



Extreme Green Marketing Communication Planning Boutique Hotel in Developing Countries

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Abstract

Green Marketing Communication is a new and evolving concept of marketing green and eco-products with well-defined eco-standards consisting of wide-ranging eco-friendly product and satisfying eco-labelling that communicated to the public frequently. The article focuses on the planning step in communicating green product with a view to developing a sound and sustainable green marketing strategy at a boutique hotel. Greenhost Boutique Hotel applies the Extreme Green Marketing Communication that are comprehensively applied the green value through product, price, place and promotion. The article examines the important aspects that need to be considered before making a green marketing communication strategies and tactics, with an eye to achieve the right message according to the vision and mission of the hotel. This research uses descriptive qualitative method by using in-depth interview technique with General Manager, Marketing Communication, Human Resources Manager and the Sales Marketing Manager Greenhost Boutique Hotel and analyse the data with Miles and Huberman method. The result of the research is important to have a rigid concept such as green product, recycling principle and green promotion applied. Detail data such as analysis customers, competitors, partners, strength and weakness of the hotel and threat and opportunities are the main base data to build a strong integrated marketing communication strategy especially with a complex output that audience understood about eco-conscious hotel and consumer behaviour will to follow the concept.

Keywords: *Green Marketing Communication; Tourism; Hospitality; Green Hotel*

Introduction

Tourism successfully contributed foreign exchange of IDR 280 trillion in 2019 in Indonesia, an increase of 3.7% from the previous year's achievement. Significant growth makes the tourism sector expected to be the leading sector of the economy, surpassing CPO (crude palm oil) (Kemenparekraf:2019). The tourism sector in Indonesia, apart from being the largest contributor to the economy, is also the cause of environmental damage. One of the industries that contributes to waste is the tourism industry, especially hotels operational. Reporting from The World Bank, food and vegetables waste

is the largest contributor to waste in the world, followed by paper and cardboard in the second position (World bank:2019). Where the majority of the waste is generated by the hotel sector.

This data is reinforced by research conducted by Guritno et al (2014) the composition of waste generated by the hotel industry consists of 48.48% plastic waste, 24.51% paper waste, 18.9% organic waste and 0.03% cloth waste. Through the data above, it can be seen that the hotel industry produces the same type of waste with the highest composition of waste types (Guritno et al: 2014). At the same time, hotels can cause social-environmental damage in 2 stages, namely: (1) the construction period of the hotel (2) the operational period of the hotel with the negative impact of decreasing environmental quality (resources) and increasing liquid waste that has the potential to pollute the environment (Moise, et al: 2018).

The priority tourism area that conducted by the Ministry of Tourism and Creative Economy Indonesia with the most environmental crisis issues are Bali and Java, especially Yogyakarta in the Java region. This issue has been present since 2010, is predicted to have a serious impact until 2030 (menlhk.go.id: 2020). One of the environmental issues that occur in hotels is waste management, especially in Bali and Yogyakarta due to the increasingly mushrooming growth of hospitality with the hotel room occupancy rate in Bali reaching 64.72% occupying the third position and Yogyakarta 58.91% occupying the 6th position throughout Indonesia. The other regions are North Sulawesi, Bengkulu, Lampung and DKI Jakarta which are not Indonesia's priority tourism destinations (BPS:2019) this is certainly one of the main supporting factors for environmental damage.

The seriousness of the government in responding to this is strongly influenced by the character of tourist who come to each region. Bali with the majority of the tourists coming from foreign countries which reached 20 million tourists in 2019 in contrast to Yogyakarta, the majority of tourist came from domestic and only reached about 3 million foreign tourists in 2019 (Raka:2020). Makes Bali having their own regulation due to Green Hotel while Yogyakarta have not. In developing country, the factors that influence consumers to stay at hotels consist of price, facilities, location and service quality, specific concepts such as environmentally friendly isn't an important factor yet making these decisions (Caesari et al: 2015). This kind of tourist/consumers characteristic becoming a challenge for the hotel sector in Yogyakarta to campaign about hotels that implemented environmentally friendly concepts. However, the increase in the number of tourists every year must be accompanied by an increase in the quantity of existing facilities in Indonesia especially about environment issues and not to mention the origin of the tourist.

Indirectly, there will be a paradigm shift that will be formed which is useful for transforming the market to respect the environment more and save the earth simultaneously with the sustainability of the industry which tends to cause environmental degradation without realizing it. The main goal in making the Green Hotel Standard by the Ministry of Tourism and Creative Economy is to encourage the wider community to increase their understanding, not limited to the hotel industry players because climate change is everyone's responsibility. The Ministry of Tourism and Creative Economy taking it seriously by encourage the holding of various national-scale "Green Hotel" awards so that the tourism sector which has a large enough impact can begin to improve. Not only the internal of the hotel that can make this program successful, but the formation of tourist trends who are influenced understanding about the environmental issues and consider it as a decisions factor when travelling and choosing a place to stay (Kemenpar, 2016:3).

The only hotel in Yogyakarta that implements extreme green marketing communication with the main brand identity known as an environmentally friendly hotel is Greenhost Boutique Hotel Yogyakarta. Surprisingly this hotel does not participate in any Green Hotel awards because they implemented the concept not for the popularity but the sake of the purity. The evidence of Greenhost Boutique Hotel is an eco-conscious hotel are clearly stated and always conveyed in their promotion media. The concept that are implemented gives the unique and differentiator factor from others hotel in Yogyakarta.

The Green Hotel concept will not be easily understood by the public if it doesn't start to provide information from the actors themselves, indeed the goal of this new orientation is the formation of a new market with sustainable tourism trends, so that the implementation of Green Marketing Communication becomes crucial in implementing green hotels. The success of the Greenhost Boutique hotel in implementing Green Marketing Communication consistently to date with occupancy exceeding favorite hotels or around 80-100% for one year before the Covid-19 Pandemic (Hotel Report: 2021). It is an interesting thing to find out through the research, regarding the strategic planning of the hotel so that it can be successful in the middle of potential market didn't consider that the green concept isn't an important factor to decide their accommodation. So, this research wants to know how to plan a green marketing communication at Greenhost Boutique Hotel so that it can be implemented properly.

Research Method

This research used Qualitative descriptive method, with a case study. Descriptive qualitative method aims to systematically describe the facts or characteristic of a particular population or a particular field in a factual and accurate way (Sugiono, 2018). This is relevant to the green marketing communication of Greenhost Boutique Hotel Yogyakarta with a specific case, namely the only hotel at Yogyakarta that applied extreme green marketing communication at their property. This research is descriptive, it will explain in detail step by step the green marketing communication planning process carried out by the object of research that output could build a rigid implementation of green marketing communication. The data collection method used in this study was to collect primary data with in-depth interviews conducted to collect data or information from informants by face-to-face in order to obtain complete and in-depth data. This study use face-to-face or telephone interview techniques. In-depth interview, according to Kriyantono (2006), is an intensive and mostly unstructured interview to get qualitative information deeply. The research subjects are practitioners that directly involve at the Green Marketing Strategy such as General Manager, Head of Human Resources, Sales Marketing and Marketing Communication and the data for the period January-April 2022. To support primary data, researchers also collect secondary data by conducting literature studies and documents from the object of research either comes from the results of previous research, literature reviews or operational reports of the research object.

Data analysis used qualitative analysis with Miles and Huberman's interactive model where the stages in this study were data reduction, data presentation and conclusion drawing (Miles et al., 2014). Qualitative data collected to strengthen and emphasize the findings of the data that has been obtained. This qualitative analysis focuses on further exploration of the unique and specific findings associated with the role of green marketing communication that planned by Greenhost Boutique Yogyakarta

Literature Review

1.Green Marketing Communication

Hotels use the term "green hotel" as a marketing effort to attract consumers. The hotel believes that having a green hotel image is very influential on the decision-making process and the intentions of consumers attitudes towards the issue of caring for the environment (Prendergast & Man, 2002). The idea of green marketing has emerged from the 1980s (Peattite & Crane, 2005). The essential meaning of green marketing explains that there is an effort from an organization in designing, promoting, pricing and distributing products that will not harm or threaten the environment (Pride & Ferrell, 1993).

Meanwhile, according to Welford (2000) defines green marketing as a management process that is responsible for identifying, anticipating and satisfying the needs of customers and society in a way that is profitable and sustainable for the environment. This opinion was added by El Dief and Font (2010) that when a hotel decides to implement a green marketing strategy, the impact that must be considered is

considering branding, segmenting, targeting and positioning of the product while the opportunity for green/environmentally friendly products must be integrated with the management of mix marketing communication. In implementing Green Marketing Communication, it cannot be separated from the basic theory of the communication mix. However, there are several aspects that make green marketing more specific than mix marketing that have been made in a framework by Mathur and Mathur (2000). The framework strategy of Green Marketing includes 4 categories (Marthur and Marthur,2000);

- a. Green Products
- b. Recycling
- c. Green Promotion
- d. Green Policy

In the end, it is not only aspects of branding, segmenting, targeting and positioning as well as the communication mix. However, these four aspects are the key to the success of the strategy being implemented. To complement the strategy Ginsberg and Bloom (2004) specifying the elements of product, price, place and promotion (4p marketing) to adjust green marketing then the main strategy is divided into four: (1) Lean green strategy pays attention to environmental aspects, but this strategy does not focus on publications on environmental sustainability or a green image for the company. (2) Defensive green strategy uses green marketing as a preventive measure, a response to a crisis or a response to competitor's actions. Accordingly, efforts to promote and publicize the initiative are sporadic and temporary. (3) Shaded green strategy invests in long-term, system-wide, environmentally friendly processes that require substantial financial and non-financial commitments. The company sees the green image as an opportunity for competitive advantage. However, the green image is only a secondary factor to be promoted. (4) Extreme green strategy, the main difference from this strategy to others is the company's holistic philosophy and values forming the company by applying the green value to the extreme. Company that applied this strategy is required to have authenticity, integrity and purity of concern for the environment or attitude in green values.

If it is concluded that the four strategies are based on the 4p marketing theory (product, price, place and promotion) as follows;

Green Marketing Conclusion Table

	Product	Price	Place	Promotion
LEAN	X			
DEFENSIVE	X			X
SHADED	X	X		X
EXTREME	X	X	X	X

Tabel 1 Green Marketing Strategy
Source: Ginsberg & Bloom (2004)

According to the Green Hotels Associations (2018) green hotels are hotels that use and own environmentally friendly goods where hotel managers have programs to save water, save energy and decompose waste from hotel activities to help protect the earth (Putri 2020: 9). Based on the Undang-Undang Pariwisata No.10 Tahun 2009 law, that every tourism entrepreneur is obligated to maintain a clean, healthy, beautiful environment and preserve the surrounding nature and culture. Some hotels that implemented green hotel communicate their green marketing efforts to potential customers and some do not. Hence, one of the tourism service businesses that has an important role for investment is hotels than basically every hotel has an obligation to protect the environment in operating the hotel.

According to Manaktola and Jauhari (2007) promoting the application of environmentally friendly hotels can increase competitiveness which results in a different position among other hotel competitors. This can be profitable because some consumers are willing to pay more for products that care for the environment.

2. Integrated Marketing Communication (IMC)

Larry Percy define IMC as the planning and execution of all types of advertising-like and promotion-like messages selected for a brand, service or company, in order to meet a common set of communication objectives or, more particularly, to support a single 'positioning'. We believe strongly that the key to IMC is planning, and the aim is to deliver a consistent message. IMC is planning in a systematic way in order to determine the most effective and consistent message for the appropriate target audience. The most effective if it has good planning. IMC is critical to ensuring that all aspects of a brand's marketing communication deliver a consistent message towards the company goals. It also plays an important role in managing the communication strategy related to the company's brand strategy in its overall product and brand identity (Percy, 2018:2). The formation of a strong identity regarding the "green hotel" indeed has an important role from Integrated Marketing Communication (IMC) it is not only the message that is conveyed that builds this identity, but the selection of the right media to convey a green message is very crucial for the brand identity of the hotel.

The link between IMC and brand is when the brand has a special meaning for consumers and the meaning comes partly from experience, it happens mainly from how the brand is positioned and presented to people through marketing communications ideally through IMC (Percy, 2018:24). One of the Models developed by PR Smith in developing an IMC strategy are the SOSTAC Model which is an acronym for the six core components considered when creating a marketing communication plan. SOSTAC stands for (S) situation (O) Objective (S) Strategy (T) Tactics (A) Actions (C) Control. Each component represents a stage in the planning cycle and each stage is equally important to the success of marketing communication planning, implementation and review (Chaffey & Smith, 2013)

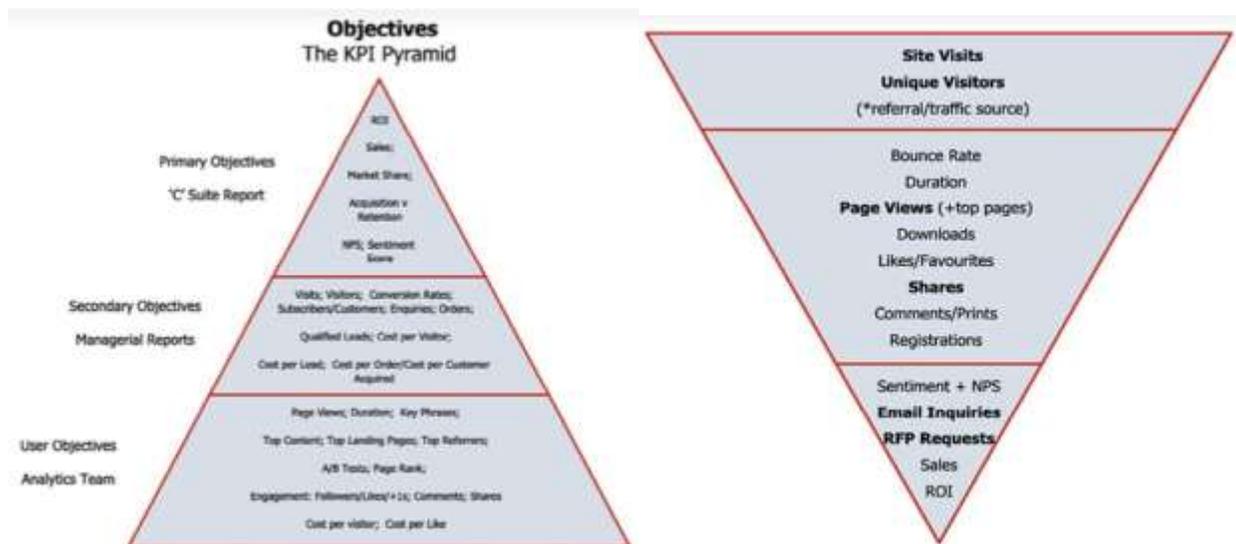
In this research, SOSTAC Model used to analyze and find out the basis forming of the Green Hotel label from Greenhost Boutique Hotel especially how they plan it. At the planning stage, an environmental marketing communication strategy will only examine the situation and objectives in the SOSTAC model. Firstly, Situation analysis will be the basis for forming and making decisions in carrying out the strategy. The analysis should be so thorough that it makes the decisions almost risk-free. The situation analysis should contain a thorough analysis of (1) customers (2) competitors (3) partners (4) competencies (including strengths and weakness) (5) performance and results (6) market trends (including opportunities and threats) (Smith, 2020: 30). There are three question that must be applied to each aspect in order to get an in-depth analysis. The three questions are "who? why? how?". In the situation analysis also examines the strengths and weakness of the company or brand itself, of course, external factors are also considered in terms of opportunities and threats directly or indirectly.

Using the SWOT (strength, weakness, opportunity and thread) analysis is quite familiar for marketers and still relevant to use (Smith, 2020:79). Having a strong and comprehensive analysis of the situation, a company can see the Distinctive Competitive Advantage (DCA) or the Unique Selling Point (USP) of the company and can decide which is very suitable for what customers want now and, in the future, this is certainly an advantage when entering the marketing trend analysis. The result can make a strategic choice whether to continue using the DCA that has been formed or want to develop the DCA as a strategy.

The second step is objective, many opinions say that the main goal of a marketing activity is to increase revenue, margins, customer satisfaction, brand value (including controlling brand promises to increases brand value). According to Smith (2020) has a slightly different view in viewing the main goal, which is the ultimatum goal is a statement of the company's vision and mission followed by several KPIs (Key Performance Index) which indeed include some of the things mentioned above. The mission

statement is the reason why the company was found and exists, it includes how the company affects the world and can be better for surroundings. The final goal is answering the needs of the consumer and important stakeholders. In the other hand, vision states the position of the organization by looking at itself 3,5 to 10 years in the future. The vision sets the main goals for how successful the company will be in the future. Including the size of turnover and market share (local, national or global).

After determining the main objectives of the company from the vision and mission, it will be derived on several aspects of Key Performance Indicators (KPI). There are several KPIs described by Smith, including the first is the KPI pyramid which is the Main Performance Indicator that can be more detail such as knowing the revenue contribution per channel, cost per visit/statement/lead/like and revenue is categorized by channel. There are several things that are measured through online surveys including awareness level, preference level and market position.



Picture 1 KPI Pyramide
Source: PR Smith (2020)

Result and Discussion

The result of the research conducted by the author are based on the interpretation of the data that has been collected by the researcher. Greenhost boutique hotel a three-star boutique hotel admitted as eco-conscious hotel that makes it their brand identity. According to the Oxford English Dictionary, a boutique hotel is a small stylish hotel typically one situated in a fashionable urban location. A Boutique hotel has a distinct character, intentional design and décor and personalized service (Hotel Tech Report, 2022). The hotel is the part of Ayom Group which is a local chain brand that located at Jalan Prawirotaman Yogyakarta or usually known as “kampung bule”. The nickname happens because most foreign tourist comes to that area. This factor is one of the advantages of Greenhost Boutique Hotel could stay still and being popular as eco-conscious hotel in the middle of low awareness of surrounding about caring of the environment.

A. Green Marketing Communication

Greenhost Boutique Hotel designs, promotes, giving price and distributes products that will not harm or threaten the environment (Pride & Ferrell, 1993). Before the property establish, this hotel had a clear vision and mission not to harm the environment from all kinds of things including the property itself, the daily operational activities to promotional products used. They hope implementing

environmental care is not only carried out by hotels, Greenhost Boutique Hotel also aims to promote some understanding of caring the environment for consumers and the surroundings. When the hotel has decided to use green marketing communication before it can be implemented, they must pay attention to several things, such as;

1.Green Products

The main product from the hotel is the building itself, all forms of buildings that have been established are a form of full consideration of the effects that will be caused to the earth. One consideration that the building didn't look unfinished because of an essential reason. The oil paint as a form of giving the final touch for the building and beautifying it, have a negative impact such as the walls cannot breathe. Oil paints contains VOCs (Volatile Organic Compounds) that harm the environment (Bio Institute, 2015). Even if there is use of paint, it will be considered a watercolor paint that are friendly to the environment. Other exterior choices also considered to environmentally friendly aspects such as reused wood material or some used pipes.



Picture 2 Environmentally friendly Materials for Exterior
Source: Documentation

Another consideration is having more open space in order to take advantage of better air circulation and lighting, it helps to reduce electricity use. In addition to this, the use of lamps and electronic devices has been chosen low watt as to be environmentally friendly.

2.Recycling Principle

Recycling is the process of collecting and processing materials that would otherwise throw away as trash and turning them into new products. Recycling can benefit your community and the environment (EPA Gov, 2021). Greenhost Boutique Hotel indeed applies recycling as their main principle in doing things. One of which is very visible is shown by the room design and atmosphere. Ninety-six hotel rooms are designed differently depending on the availability of recycled materials that can be used.



Picture 3 used gas tube as a room light
Source: Documentation

Various recycle-materials such as gas cylinders, scrap wood and iron, patchwork, waste ropes from cargo and many more used well as their designs. Not only implemented in the room, the principle of recycling is also used on exterior parts such as glass bottles waste, oil lamps waste and used jars can be used as pots than used car sets that cannot be reused as a functionable car items can be recycled into beautiful decorations.



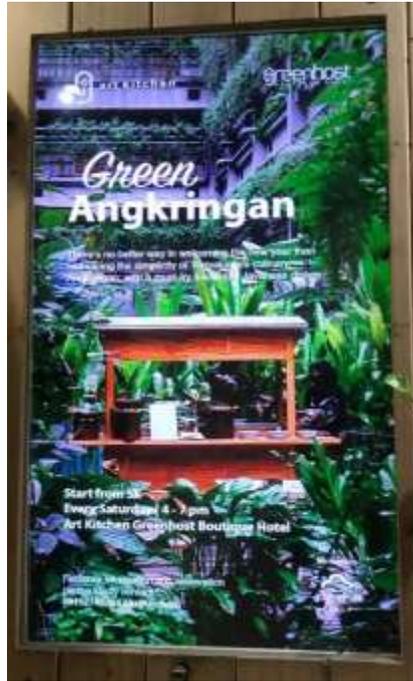
Picture 4 Recycle principle
Source: Documentation

3. Green Promotion

Green marketing is a new and evolving concept of marketing green and eco-products with well-defined eco-standards consisting of wide-ranging eco-friendly products, satisfying eco-labelling and eco-foot printing standard norms (Sarkar, 2012). According to the vision and mission of Greenhost Boutique Hotel, caring about the environment principle not only implemented by the hotel, but is a must to educate the consumer and potential customers to understand and participate in carrying out the concept of caring for the environment. This hotel has a holistic philosophy and values, forms them implementing the green values to the extreme category.

The promotion of Greenhost Boutique Hotel is in line with the hotel's values such as authenticity, integrity, and purity towards environmental care or attitude in the green value. Based on this, not only

messages were campaigned about caring for the environment, but the basic materials used for promotion such as posters, banners, stickers made of plastic or materials that were not environmentally friendly were not used by the hotel. Greenhost Boutique Hotel applies the concept of Green Marketing by Ginsberg and Bloom (2004) with the category of extreme Green Marketing Communication where for things namely product, price and promotion, all consider the green concept.



Picture 5 Promotion Digital Media
Source: Documentation

One of the promotional alternatives used is TV media which can cover various kinds of promotions without having to generate waste when the promotional period has ended. Some signage uses various recycled materials, one of which is no smoking information to information about towels around the swimming pool.



Picture 6 Signage
Source: Documentation

Based on this, the promotion side of Greenhost Boutique Hotel is very concerned about not only the environmentally messages conveyed to consumers, but the selection of materials in promoting the hotel have been consider that could create a good extreme green marketing communication.

4. Green Policy

Implementing green concept have complicated policy to smoothen the implementation. In several hotels to make sure the concept stays in line to the policy they have Green Team that usually consist of the marketing communication, human recourses and head of engineering. While Greenhost Boutique Hotel implemented the extreme strategy makes the policy supervised by the General Manager and helped by the Human Resources Manager. The policy must be obeyed by all staffs not only the green team. Each staff have a handbook of policy what can they do and don't as a Greenhost Boutique Hotel staff regarding to the green values.

B. Integrated Marketing Communication (IMC) Planning

The IMC strategy is most effective, if it has good planning so that the message to be conveyed is consistent and the desired goal can be achieved (Percy,2018:2). SOSTAC model that found by PR Smith is a model that develop IMC strategy. The first two stages in SOSTAC are Situation and Objective as the planning stage. This stage is crucial for deciding a good strategy ahead. This is certainly what Greenhost Boutique Hotel does so the complex message can reach consumers.

1. Situation

Strong data will be the basis for forming and making decisions in carrying out IMC strategies and tactics. Determining customers is important, Greenhost Boutique Hotel has a specific concept that affects the selling price, three-star hotels that can sell room prices equivalent to four- star hotels. Indirectly, pricing will affect consumers segmentation. Before the Covid-19 pandemic brought the Yogyakarta tourism industry to crisis, foreign tourists nearly been the majority consumers of Greenhost Boutique Hotel with a percentage of 40%. Tourist who come from Europe, Singapore and Japan really appreciate environmentally friendly concepts. The higher price compared to other three-star hotels does not become a problem to them. While the domestic tourist mostly comes from JABODETABEK, Bandung and Surabaya. Where these big cities must have been exposed to various information, especially awareness of the importance of caring for the environment already understood well.

The second aspect in situation stage that have to be analyze is the competitors of the hotel. The bold value and concept make the hotel have no apple-to-apple competitors, than it been analyze based two things namely; nearby hotels with similar pricing, such as Gallery Hotel Prawirotaman, Indies Heritage Hotel and The Alana Malioboro Hotel. Secondly, competitors based on hotels using very inherent concepts such as Gaia Cosmo Hotel, Artotel Hotel and Yats Colony Hotel, although the three hotels do not apply the green concept they apply culture, art, industrial and chic modern concept and used to be classified as concepted hotel even though they aren't boutique hotels.

Thirdly, the next aspect is partners. One of the partners who collaborate with Greenhost Boutique Hotel is E-Waste Rj, which is a community that recycles electronic waste by providing a special "waste box" for electronics at the lobby, not only guests staying at Greenhost Boutique Hotel can use it, but everyone can dispose of electronic waste at Greenhost Boutique Hotel without worrying their waste would harm the environment.



Picture 7 Partners having the same value with Greenhost
Source: Facebook Greenhost Boutique Hotel

Not only E-Waste Rj, several communities that collaborate with Greenhost Boutique Hotel such as artists, reading communities, yoga and so on can be established because they have the same understanding of values. Including operational vendors that work with Greenhost Boutique Hotel have to be curated with terms that they didn't harm the environment in their every activity.

The next aspect to consider is the strength and weakness from Greenhost Boutique Hotel. Clearly the hotel has a very strong concept so that the experience offered by this hotel will feel very different and special depend on the conventional hotels or other boutique hotels. The satisfying experience usually leads to a comment that can create Word of Mouth (WOM) and loyalty from consumers, besides that unique and different experience trigger positive respond. The weakness from the hotels shouts out from two different point of view. The first one stated by the General Manager Vivie Elizabeth that says *"the Covid-19 Pandemic crisis created an extraordinary shifting marketing, initially consumers from Greenhost Boutique Hotel comes from foreign tourist were forced to turn into new domestic consumers. Consumers that used to be Greenhost Boutique guests were very reluctant to travel if they were not forced to, so the surviving market was the one who was less educated about attitudes to care for the environment and take advantage of the situation to get a low room price because of the pandemic"*. In addition, the Human Resources Manager says *"educating about environmentally friendly to potential consumers that haven't think that aspect important to them, makes another challenge for the Marcomm to deliver the message and it could be a weakness of the hotel because its hard to convince potential market to attract to Greenhost Boutique Hotel"*.

The last aspects are threat and opportunity, the threat comes from the shifting market that forced the hotel to adapt to the new consumers characteristic such as the lower price of room forced the hotel to postponed the use of goni (a kind of fabric) waste slipper that are eco-friendly and change it to rubber slipper that are cheaper. If the market cannot change back before the Covid-19 Pandemic, then the main values of the hotel will change slowly. But there is an opportunity for the hotel, until 2022 although there are several non-star hotels that tried to creates an environmentally friendly concept, it will never be the same as Greenhost Boutique Hotel which implements the concept from the root and as a pioneer green hotel in Yogyakarta. From these two analyses, a market trend can be created by Greenhost Boutique Hotel by getting the right potential market through the right promotion strategy.

1.Objective

The purpose of the message that want to be communicated is very important to set from the start so that all strategies and tactics stay on the right track and can measure the level of success. According

to Smith (2020) the company's vision and mission statement is the ultimatum main goal. The vision and mission from Greenhost Boutique Hotel are an eco-conscious boutique hotel that offers modern amenities with a touch of local culture, value and hospitality. The hotel committed to operate in a sustainable and responsible way- both for the environment and the local communities. Most of the guests appreciate a quaint and friendly environment in semi- outdoor green space, interested in arts and crafts, nature, culture, as well as innovative design and experimental projects. The vision and mission become a guidance in making the Key Performance Index (KPI) of every strategy and tactics that is built. As stated by Marketing Communication (Marcomm) Pramudita "*we always have a strategy that the hotel is known for its environmentally friendly and mindfulness concept with prioritize collaborate communities with the same value, local product, art and cultures and the surrounding communities*". Of course, the vision and mission can be categorized into several levels, such as awareness level, preference level to market position so that you know the success of the vision and mission and not just a brand promise.

Conclusion

Having a comprehensive and detailed plan certainly makes it easier for a Marcomm to form a rigid strategies and tactics to achieve the objectives of a company. In implementing the Green Marketing Communication, aspects that need to be considered are green products, recycling principle and the green promotion. By that the hotel brand doesn't over promises the message about caring the environment or usually known as greenwashing. Increasing the awareness of publics about detail information such as green hotel need to be done by Integrated Marketing Communication that used SOSTAC method by PR Smith. At the planning stage such as situation analysis is important; the characteristics of consumers, including the area of origin are the determinants of communicating green messages where the understanding of people in developing countries and people in developed countries is quite different. The strength of the hotel can be a unique selling point (USP) from Greenhost Boutique Hotel and form a clear message to the public. Most importantly, a strong vision and mission that is in-tune with the concept guide to the objective future strategies and tactics.

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