

THE ROLE OF RIMBUN CONSERVATION VILLAGE IN ENCOURAGING NATURE CONSERVATION AND IMPROVING ENVIRONMENTAL IMAGE

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Abstract

Rimbun Conservation Village has the potential as a model for sustainable ecotourism development amid global environmental challenges. This research aims to explore the effectiveness of Rimbun Conservation Village's role in environmental preservation and ecological image enhancement through ecotourism activities. The method used in this research utilizes qualitative methods, which include interviews, direct observation, and documentation. The results showed that Rimbun Conservation Village succeeded in raising community and tourist awareness of the importance of conservation, although there are some aspects that need to be improved, such as cleanliness, adequate facilities and accessibility. In addition, the participation of the community and tourists in activities such as tree planting and educational programs proved to provide economic benefits and increase tourist engagement. The main conclusion of this study is that Rimbun Conservation Village not only serves as a recreational center, but also as a living example of the harmonization between nature conservation and economic growth. To attract more tourists, it is recommended that the manager improve facilities and implement more effective digital marketing strategies. This research is expected to contribute to the development of ecotourism in other more sustainable tourist destinations in Indonesia.

Keywords: Ecotourism, Environmental Conservation, Digital Marketing, Rimbun Conservation Village.

INTRODUCTION

Indonesia, which is often considered a miniature world because it holds a number of tourist destinations that are rich in natural wealth, needs to be preserved as well as possible. Tourist destinations that utilize nature as a center to attract tourists to visit can potentially become attractive tourist areas. This certainly reflects an opportunity that can be utilized as well as possible while still prioritizing the value of sustainable tourism values in developing tourism objects. Nature-oriented tourism activities can create connections that have the potential to increase economic value while increasing tourist awareness about the importance of preserving the environment (Rhama, 2019).

Ecotourism is a pattern of tourist travel to visit nature and study the cultural diversity that exists while trying to minimize negative impacts on natural damage both for the present and the future. (Sya & Hotimah, 2021). The form of travel among the current generation of tourists tends to be varied where they like the potential of nature tourism trips. With the increasing awareness of the importance of environmental conservation, many young people are interested in exploring the beauty of nature while contributing to maintaining the ecosystem. This will certainly reflect that ecotourism is not only a means of recreation but also a vital instrument in efforts to maintain ecological integrity and promote collective awareness of the responsibility of environmental conservation.

Rimbun Conservation Village located in the downtown area of South Tangerang is one of the natural tourist destinations that plays a crucial role, where the main focus of this tourist destination is to create environmental preservation that has a positive impact on the sustainability of nature. Tourist destinations located in the downtown area make the mobility of tourists who want to visit can be created well. So it is expected that with this tourist destination, many tourists are aware of the importance of preserving nature while enjoying an interesting tourist experience. Therefore, Rimbun Conservation Village is not only a place for recreation, but also an inspiring environmental education center for the community.

The principles in the development of ecotourism in order to run well need to pay attention to access to natural resource conservation, involve local communities to increase welfare and economic value, and improve interesting and authentic travel experiences (Ferdinal, 2018). Rimbun Conservation Village does show the priority

scale needed to attract tourists by creating an interesting tourist attraction to try. Tourist attractions offered such as: gardening, getting to know various types of plants and so on can be an interactive pattern where tourists feel they can be one with nature.

In today's developing era, ecotourism can be a means of developing tourism in a more advanced direction and effectively contributes positively to achieving sustainable tourism development that ensures a balance between economic, environmental, and social (Dewi et al., 2023). By promoting biodiversity and preserving local culture, ecotourism also supports environmental protection efforts. In addition, the involvement of local communities in the management of tourist destinations can improve their economic welfare. Through this approach, ecotourism not only attracts tourists, but also contributes to sustainable development that benefits all parties.

Through various efforts to create an attractive ecotourism environment, it is hoped that Rimbun Conservation Village can develop as a tourist destination that simultaneously maintains environmental sustainability. However, researchers found problems at the location of tourist destinations such as the need to improve infrastructure and facilities to support tourist comfort, cleaner tourist areas and conserve nature in a more integrated and organized manner. These problems need to be addressed immediately so that natural preservation and tourist attraction can continue to attract tourists.

Research conducted by Yuni Deviyanti (2018) in a study entitled "Contribution of Ecotourism Conservation in Kampung Rimbun Ciater-Serpong with Local Community Income" revealed the final result that Kampung Rimbun Conservation does have a variety of positive impacts on the local community such as increasing the welfare and income of the local community. However, there is also inadequate access to facilities so it is hoped that the manager can improve this tourist destination better (Deviyanti, 2018). However, while previous research has shown positive impacts, no study has comprehensively identified concrete measures to improve infrastructure and facilities as well as hygiene that could be better addressed in Rimbun Conservation Village, which is the main focus of this research.

This research aims to provide and examine effective contribution measures for the improvement of Rimbun Conservation Village in the future in the face of various existing problems. Researchers will identify the main issues and are expected to provide practical solutions that can be applied to support a more attractive and attractive ecotourism area. This research plays an important role in reviewing and creating a more integrated ecotourism area, in order to increase tourist comfort and prioritize the principles of sustainable tourism development. Thus, the expected result is that Rimbun Conservation Village can become a tourist destination that encourages nature conservation and environmental image development.

RESEARCH METHODS

This research was conducted at Rimbun Conservation Village on September 22, 2024, when Rimbun Conservation Village received a group of tourists who were conducting a camp and holding a local event. Researchers used qualitative research to conduct this research. Qualitative research is research that conducts the main focus in finding information, activities and relevant understanding of phenomena that occur in an environmental space that aims to get a social view (Junaid, 2016). Researchers collected various data in the form of interviews, direct observation, and documentation with the manager to understand the role of Rimbun Conservation Village in encouraging environmental preservation and improving the image of the environment.

The researcher conducted interviews with managers to gain in-depth information and knowledge about the topic under study. This interview aimed to understand how the manager implements the environmental conservation program and its impact on the local community. In addition, this interview also explored the potential for further information on the challenges faced in running the initiative. The researcher hoped to understand how the managers overcome these obstacles and find effective solutions. With the information obtained, the researcher seeks to provide more appropriate and applicable recommendations for the future development of Rimbun Conservation Village.

Direct observation is also used in data collection techniques that aim to obtain additional data sources. Researchers made direct observations by looking at the phenomena that occurred in the field to understand the dynamics and interactions that took place in the lush conservation village. In this observation, researchers recorded various activities carried out by managers and tourists at a tourist attraction carried out around the Lush Conservation Village.

In addition to interviews and observations, documentation is also an important part of data collection. Documentation serves as a source of data that can support the results of interviews and observations. By combining various sources of information obtained, researchers can create a more comprehensive narrative of how Rimbun Conservation Village contributes to environmental conservation. This documentation provides additional context that enriches the understanding of the efforts made in encouraging environmental awareness and creating a positive image for the community.

After the data was collected, the researcher conducted further analysis with a descriptive qualitative approach from the information that had been obtained. The researcher looked for patterns and relationships that

could provide insights into the effectiveness of Rimbum Conservation Village's role in achieving nature conservation goals and improving environmental image. This process is reflective, with the researcher constantly revisiting the data to ensure that the findings are accurate and meaningful. The findings of this research are expected to contribute to the development of more effective and sustainable environmental policies.

RESULT AND DISCUSSION

Effectiveness of Rimbum Conservation Village's Role in Nature Conservation

The results obtained in this study show that the role of Rimbum Conservation Village which focuses on nature conservation is running well although there are many aspects that need to be improved such as cleanliness, safety and beauty. Tourism that emphasizes nature does need to be managed carefully in order to produce many positive impacts from environmental, economic and cultural aspects. The role of Rimbum Conservation Village in preserving nature shows that there are efforts involved to prevent nature from all its damage by participating in planting trees and converting organic waste into compost. This aims to improve the quality of the environment and support the sustainability of the ecosystem, in addition to striving for nature to be well protected.

Elements that need to be improved in Rimbum Conservation Village can refer to several elements of *Sapta Pesona* such as natural beauty, tourist comfort and environmental sustainability. The researcher found that the destination paid less attention to the feasibility aspect of the facilities where some places looked less hygienic and there was a lot of dry leaf litter. Facilities that can be improved by managers in the future can pay attention to cleanliness in the environment and toilet facilities that are expected to prioritize good sanitation and hygiene.

As for some comfort facilities that support tourists to visit, it also needs immediate attention, including accessibility to tourist destination locations. Researchers found results showing that the accessibility to get to Rimbum Conservation Village is very steep and the roads traveled will look very slippery if it rains. As a result, the security and safety of tourists will also have a bad effect, which is expected that managers can find solutions to problems to improve accessibility by improving road infrastructure. Managers can build or repair roads to make them safer and more comfortable to walk on, including adding layers of asphalt or non-slip materials.

The aspect of sustainability in Rimbum Conservation Village can be further improved, especially in the condition of forest and garden areas. The results of this study also provide the results of open land that can be further utilized to introduce a richer variety of flora so that it can function as an education center on the preservation of a much more diverse variety of flora. The expected results of this organic garden can certainly strengthen environmental conditions in preserving nature, introducing biodiversity and ecosystem processes, and supporting ecosystem sustainability (Syarifuddin & Musafa, 2021).

Rimbum Conservation Village, located in Ciater, South Tangerang, utilizes nature in a way that preserves the environment and supports sustainability efforts. The vast natural conditions and fresh air reflect that natural preservation is well maintained. In addition, activities carried out in tourist destinations also contribute to community education about the importance of protecting the environment. By involving local communities in conservation activities, Rimbum Conservation Village not only strengthens awareness of environmental issues, but also creates jobs through ecotourism and sustainable natural resource management.



Figure 1. Plant Diversity As A Tourist Education Center

Source : Researcher Documentation (2024)

Ecotourism is a form of tourism that emerged as a solution for people who are looking for a quieter vacation and away from the hustle and bustle of the city that usually exists in mass tourism (Bahari & Ashoer, 2018). Ecotourism formed in tourist destinations does focus on the surrounding nature which is expected to reflect

a commitment to the importance of preserving environmental sustainability. Tourists who come are invited to enjoy nature for its beauty where tourists can participate in activities to plant trees or vegetable plant seeds and introduce them as an educational center while traveling.

This certainly reflects that the effectiveness of ecotourism lies not only in the recreational experience, but also in the ability to educate tourists about the importance of protecting the environment. By engaging tourists in hands-on activities, such as tree planting and learning about local flora, ecotourism contributes to ecological awareness. In addition, these activities support the development of local communities, provide economic benefits, and encourage people to take an active role in environmental conservation. Thus, ecotourism can be a sustainable tourism model, which benefits both tourists and the environment.

Activities such as urban farming in Rimbun Conservation Village were created so that tourists can actively participate in natural resource management while raising awareness of the importance of sustainable agriculture. Through this program, tourists not only learn about farming techniques, but also understand the benefits of biodiversity and the importance of maintaining a balanced ecosystem. This activity aims to create an interactive learning space, where individuals can experience first-hand the benefits of farming and contribute to environmental conservation.

Contribution of Nature Representation and Environmental Image in Ecotourism Activities

Environmental image management in tourist destinations is one of the most crucial aspects in the implementation of sustainable development. A good environmental image is expected to have a positive impact related to increasing attractiveness for tourists and having an impact on regional economic growth. On the contrary, a poor environmental image can reduce tourist attraction and have a negative impact on the regional economy (Daru & Mardiono, 2024). This is certainly the basis that the representation of nature and environmental image around Rimbun Conservation Village is expected to bring benefits for the creation of economic and environmental growth effectively and efficiently.

The representation of nature will certainly enhance the image of the environment as a positive value, which in turn is expected to attract more tourists. Thus, Rimbun Conservation Village has the potential to become a tourist destination that not only highlights the beauty of nature, but also emphasizes the importance of conservation and sustainability. The environmental image enhancement that has been carried out by Rimbun Conservation Village has been done in various ways, such as environmental cleaning activities, tree planting, and education on the importance of preserving nature. In addition, involving the local community in these activities can increase their sense of belonging and responsibility for the environment, thus creating a conducive climate for sustainable tourism.



Figure 2. Example of Eggplant Cultivation at the Rimbun Conservation Village Tourist Attraction.

Source : Researcher Documentation (2024)

This research shows that Rimbun Conservation Village has succeeded in improving the image of the environment and emphasizing the representation of nature as a part that needs to be maintained and preserved. Sustainable development is a process that is shown by efforts to implement natural resources optimally to improve the quality of life in a better way and is expected to have an influence for the next generation (Jazuli, 2015). Environmental sustainability will indeed reflect a positive influence that moves as an existence of the existence of

nature conservation efforts. This shows that the act of protecting and caring for the environment is not only beneficial for the ecosystem, but also supports the welfare of society and the overall quality of life. With awareness and active participation, these positive impacts can be sustainable and can certainly be passed on to the next generation.

In this context, Rimbun Conservation Village serves as a concrete example of the implementation of sustainable development principles, where the balance between natural resource utilization and environmental preservation is maintained. Through various initiatives, such as organic farming practices and environmental education programs, this village not only provides economic benefits to the community, but also maintains the sustainability of the local ecosystem. This essence certainly sees a new perspective that an ecotourism development model based on nature conservation can be an effective solution to today's environmental challenges. By integrating conservation aspects into tourism activities, Rimbun Conservation Village shows that economic development and environmental preservation can go hand in hand, providing positive impacts for all parties involved.

By collaborating with communities and tourists in conservation activities, Rimbun Conservation Village contributes to raising awareness of the importance of protecting the environment. This creates a synergy between economic, social and ecological interests, ultimately supporting the overall goal of sustainable development. This success is a model that can be adopted by other communities to create a better and more sustainable environment. Rimbun Conservation Village is not free from the challenges of climate change, urbanization and other environmental pressures pose a real threat to the sustainability of conservation efforts. Therefore, it is important to continue developing effective adaptation and mitigation strategies so that these negative impacts can be minimized, so that Rimbun Conservation Village can still serve as a positive example of natural resource management and environmental conservation.

Discussion

Rimbun Conservation Village as a tourist destination that is full of natural preservation has a main focus on maintaining environmental sustainability and conservation as an educational program introduced to tourists. Tourists who come can learn the importance of preventing nature from any damage and avoid environmental pollution due to human actions that deliberately damage nature. In addition, the educational programs offered not only provide knowledge about flora and fauna, but also cover sustainable agricultural practices, waste management, and ways to reduce carbon footprints. It is hoped that, with hands-on experience in activities such as tree planting and organic waste management, tourists can feel the positive impact of conservation actions.



Figure 3. Training Center & Waste-to-fertilizer Processing.
Source : Researcher Documentation (2024)

Indonesia, as one of the countries with the largest tourism potential in the world, shows that authentic attractions and experiences play an important role in the development of the tourism industry. Today, travelers tend to seek unique, authentic and high-value experiences. The development of the tourism sector also provides benefits, such as the preservation of Indonesian culture which is often overlooked by the influence of other cultures. Without culture, a country will find it difficult to have a strong identity in the global arena (Ngarbingan & Suryantari, 2022). The development of Rimbun Conservation Village certainly needs to strengthen the cultural identity created to continue to maintain the values of local wisdom based on nature conservation to support tourism sustainability and provide an authentic experience for visitors.

The development of tourism quality in Indonesia is expected to continue to progress from year to year, given that this sector has a fundamental role in the implementation and development of the tourism industry as a whole. This improvement will not only increase the attractiveness of the destination, but also make a significant contribution to the local economy and cultural preservation (Kusuma, 2018). The sustainability element of tourism development

will strengthen the cultural identity of the region, making each destination not only a place to visit, but also a space to celebrate the rich local heritage. Thus, good management in this sector is expected to create a more immersive and meaningful experience for visiting tourists. Rimbun Conservation Village shows its position as a tourist destination which is of course also interesting because in these attractions there are often conferences or activities that come from external activities such as camping, gathering and so on. MICE (Meetings, Incentives, Conventions, and Exhibitions) is a type of tourism that is usually aimed at business events and important meetings that involve mass movement of visitors because it requires many services in each convention held (Indrajaya, 2015). According to the manager, the vast conservation land of tourist objects, strategic places, and sustainable natural nuances are the causes of frequent MICE activities in tourist destinations. This shows that natural sustainability not only contributes to tourist attraction, but is also able to support business-oriented activities, creating synergies between the tourism sector and local economic development.



Figure 4. Land used as a Convention Center or Meeting Event.

Source : Researcher Documentation (2024)

Although natural preservation is key because it plays an important role in this tourist attraction, but in fact the manager needs to make an effective strategy to attract far more tourists to visit. According to observations made by researchers, the lack of development of this tourist destination and some inadequate facilities causes tourist destinations to be less enjoyed by tourists. Researchers found a lack of interest in tourists to visit tourist destinations that prioritize nature as an object. This can be seen even on holidays, the number of tourists visiting looks small so that there needs to be an improvement step in optimizing the attractiveness of these tourist destinations.



Figure 5. Movement in The Number of Tourists Visiting.

Source : Researcher Documentation (2024)

Managers can carry out digital marketing strategies to conduct attractive marketing campaigns that aim to highlight the natural beauty and uniqueness of the Rimbun Conservation Village tourist destination. In the current

era of globalization, consumer behavior in the tourism sector has shifted where tourists who visit are more looking for information through social media digitalization in determining the travel decisions taken (Retnasary, et al 2019). Therefore, managers need to create more interesting content on several social media platforms in order to create a viral effect and attract the attention of more potential tourists. The content can be in the form of photos and videos that showcase the beauty of nature, interesting activities, and unique experiences in Rimbun Conservation Village. In addition, organizing live streaming sessions or virtual tours can give audiences a firsthand look at the atmosphere and attractiveness of the location.

Many tourism industries that thrive in today's digitalized era utilize content to move tourists towards their destinations. Engaging and informative content, such as blog articles, videos, and photos that showcase travel experiences, can encourage visitors to make decisions faster. By utilizing SEO and social media strategies, the tourism industry can reach a wider audience and create buzz around their location. Destination managers can also use positive reviews from previous travelers as part of the content, as this can increase the trust of potential travelers. Combined with creative content and the right marketing approach, it is hoped that the tourism industry can attract more tourists and increase visits to their destinations.

The growth of the tourism sector now not only focuses on the physical aspects, but should also include development in the digital realm. In today's open information era, it is important to prioritize the development of digital technology-oriented tourism, known as digital tourism (Aziz, 2022). Digital marketing is a form of marketing that utilizes digitalization as its marketing medium in creating attractive visualizations and promotions, so that it can reach a wider audience. Therefore, the manager of Rimbun Conservation Village needs to improve and develop an interesting content in the hope of attracting tourists. This strategy is certainly very effective and fully contributes to increasing visits and creating an unforgettable experience for tourists.

The combination of attractive natural nuances and beautiful natural preservation can make the development potential of Rimbun Conservation Village more complete and integrated. Tourists will not only enjoy the beauty of nature, but can also feel a deep experience of environmental conservation. Tourist attractions that are full of education by introducing nature as a part that needs to be preserved can increase tourists' awareness and understanding of the importance of protecting the environment. Through activities such as tree planting or wildlife observation, visitors can directly contribute to conservation efforts. In addition, the manager can also present guides who are experts in ecology to provide in-depth explanations. Through this approach, Rimbun Conservation Village will become a destination that is not only attractive, but also contributes to sustainable environmental education. A sustainable environment in Rimbun Conservation Village will be a valuable legacy for future generations, inspiring them to appreciate and preserve the natural beauty that exists, as well as making tourism a means to build collective awareness of the importance of preserving our ecosystems.

CONCLUSION

Rimbun Conservation Village has shown significant potential in environmental conservation and ecotourism development. Through various initiatives, such as tree planting and educational programs, the village not only raises awareness of the importance of conservation, but also provides economic benefits to the local community. Nevertheless, there are still some aspects that need to be improved, such as cleanliness that needs to be optimized in the environment around tourist destinations, adequate facilities for tourists to feel comfortable and accessibility to facilitate tourist travel so that this is expected to attract more tourists to visit. The expected contribution is that by adopting digital marketing strategies and improving facilities, Rimbun Conservation Village can optimize its attractiveness as a sustainable tourist destination. Environmental sustainability and conservation-focused ecotourism development can serve as a model to inspire other tourist destinations, making this attraction a living example of harmonization between nature conservation and economic growth. As a legacy for future generations, this effort will hopefully inspire collective action in maintaining and preserving our natural beauty.

In a global context of increasing environmental challenges, Rimbun Conservation Village is an important example of sustainable tourism development. Through a holistic approach and involving community participation, this village demonstrates that conservation and economy can go hand in hand. It is hoped that the awareness built here will not only impact on improving the quality of the local environment, but also provide inspiration for similar initiatives across Indonesia. Thus, Rimbun Conservation Village is not just a tourist destination, but also a model for the wider conservation movement, encouraging every individual to contribute to safeguarding our precious natural heritage. As a next step, it is important to continuously evaluate and adapt the existing programs to meet the needs and expectations of the community and tourists. With a strong commitment from all parties, Rimbun Conservation Village can become a pioneer in the development of ecotourism that is not only economically beneficial, but also sustainable and environmentally friendly for generations to come

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