

**PENGELOLAAN BERBASIS *GREEN MARKETING* DI DESA
WISATA GABUGAN SEBAGAI UPAYA AKSELERASI DAYA
TARIK WISATAWAN
(Studi Kasus Pada Wisatawan Pengolahan Barang Bekas Di Desa
Wisata Gabugan)**

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ABSTRACT

Used goods management is one of the tourist objects in the Gabugan Tourism Village. The management carried out in this tourist attraction uses a green marketing strategy in its marketing, by promoting the concept of natural tourist and education, creating a market segmentation consisting of various tourist profiles, although there are still a few shortcomings in its operations. This research was conducted to find the appropriate implementation of green marketing strategies for managers, so as to increase tourist visits. This research uses qualitative research methods, where the technique uses the data using observation, interviews, documentation and SWOT analysis.

Keywords : Used Goods Management, Green Marketing, Gabugan Tourism Village