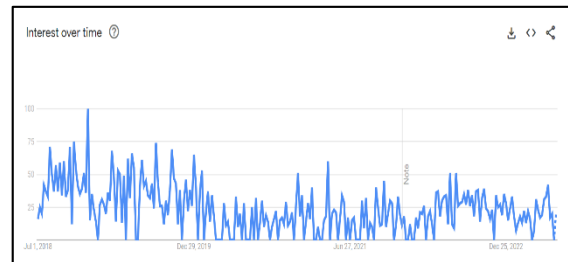
This is due, among others, to the fact that the community does not have skills in the field of tourism, opportunities for work are closed, limited business opportunities, lack of capital, and ignorance of business opportunities. business opportunities (Ernawati, 2011); (Mahmud et al., 2015) .

The Ecotourism Location Map is shown in Figure 1. West Bali National Park as follows:



**Figure 1.** West Bali National Park.  
Source: <https://palm-living.com/west-bali-national-park/>

Google Trend Analysis Results of West Bali National Park shows that ecotourism has fluctuated over the last five years. In 2019 to 2021, it was seen to have decreased, but at the end of 2021 to 2023 it increased again.. The trend of West Bali National Park popularity can be seen in Figure 2 below:



**Figure 2.** Google Trend Analysis Results of West Bali National Park. Source: Online Search with Google Trends, (June 2023).

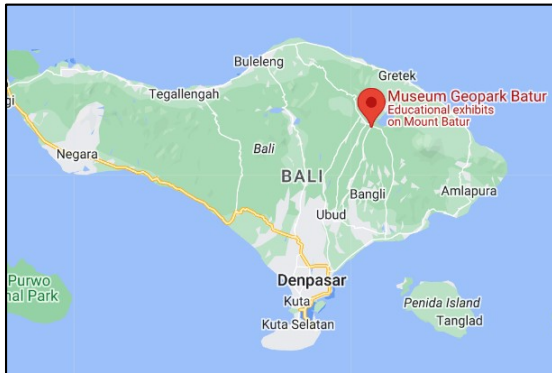
The search topic West Bali National Park is mostly related to the following keywords: Pulkan a tourist area in Jembrana Regency, Biophysical environment, Semeru which is an active volcano on Java Island, Way Kambas National Park in Lampung, Karangasem a regency in Bali, Gili Trawangan, Menjangan Dynasty Resort, and East Bali Tour. Some of these keywords are correlated with the search for West Bali National Park.

The correlation implications of some of the keywords above indicate that someone who does tourism activities in the West Bali National Park, they also have an interest in visiting some of these places, and if the keyword equation is a hotel or inn, it indicates that they stay around the hotel.

### Popularity of Museum Geopark Batur

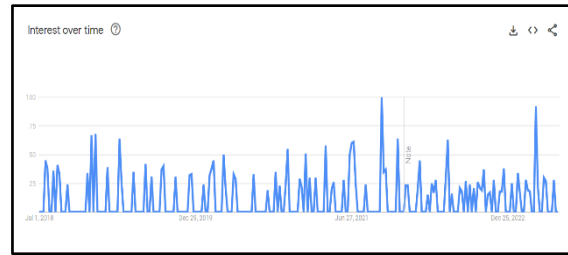
Bangli Regency is one of the northern Bali regions that has tourism potential in the form of mountains. The

most famous tourist attraction is Lake and Mount Batur. But actually Bangli Regency, especially in the Kintamani area, does not only have beautiful lakes and Mount Batur as its natural attractions (Dewi et al., 2021). The Batur Kintamani Geopark Museum is a new tourist attraction owned by Bali. The museum was inaugurated on 1 April 2016 by the Minister of Energy and Mineral Resources, Sudirman Said (Dewi et al., 2021). In this Batur Geopark Museum, visitors can find out the history and geopark of Mount Batur more closely.



**Figure 3.** Museum Geopark Batur. Source: <http://www.baturglobalgeopark.com/>

Since the operation of the Batur UNESCO Global Geopark Management Agency has had a positive impact in increasing the Regional Original Revenue of Bangli Regency (Rosyidie et al., 2018); (Sagala et al., 2018). Since 2018 until now, the results of google trend analysis show that the development is still on average low and fluctuates, but has a fairly prominent difference with visits to other ectourism. The Kintamani Geopark Museum does not appear to be affected by the Covid-19 pandemic. The trend of popularity of the Batur Geopark Museum can be seen in Figure 4.



**Figure 4.** Museum Geopark Batur Google Trend Analysis Results. Source: Online Search with Google Trends, (June 2023).

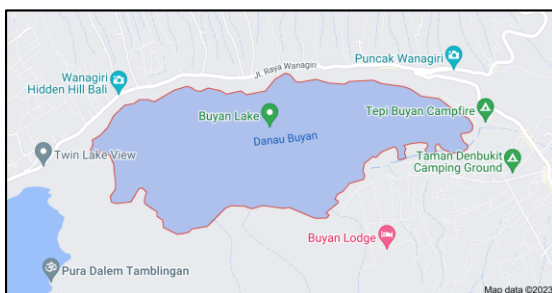
The search for Batur Geopark Museum on Google Trend Analysis Results shows that there are several keywords with strong correlations, such as the keywords Bali, Lake, Lake Batur, Bali Museum, and UNESCO. The implication for Museum Geopark Batur is to pay attention for some of these keywords as triggers for searching the location of the Museum Geopark Batur for first-time visitors. For the manager of the Batur Geopark Museum can use some of these keywords as hashtags on social media as a backlink to a more detailed search about the Batur Geopark Museum. Some words that can be used as hashtags are #bali, #lake, #danaubatur, #UNESCO.

### Lake Buyan Popularity

The Lake Buyan-Danau Tamblingan Nature Park is entirely very steeply sloped. The southern part of the forest boundary, especially between the two lakes, is also very steeply sloped. Areas with steep and moderately steep slopes are found between Lake Buyan and Lake Tamblingan. Some areas to the east and south of Lake Buyan and Lake Tamblingan (around the lakes) have gentle to flat slopes (Utama & Trimurti, 2020). The forest type in Lake Buyan and Tamblingan Nature Park is a mountainous tropical rainforest (highland) characterised by high rainfall, always wet conditions with a relatively high diversity of plant species. The type of

forest vegetation in Lake Buyan-Danau Tamblingan Nature Park is included in the mountain tropical rainforest type with conditions that are generally intact and natural (Utama & Trimurti, 2020).

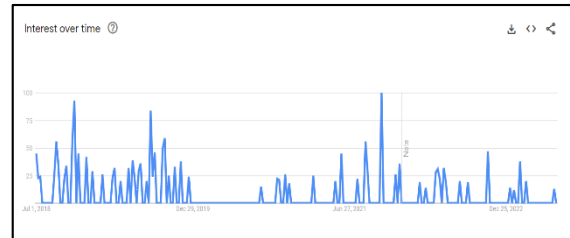
In addition to intact natural forests there are also jackfruit (*Artocarpus* sp) reforestation plants in 1986/1987 located on the edge of Lake Buyan and Lake Tamblingan, plantation forests with Damar (*Agathis alba*), Rasamala (*Altingea excelsa*) and Cempaka (*Mechelia champaka*) and shrubs which are Murbai reforestation classes. Based on the results of observations in the field, the types of fauna found in the Lake Buyan-Danau Tamblingan Nature Park area consist of jungle fowl (*Gallus* sp), cuckoos (*Pycnonotus goievier*), grey macaques (*Macaca fascicularis*) and other species, especially Aves. Indirect encounters can be found through faeces, tracks and sounds such as the Deluk (*Melogale orientalis*), Scissors (*Dicrurus renifer*) and Kepecit (*Estrilda amandava*) The diversity of species in this area is relatively less than that of other species. in this area is relatively less than in the Batukahu Nature Reserve, this is due to the lack of food sources available (Utama & Trimurti, 2020).



**Figure 5.** Lake Buyan, Bali. Source: Google Map, June 2023

From the Google Trend Buyan Lake Analysis Results, the Buyan Lake area

seems to be experiencing an unstable trend in popularity. It had experienced an increase in popularity in 2018 to 2020, but an increase occurred in early 2023. The trend of Lake Buyan's popularity can be seen in Figure 6.



**Figure 6.** Google Trend Buyan Lake Analysis Results. Source: Online Search with Google Trends, (June 2023).

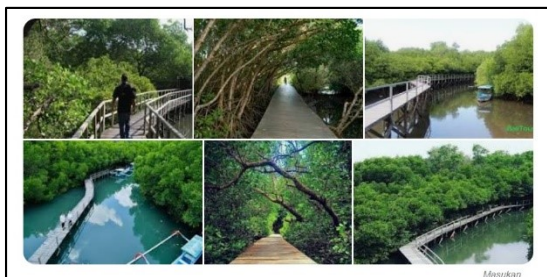
The Buyan lake area is closely correlated with several topics such as Camping area, Besakih, Uluwatu Temple, Mountain, Logging or accomodation, and Buyan Lake. The implication for Buyan Lake area is to pay attention to some of these keywords as triggers for searching the location of the Buyan Lake area for first-time visitors. For the manager of the Batur Buyan Lake area can use some of these keywords as hashtags on social media as a backlink to a more detailed search about the Buyan Lake area. Some words that can be used as hashtags are #camping, #mountain, #lakebuyan.

### Popularity of Bali Mangrove Destinations

Mangrove ecosystems that have a very unique can be utilised as a natural resource that has the potential to be used as an ecotourism area (Rahmila & Halim, 2018); (Turker, 2023). The utilisation of mangrove areas to be developed into one of the ecotourism areas is a very rational alternative utilisation applied in coastal areas because it can provide economic benefits and environmental services

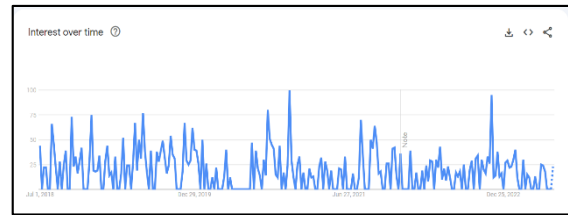


without exploiting mangroves. coastal areas because it can provide economic benefits and environmental services without exploiting mangroves (Putri et al., 2022). Ecotourism activities integrate tourism activities, conservation, and empowerment of local communities (Utami et al., 2018); (Pricillia et al., 2021). Along with the rapid development of Bali tourism as a foreign tourist destination based on attractiveness, natural beauty and cultural arts, with a mass tourism model, a paradigm began to emerge and the desire of the tourism market with the concept of the environment and back to nature, which is also known as alternative tourism (ecotourism) in the term of tourism (R. Utama, 2015a).



**Figure 7.** Bali Mangrove, Denpasar. Source: (Utami et al., 2018); (Pricillia et al., 2021); (Turker, 2023).

From Google Trend Analysis Results, Bali Mangrove appears to be in a fairly stable popularity since 2018, and even seems to be unaffected by the Covid-19 pandemic. This destination is often used as a destination for International MICE delegation guests because of its location close to Nusa Dua Resort where the delegates stay. The trend of Bali Mangrove popularity can be seen in Figure 8.



**Figure 8.** Google Trend Analysis Results Bali Mangrove. Source: Online Search with Google Trends, (June 2023).

Bali Mangrove Google Trend Analysis based on related topics shows some keywords that are quite strongly correlated such as Ecology, Geography, mangrove forest. The implication for Bali Mangrove destination managers is that they can pay attention that its existence is correlated with visitors' perception that Bali Mangrove is related to the issues of ecology, geography, ecological function, mangrove forest, and economic function. Some of these keywords can be powerful hashtags such as #ecology, #geography, #ecological function, # mangrove forest.

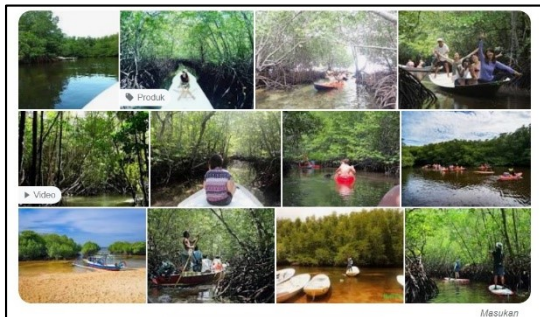
### Popularity of Lembongan Mangrove Destinations

The number of plant species in the mangrove forest is 11 types of true mangroves and 13 types of mangrove association plants. The dominating species are *Rhizophora stylosa*, *R. apiculata*, *R. mucronata*, *Sonneratia alba* and *Lumnitzera racemosa*. The diversity of mangrove forest species in Lembongan is in the good category with a diversity index of 1.86 (Ginantra et al., 2018); (Pricillia et al., 2021)

Mangrove zonation on Lembongan island is still natural vegetation, because it still follows the natural zoning pattern of mangrove forests. The natural zonation of mangrove forests is in the front zone (near the sea) generally dominated by *Sonneratia*, *Avicennia*, the middle zone is generally

dominated by *Rhizophora*, *Bruguiera* and the back zone (closest to land) is generally dominated by *Bruguiera*, *Lumnitzera* and types of mangrove association plants (Ginantra et al., 2018); (Pricillia et al., 2021).

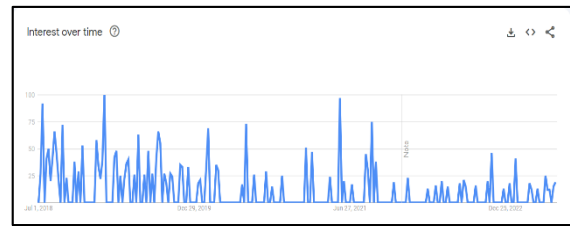
The introduction of plant species, growth zoning, the uniqueness of mangrove species and the uniqueness of their habitat support the attraction for mangrove tour activities. Some of the uniqueness of mangroves for tourist attractions include mangrove plant fruit types (ball shape, cinder, chilli-like), root systems (supporting roots, breath roots, knee roots), mud habitat and tides, and the role of mangrove ecosystems for environmental conservation (Ginantra et al., 2018); (Pricillia et al., 2021).



**Figure 9.** Lembongan Mangrove. Source: (Ginantra et al., 2018); (Pricillia et al., 2021)

Lembongan Mangroves are an integral part of the protective function of the relatively small and low-lying island of Lembongan. The existence of mangrove ecotourism can of course have multiple functions as a tourist attraction to carry out several tourist activities such as walking around the mangrove area, fishing, and the like. The Google Trend Lembongan Mangrove Analysis Results show that since 2018 until now, this destination has experienced unstable fluctuations. At the beginning of 2020 until the end of 2021, it

appears to have decreased. Lembongan Mangrove trend can be seen in Figure 10.

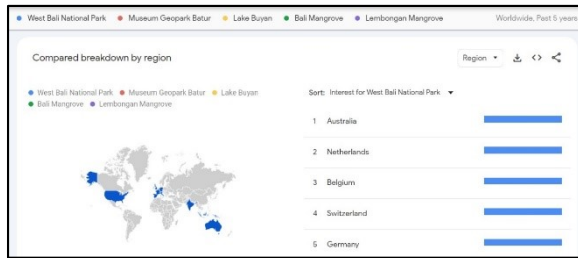


**Figure 10.** Google Trend Lembongan Mangrove Analysis Results. Source: Online Search with Google Trends, (June 2023).

From the Google Trend Analysis Results of Lembongan Mangrove based on related topics, there are several keywords that are strongly correlated with Lembongan Mangrove, such as Indonesia, Blue Lagoon Nusa Ceningan, Sandy Bay Beach Club, and Nusa Penida. Some of the keywords above can be used as hashtags that have a strong correlation with the popularity of Lembongan Mangrove. It can use some of these words to increase its popularity on social media by posting the following hashtags #Indonesia, #BlueLagoon, #Nusa Ceningan, #SandyBayBeachClub, and #Nusa Penida.

### Segmentation Comparison of Bali's Five Ecotourism Destinations

When viewed from the Popularity of Bali's Five Ecotourism Destinations from the Results of Google Trend Analysis of Bali's Five Ecotourism, it can be explained that the tourist segmentation of Bali's Five Ecotourism Destinations are Australians tourist, Dutch Tourist, Belgian Tourist, Swiss Tourist, and German Tourist as shown in Figure 11.



**Figure 11.** Results of Google Trend Analysis of Bali's Five Ecotourism Destinations. Source: Online Search with Google Trends, (June 2023).

In Figure 11, it appears that the development of ecotourism in Bali has a fairly strong tourist market segmentation in some of the countries mentioned above, so specifically for Bali ecotourism promotions can be directed to Australia, the Netherlands, Belgium, Switzerland, and Germany. This also indicates that tourists from these countries have interested ecotourism adventures in the form of protected forests, lakes, and mangroves in several areas in Bali.

## CONCLUSIONS

From the beginning of 2018 to the end of June 2023, it shows that the West Bali National Park area is the most popular ecotourism, then Bali Mangrove Denpasar, Batur Geopark Kintmani, Lembongan Mangrove, and finally the Lake Buyan area. Ecotourism in Bali has a fairly strong tourist market segmentation in some of the countries such as Australia, the Netherlands, Belgium, Switzerland, and Germany.

The five ecotourism areas in Bali have experienced fluctuations in visitors in the last five years from 2018 to the present. However, West Bali National Park, Batur Geopark Museum, and Bali Mangrove are almost stable.

## SUGGESTIONS

The implication of this research shows that Bali tourism destination managers can direct the promotion of ecotourism to several origin destination countries Australia, the Netherlands, Belgium, Switzerland, and Germany which are indicated as tourists who have a strong interest in ecotourism.

This research was only conducted online using google trends analysis so that not many facts in the field can be conveyed, so it is recommended to conduct research using survey and observation methods related to the type and diversity of ecotourism flora and fauna in some of these areas. And what is more important is to conduct research related to the impact of ecotourism on social, and economic for the community nearby the ecotourism.

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