



Integration of Conservation and Green Economy-Based Marketing Management Strategies in Tambrau Regency, Southwest Papua

Ibnu Rusyid; Yolanda Kambuaya; Rizal Moni; Maurits F. Noya; Andi Irwan; Dan Pahmi

Graduate Program, Muhammadiyah University of Sorong, Indonesia

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Abstract

Tambrau Regency is Indonesia's first officially designated conservation district, rich in biodiversity and natural resources. This study analyzes how the integration of conservation policies and green economy-based marketing management strategies can strengthen sustainable regional development. The research employed a qualitative descriptive approach through in-depth interviews, participatory observation, and document analysis such as the 2025–2029 RPJMD. The findings show that the *triple bottom line* paradigm—balancing economic growth, social welfare, and environmental sustainability—serves as the foundation for Tambrau's development policy. The local government implements *green budgeting* and Strategic Environmental Assessments (KLHS), while indigenous communities preserve traditional practices such as *sasi hutan* (forest moratorium) and sustainable honey harvesting. Local MSMEs develop eco-branded products through digital marketing platforms, supported by conservation partners such as YKAN, WWF, and CI. Major challenges include limited infrastructure, low digital literacy, and restricted market access. This study concludes that integrating conservation and green marketing strategies is not only an economic approach but also a tool for cultural preservation and strengthening Tambrau's ecological identity.

Keywords: *Conservation; Green Economy; Forest Honey; Marketing Management; Tambrau*

Introduction

Tambrau Regency in Southwest Papua Province has unique ecological characteristics, with approximately 80% of its area covered by tropical forests with high biodiversity. As Indonesia's first conservation district, Tambrau plays a crucial role in balancing economic development with environmental preservation. This status makes Tambrau a living laboratory for community-based sustainable development.

The paradigm of development in Papua is shifting toward a *green economy*, replacing exploitative resource extraction practices. Tambrau demonstrates how conservation can serve as the foundation of local economic activity through the principle of “living conservation.” In this context, nature is not only protected but also utilized sustainably as a source of economic, social, and cultural value.

The 2025–2029 Regional Development Plan (RPJMD) of Tambrau emphasizes the green economy as a regional priority. The *triple bottom line* approach, balancing economic, social, and environmental aspects, aligns with Indonesia's National Long-Term Development Plan (RPJPN 2025–2045) and the Sustainable Development Goals (SDGs), particularly Goals 12 and 15. However, implementing the green economy at the local level faces several challenges such as inadequate infrastructure, low digital literacy, and limited market access.

Theoretically, *green marketing* (Peattie & Crane, 2005) and *place branding* (Anholt, 2007) concepts form the foundation for developing a conservation-based economy. Both emphasize ethical, ecological, and local identity values in resource management and product marketing. Thus, this study aims to analyze how conservation integration and green marketing management strategies are effectively implemented in Tambrau Regency.

Methods

This study employed a qualitative descriptive method with a phenomenological analytical strategy to understand the meaning of conservation in the community's economic practices. Data were collected through:

- In-depth interviews with 12 key informants, including local government officials (Bappeda, Environmental Agency, Cooperative Office, Tourism Office), traditional leaders, MSME actors in forest honey and coconut oil, and conservation organizations (YKAN, WWF, CI).
- Participatory observation in productive conservation villages and forest honey harvesting sites.
- Analysis of policy documents such as the 2025–2029 RPJMD and the Tambrau Conservation District Regulation.

Data analysis applied *content analysis* (Krippendorff, 2013; Mayring, 2014) to identify themes and relationships among variables such as policy, economic behavior, and marketing strategy. A SWOT analysis was used to determine strengths, weaknesses, opportunities, and threats. Validation was conducted through source triangulation and cross-actor verification.

Results and Discussion

Green Economy Policy and Governance

Tambrau's government positions conservation as the core of regional development. According to the Head of Bappeda, all programs are directed through *green budgeting* and Strategic Environmental Assessments.

“We don't want conservation to remain just a slogan. Every rupiah of the budget must ensure environmental sustainability and improve community welfare.” (Interview, Head of Bappeda Tambrau, 2025)

The government has also established a Multi-Stakeholder Conservation Forum involving indigenous communities and partners such as YKAN and WWF. This forum serves as a collaborative space for green development planning and ensures transparency.

Role of Indigenous Communities in Productive Conservation

Indigenous communities maintain the traditional *sasi hutan* practice—customary regulation of forest resource utilization. “We protect the forest as we protect our lives. The forest gives us food, water, and honey. If it’s destroyed, we are destroyed too.” (Interview, Traditional Leader of Sausapor, 2025) This local wisdom acts as both an ecological and socio-economic mechanism, ensuring equitable distribution of benefits and sustainable resource management.

Strengthening MSMEs and Green Marketing

Local MSMEs have begun adapting to environmentally friendly and digital business models. Forest honey producers implement sustainable harvesting and introduce *eco-labeling*. “We are learning to create our own brand and sell through social media so people recognize Tamberauw honey as authentic forest honey.” (Interview, Honey Producer, 2025) These activities increase women’s participation and youth involvement in the green economy while expanding markets to Sorong and Manokwari.

Multi-Stakeholder Collaboration and Eco-Governance

Collaboration among government, communities, and conservation partners creates an effective *eco-governance* system. Organizations such as YKAN and WWF play key roles in providing training, marketing support, and mentoring. “We ensure that communities benefit economically without harming nature. The key is mentoring and education.” (Interview, YKAN, 2025) This collaboration forms a *co-management* model between the community and government, similar to those applied in Wakatobi and Komodo but with a stronger socio-cultural dimension.

SWOT Analysis and Comparative Insights

SWOT analysis highlights Tamberauw’s main strengths in its natural potential and institutional support. A comparison with other conservation regions shows differences in focus: Wakatobi emphasizes marine management, Komodo focuses on conservation tourism, and Bali Barat relies on public–private partnerships. Tamberauw stands out for integrating indigenous values with public policy.

Aspect	Findings
Strengths	Government commitment, natural and cultural potential, strong local wisdom.
Weaknesses	Limited infrastructure, low digital literacy.
Opportunities	Expanding green markets, national policy support.
Threats	Climate change, extractive activities.

Conceptual Discussion

The findings reinforce the theories of *green marketing* (Peattie & Crane, 2005) and *sustainable governance* (Kotler & Keller, 2016). Conservation implementation in Tamberauw functions as both an economic instrument and a form of cultural identity, promoting a hybrid approach between ecological preservation and socio-economic empowerment.

Conclusion

The integration of conservation and green marketing management strategies in Tamberauw Regency demonstrates the success of combining ecological, social, and economic values. The *eco-*

governance model based on indigenous practices and conservation partnerships produces a hybrid form of development that bridges environmental and social-economic goals. Local governments are encouraged to strengthen green economy regulations and expand MSME digitalization to enhance the competitiveness of Tambrau's eco-products in national and international markets.

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