

## Sustainable SCM Approach as a Branding Strategy on the Hutan Bambu Tourism Object in Bekasi City

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**ABSTRACT:** This study was aimed at analyzing the implementation of the Sustainable Supply Chain Management (SSCM) approach as a branding strategy of tourism development of Hutan Bambu in Bekasi city. This study employed a descriptive research method using a qualitative approach. The data sources were primary and secondary data. The techniques of data collection were observation, interviews, and documentation. The interviews were conducted with six informants representing the manager, visitors, local communities, and food sellers in the Hutan Bambu area of Bekasi city. Furthermore, the data were analyzed by using the SSCM approach. The results of the study showed that the branding strategy for developing the Hutan Bambu tourism object can apply several ways. First, it considered SSCM concerns, especially sustainability, marketing-logistics empowerment, market-driven SCM, synchronous SCM, fast response logistics, and network-based resource management. Second, the tourism development was carried out by creating strong branding with the advantages of the Hutan Bambu tourism object, namely by marketing through social media to local and national communities. Third, the development can be done by holding attractive soft skills programs regularly by collaborating with training studios or certain institutions, so they can bring in visitors on a more regular and programmed basis. Fourth, this can also be done by modifying the management system, so the tourists can find alternative tourism objects in the city. Finally, the SSCM approach could be implemented in the development of the Hutan Bambu tourism object, Bekasi by strengthening branding and interesting soft-skills, as well as modifying the management system.

**Keywords:** SSCM Approach, Branding Strategy, Tourism Object, Bekasi Hutan Bambu



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### INTRODUCTION

Bekasi City is one of the megapolitan areas, which is geographically very close to the nation's capital, Jakarta. Besides having some of the shopping centers as a shopping destination as typical

of the megapolitan city, Bekasi also has various charming tourist natures, as a family recreation area. For example: waterpark, flower gardens, beaches with mangroves, and bamboo forests, which are located close to the center of Bekasi city.

Bekasi Hutan Bambu is a tourist attraction in Bekasi city which was established in 2019, with an area of about 8 000 m<sup>2</sup>, around the Bekasi river watershed (DAS). The location is in the middle of Bekasi City. The visitors can come through the Chairil Anwar street next to the Mega Bekasi, then they can continue to Letjen Sarbini street, Margajaya Village, South Bekasi District. Next, it just needs to cross the bridge towards the location point in Hutan Bambu.

Nowadays, the area is managed by Forum Masyarakat Pencinta Kali Bekasi (FMPKB), Hutan Bambu often becomes the site of CSR programs from some companies and private. The examples of the program of development were in the form of the main bridge connecting to the site, trails, facilities playground, prayer room, main toilet, and gazebo. In addition, not only it becomes one of the choices for recreation in the middle of the city, but Hutan Bambu is also currently often used by citizens of Bekasi City as a gathering place for many people holding events. However, it seems that there are some lacks of Hutan Bambu, for example, the road access to Hutan Bambu tends to be considered very inadequate because it is in the middle of a residential area. Then, the signs for the entrance to Hutan Bambu are also currently very minimal, so it can make it difficult for potential tourists to visit there. Furthermore, the introduction of Hutan Bambu through social media is currently still very limited and requires more effort so that Hutan Bambu can be better known and crowded every day, which in the future can also provide benefits to the welfare of residents around the location of Hutan Bambu.

Therefore, a case study is needed to analyze tourism potential in Hutan Bambu in Bekasi city, as well as to determine a branding strategy based on the Sustainable Supply Chain Management (SSCM) approach that is by the Hutan Bambu tourism object in the city of Bekasi. Regarding the SSCM approach, the main thing was related to optimizing collaboration to get optimal results that are more effective and efficient, considering environmental concerns and the earth's long-term sustainability. In general, the study results were expected to have implications for knowing more about the great potential that exists that can be achieved more effectively and efficiently for all parties to give serious attention to the development of the Bekasi City Hutan Bambu tourism object. Then, in particular, it is hoped that the Hutan Bambu tourism object can develop as a known tourist attraction and increase income for the surrounding residents with other positive impacts in the form of support for environmental care and the sustainability of the planet earth. It is all important as the SSCM summarizes a trend applying on the practice of trading in order to facilitate the sustainable development of tourism objects (Wiley Online Library, Business Strategy and the Environment, 2006). Then, here, branding reminds us on what a tourism object has. What it has by a tourism object will be remembered by the existence of branding (Bawanti, 2016). In accordance to Pike, S. (2005), the implementation of branding theory to a destination becomes a complicated effort. The willingness to implement the branding theory is increasing. Therefore, as a conclusion, the urgency of this study is to contribute to the development of the tourism object and become a superior tourism object in Bekasi which could imply to the local income as well as country income.

## METHOD

A descriptive qualitative approach was used in this study. It was implemented by drawing a conclusion from some collected research and using a method of qualitative normative analysis. Normative means using secondary data as the resources, including theories and opinions from scholars and well-known experts. Next, qualitative means that it is a process of data analysis without using any formulas and numbers coming from the information of literature studies (data collected by conducting in-depth interviews and documentation as data collection techniques which were done) (Sugiyono, 2019). The data were analyzed by employing the Miles and Huberman interactive analysis model (Hashimov, 2015). The model divided the analysis into four steps. The first step consists of noting findings from interviews and documentations. The second step was data selection. The more important data were selected among the less important ones. Next, in the third step, it was for making sure the selected data matched with the research objectives. Last, the analysis was used for the reports of the research's results.

Next, the informants were from the four elements of Hutan Bambu, Bekasi, as follows.

1. Owner of Hutan Bambu, Bekasi: Mr. Ivan
2. Management staff of Hutan Bambu, Bekasi: Mrs. Mar
3. Residents around Hutan Bambu, Bekasi: Wawan, Sari
4. Visitors: Andri, Dimas

## RESULTS AND DISCUSSION

Sustainability is one of the greatest challenges in every aspect of business and society in this century. Human activities currently focus on caring for the environment. One of them is global warming due to climate change which has an impact on climate change caused by global warming. On the other hand, today, the world is experiencing a pandemic Covid-19 which has an impact on almost all aspects of life including economic aspects. Efforts are needed to strengthen both in terms of prevention and repair of the impact of this pandemic.

The impact of the study of business decisions is divided into three main areas called the triple bottom line concept, as follows:

1. **Environment** (examples: pollution; depletion of scarce resources; climate change, etc.)
2. **Economics** (examples: effects on people's livelihoods and financial security; business profitability, etc.)
3. **Society** (examples: poverty alleviation; improvement of working and living conditions, etc.)

The three elements that are closely related to the sustainable business are the 3Ps of people, profit, and planet. It pays attention to the wider impact of the activities carried out if they need to survive and be profitable. The most widely used definition of sustainability comes from the United Nations Brundtland Commission, which was reported in 1987. The Commission says that sustainability is meeting the needs of the present without compromising the ability of future generations to meet their own needs (www.un.org).

### A. Environment

Hutan Bambu has various potentials that can be developed as a natural tourist attraction. The potential of Hutan Bambu can be divided into several parts, namely:

1. Its shady location and located in the center of Bekasi city, Hutan Bambu can be developed into a tourist attraction by utilizing the watershed (DAS) in the city center by surrounding the city center of Bekasi. Tourists can use boats for water tours to enjoy the Bekasi city area in which the river passes.
2. The availability of artificial potential owned by Hutan Bambu and can be developed into a tourist attraction in the form of supporting facilities in the form of connecting bridges, walkways, main gazebos, bamboo huts, resting points that can be used to gather people, places for typical Bekasi snacks, and a place to take pictures (selfie).
3. With a beautiful environment and convenience as a gathering place, it allows them to create activities on a regular and programmed basis, so it becomes an attractive location for a visit to the lift characteristic of Bekasi city.
4. Communities around the Hutan Bambu who knew the location of this place are becoming known in the Bekasi city. Here, they need to receive some training from relevant parties. Thus, it can produce an attractive product and become a side income for residents in the neighborhood around it.

In conclusion, environmental management is by paying attention to all related aspects, including concern for environmental sustainability and sustainability, is currently our biggest challenge.

## **B. Economics**

Some marketing strategies that can be used to develop Hutan Bambu are to bring out the uniqueness of the place in addition to the bamboo theme and water tourism offered. This uniqueness can be obtained from the holding of routine activities that reflect the customs of the City of Bekasi. Every business should have a Unique Selling Proposition (USP). USP is what distinguishes the product from other competitors, this makes the product more special ([Fanaqi et al., 2020](#)).

In the mark <https://www.sciencedirect.com/science/article/pii/S0925527320302838> eting logistics concept, complete information about locations, facilities, and interesting activities at Hutan Bambu attractions will increase the likelihood of tourists visiting bamboo forests. Now, in the consumer market, customer sensitivity in service is becoming a trend. Shorter lead time is the desire of today's customers, and the availability of the desired product is related to supplier loyalty. It means that if the desired brand by the customer is not available and there are substitutes, the sales opportunity will be lost ([Madhani, 2019](#)). Also, it means that if the Hutan Bambu cannot give facilities in accordance with the expectations of the tourists, the tourists certainly will switch to the other attractions.

## **Hutan Bambu Bekasi Tourism Branding Strategy**

The branding strategy consists of several components, including brand positioning, brand personality, and brand identity elaborated as follows

### **a. Brand positioning**

Brand positioning is a marketing strategy that has a function to make a difference about certain advantages and benefits for consumers, so the brand is easy to remember. The tourism brand positioning means that tourist attractions can be easily distinguished by tourists. Brand positioning is intended to make consumers always remember a product. Associated with

tourism, brand positioning aims to help visitors identify the unique differences between one tourist spot and another ([Da-Luz et al., 2020](#); [Kotler & Keller, 2016](#); [Vural et al., 2021](#)).

Hutan Bambu tourism with its shady location and located in the center of Bekasi city can be developed into a tourist attraction by utilizing the watershed flow in the city center by surrounding the city center of Bekasi. Tourists can use a boat to travel to enjoy the Bekasi city area in which the river passes. Supporting facilities include bamboo gazebos, resting points that can be used to gather people, and facilities for typical Bekasi snacks. There is also a place for taking pictures called the Love Aisle. A beautiful environment, comfortable as a gathering place, allows regular programs to be made, so it becomes an attractive location by highlighting the characteristics of the city of Bekasi.

### **b. Brand Personality**

Brand Personality is an effort for business actors or companies to add value to a brand from the outside in the eyes of consumers. This can be done through the experiences of other consumers, or it can be done by conducting marketing communications to introduce the product itself ([Baştuğ et al., 2020](#); [Koontz & Weihrich, 2015](#); [Pamuksuz et al., 2021](#)).

Visitors of Hutan Bambu can enjoy the cool breeze while socializing through their cellphones without worrying about running out of credit because here there is a free WIFI facility which was a gift from the Bekasi city government. Some students living around the site enjoy WIFI facilities for online learning. If visitors are hungry, there are Betawi culinary delights that pamper the tongues of Betawi culinary connoisseurs with their special foods in the form of Betawi-style tamarind vegetables (sayur asem), fried fish, chili sauce and there is also Betawi specialty tape uli. This makes visitors want to visit this place again because these foods are rarely found in shopping centers which generally provide modern cuisine.

Another experience for visitors of Bekasi Hutan Bambu is a boat tour that can be enjoyed while looking at the city of Bekasi around the river exploring the Bekasi river. Also, visitors can enjoy a photo-taking facility in a spot called the Love Pier which is located on the edge of the river, specially made from bamboo floors in the shape of love. This tourist facility is made to provide comfort for visitors without having to spend a lot of money. It is because to enter this location, it is enough to pay the entrance fee sincerely.

### **c. Brand Identity**

Brand identity is a series of words, impressions, and several perceptions from consumers about the brand or brand of a product. Brand identity can help consumers' perception of a brand so that it can be identified. Brand Identity includes the advantages and icons of the Bekasi Hutan Bambu as a tourist spot ([Balmer & Podnar, 2021](#); [Krishna & Kim, 2021](#); [Kusi et al., 2021](#)).

This Bekasi Hutan Bambu Tour is one of the tourist attractions that have a uniqueness that is typical of Betawi in the middle of the city of Bekasi. This tourist spot can continue to be developed if managed properly. The regeneration of some facilities that seem to have started to be eroded by nature, such as bamboo huts, some bamboo chairs, and photo spots, seems to be getting a bit rotten. Then, the bird cages are no longer visible now. Next, the fish ponds need to be rejuvenated. Therefore, not only the visitors can enjoy its beauty, but they can also buy or consume the fish.

Currently, a significant advantage of Hutan Bambu attractions is being designed to be able to elevate the city of Bekasi as a leading tourist city with the existence of this Hutan Bambu tourist attraction. By improving the arrangement and management that is even more serious, this Hutan Bambu tour can give a more attractive impression and become a favorite place for visitors, so it becomes the main choice for family trips on short holidays such as Saturdays and Sundays.

### **C. Public**

Nowadays, the area managed by Forum Masyarakat Pencinta Kali Bekasi (FMPKB), Hutan Bambu often becomes the site of CSR from several companies and private institutions, for example, the development in the form of the main bridge connecting to the site, trails, facilities playground, prayer room, toilet, and main gazebo. In addition, it is also one of the choices for recreation in the middle of the city. Hutan Bambu is currently often used by residents of Bekasi City as a gathering place for many people when holding events. However, the road access to Hutan Bambu tends to be considered very inadequate, because it is in the middle of residential areas. Hutan Bambu entrance markers are also currently very minimal, so it can make it difficult for potential tourists to visit there. Then, the introduction of Hutan Bambu through social media is currently still very limited and requires more effort. If this case is solved, Hutan Bambu can be better known and live every day. Moreover, Hutan Bambu will increase the income of the residents' well-being.

The role of the surrounding community in supporting the development of Hutan Bambu tourism is very necessary to be able to participate in maintaining the cleanliness of the tourist environment, so it can look more comfortable and cleaner from the leaves falling into the pond around Hutan Bambu. Outside the entrance to Hutan Bambu gate, there is a hut above a pool owned by residents which is the responsibility of residents. By keeping the outside of the Hutan Bambu area clean, it is hoped that it can beautify tourist attractions and give a clean impression when visitors enter the Hutan Bambu tourist area.

People can be more creative in utilizing the facilities available in tourist areas, for example, the gazebos can be used for arts such as dancing, martial arts, the famous Betawi art, namely lenong, or other arts; so Indonesian culture remains sustainable. The community can also beautify the road to Hutan Bambu tourism by giving decorations that also serve as a guide to the tourist area. Moreover, the community can be a guide to the Hutan Bambu tourist location which is a bit far from the highway.

The development of Hutan Bambu needs great participation related to the community programs that will be created. The community can provide suggestions or input that will be used to make plans for developing Hutan Bambu tourism. The community needs to maintain environmental security by preserving the natural and cultural potential that exists in the area.

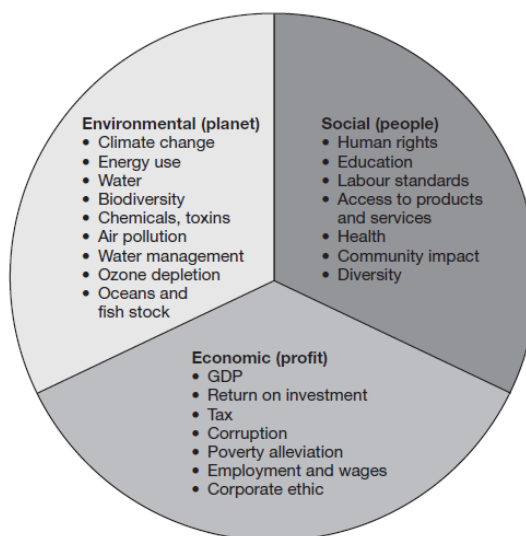
## **Sustainable Supply Chain Management (SSCM)**

### **a. Sustainability with Triple Bottom Line Concept**

In the context of SCM, a triple bottom line philosophy can be built to encompass the broader idea that sustainability is concerned with ensuring the long-term viability and viability of the business as well as contributing to the future well-being of society (Allen et al., 2021). Indeed, it can be argued that these two objectives are mutually reinforcing, i.e. supply chain strategies that benefit the wider environment are likely to also involve businesses at lower costs in the long run as a result of better use of resources (Dai et al., 2021; Jabbour et al., 2020).

**Figure 1.**

The triple bottom line: planet, people, profit



Source: Accenture

As supply chains underpin the efficiency and effectiveness of businesses, they can provide a useful framework for exploring opportunities to improve sustainability. We need to understand the sustainability impact of everything we do start from product design to end-of-life disposal (Hu et al., 2019; Kouhizadeh et al., 2021).

In the development of the Bekasi City Hutan Bambu area, which has great potential, collaboration with all relevant parties is needed, such as the local communities, relevant agencies in the local government (City leaders, Environment Service, Tourism Office, MSMEs), sponsors from private companies as CSR, as well as the academic world (campus)). So far, there have been pioneering collaborations, and they can be sharpened with a sharper and more realistic MoU to realize a more optimal function of Hutan Bambu in a more efficient & effective.

With the realization of actions such as the MoU for collaborative collaboration with the spirit of environmental empowerment by paying attention to sustainability aspects, each stakeholder can immediately mobilize their respective abilities to contribute actively. There is potential to strengthen simple operational management of tourist attractions, branding of tourism potential & the people's economy (MSMEs), as well as optimizing the function of tourism vehicles way (Beske et al., 2014; Christopher & Peck, 2012).

## b. The Marketing and Logistics Interface

There are signs that this view of the importance of the 4P (product, price, promotion, place) is changing rapidly, due to the power of visitor service as a potential means of differentiation is increasingly being recognized. In each market, the brand strength has decreased and the visitors are more willing to accept a replacement; even technological differences between products have been reduced making it more difficult to maintain a competitive advantage through the product itself. In situations like this, the customer service can provide a striking difference between the supply of the company and its competitors (Dewsnap et al., 2020).

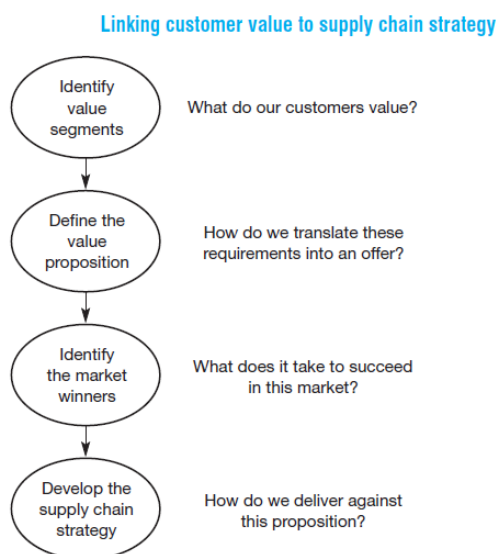
Product availability is an aspect of visitor service, the strength of visitor service is paramount in a situation like this. The trend towards service-sensitive visitors is evident in the industrial market as well as in the consumer market. Customers in every market want shorter lead times; product availability overrides brand or supplier loyalty – meaning if the visitor's preferred brand is not available and a replacement is available, then chances are lost selling opportunities (Bijmolt et al., 2021).

From the information we get from the informant, is now already established good relationships with various communities (bicycle, certain residential neighborhoods, recitals, certain hobbies). Of visitors were already faithful, coupled with the relevant branding will further increase the rate of visits to this vehicle. Furthermore, managers need to strengthen further customer satisfaction by considering the existing market share (Zhang et al., 2021).

## c. Market-Driven Supply Chains

Apart from designing the supply chain from 'factory out', the challenge is to design it from visitor to back/upstream'. This new perspective views the consumer not at the end of the supply chain but at the beginning. This is more accurately called 'demand chain management' (Adivar et al., 2019).

The image shows the proper sequence of actions to create a market-driven supply chain:



The whole goal of supply quality of service they ne

visitors with the level and ply chain. In developing



a market-based logistics strategy, the goal is to achieve 'service excellence' consistently and effectively

Better relations with visitors can be strengthened by activating digital aids, both social media and operational systems, so that the facilities provided need to keep abreast of developments from consumers.

#### **d. The Synchronous Supply Chain**

The supply chain needs to act as a synchronized network – not as a series of separate islands. Synchronization implies that each stage in the chain is connected to the others and that they are all 'marching to the same drumbeat'. The way entities in a supply chain become connected is through shared information.

The nature of business enterprises is changing. Today's business is increasingly 'borderless', which means that internal functional barriers are being eroded in favor of horizontal process management and externally the separation between vendors, distributors, customers, and companies is gradually diminishing. It is the idea of an extended enterprise, which is changing our thinking about how organizations compete and how value chains can be reformulated.

The idea that partnership arrangements and a cooperative mentality are more effective than traditional, often hostile relationships are now starting to emerge. Thus, the supply chain becomes a confederation of organizations that agree on a common goal and which brings particular power to the overall value creation and value delivery system.

After the network with stakeholders has become stronger, it is necessary to ensure that the spirit of work as a network that strengthens each other, is gradually strengthened by the SCM management approach which is gradually being modernized, such as access to online coordination, and operational systems utilizing information technology.

#### **e. 'Quick Response' Logistics**

The development of the synchronization philosophy has emerged in recent years under the banner of 'quick response' logistics. The basic idea behind quick response is that to reap the benefits of time-based competition, it is necessary to develop a system that is responsive and fast. Hence rapid response is a general term for information systems and logistics systems that combine to provide 'the right product in the right place at the right time' ([Ramezani et al., 2013](#)).

What has enabled rapid response is the development of information technology and in particular the emergence of Internet-based data exchange, bar codes, use of electronic point-of-sale (EPOS) systems with laser scanners, and so on ([Moon et al., 2020](#)).

The logic behind fast response is that requests are captured as close to real-time as possible and as close to the end consumer as possible. A logistical response is then made instantly as a result of that information. The development of technology that is also increasing user-friendly to MSMEs also needs to be used gradually, according to existing developments. Including the use of digital social media to strengthen the branding of this tourist vehicle ([Rego et al., 2021](#)).

## **f. Managing the Supply Chain as a Network**

The new competitive paradigm places companies at the center of an interdependent network that competes as an integrated supply chain against other supply chains (Beske et al., 2014). For this vehicle optimization effort to run optimally, a good framework of cooperation or collaboration is needed between all relevant parties (local communities, relevant local government agencies, company CSR representatives, as well as campus academics). Including financial management arrangements so that financial flows can be a driving force towards a better direction, especially for the surrounding community (Centobelli et al., 2021; Zhang et al., 2021).

To manage in a radically revised competitive structure requires different skills and priorities than those used in traditional models. To achieve market leadership in a competitive world of networking requires a focus on network management as well as on internal processes (Meherishi et al., 2019). Of the many issues and challenges that organizations face as they transition to this new competitive environment, the following are perhaps the most significant:

1. Collective strategy development
2. Win-win thinking
3. Open communication

Based on the explanation above, it is clear that the implementation of the Sustainable Supply Chain Management (SSCM) approach as a branding strategy of tourism development of Hutan Bambu in Bekasi city could provide several solutions to the management (owner, government, sponsor, etc.) to develop it better. Therefore, it is then expected that this improvement could invite more visitors to Hutan Bambu.

## **CONCLUSION**

Bekasi Hutan Bambu is a strategic tourist attraction in the middle of Bekasi City which has not been developed for a long time. Hutan Bambu has various potentials that can be empowered and developed as a natural tourist attraction, for example, a strategic location, a supportive atmosphere for relaxing, and the supporting facilities offered. The main sustainable SCM approach is related to optimizing collaboration to get optimal results that are more effective and efficient, considering environmental concerns and the long-term sustainability of the planet Earth. The results of the study show that an adequate development strategy for Hutan Bambu tourism objects that can be applied is in several ways. The first concern about Sustainable SCM is mainly about empowering marketing-logistics, market-driven SCM, synchronous SCM, fast response logistics, and network-based resource management. Second, tourism development is carried out by creating strong branding with the advantages of Hutan Bambu tourist sites, namely by marketing on social media and local and national communities. Third, tourism development can be done by organizing alternative programs of soft skills attract a regular basis in cooperation with studios training or certain institutions, to bring visitors a more regular basis and programmed. Fourth, the development can also be done with the me-modification system so that the tourists can find the object of alternative tourism in the city. In general, the results of the study are expected to have

implications for all parties to pay serious attention to the development of the Hutan Bambu tourism object. Then, in particular, it is hoped that the Hutan Bambu tourism object can develop as a well-known tourist attraction and increase income for residents in the vicinity.

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