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COMMUNITY PERCEPTIONS OF GREEN LOGISTICS IN SANUR TOURISM VILLAGE

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ABSTRACT
This community service article aims to identify community perceptions in Sanur Tourism Village regarding the services and products of green logistics. The use of environmentally friendly products and services is expected to optimize activities in the logistics sector. An understanding of green logistics is important to support the development of sustainable tourism, especially in the research location, namely Sanur Tourism Village. Through socialization activities, distribution of brochures and distribution of questionnaire sheets, data on the perceptions of local villagers regarding green logistics activities were obtained. Based on data processing, a positive perception of 65% was obtained from the community towards green logistics products and services. This is a positive support for sustainability in the tourism and logistics industry in the Sanur Tourism Village area.

Keywords: community perception; green logistics; pkm; sanur tourism village; sustainable tourism

INTRODUCTION

In Indonesia, attention to environmental issues has increased in recent years. Various multi-industry companies are striving to meet consumer demands regarding the environmental impact of the products they purchase (Surya et al., 2023). Packaging waste from leftover production or consumed products can ultimately be classified as waste or garbage. Waste is a significant challenge that we face today, as it impacts cleanliness, health, comfort, and aesthetics (Surya et al., 2023). One of the environmental issues is waste disposal and management. Most packaging used in goods transportation, such as plastics and cardboard, consists of materials that are difficult to decompose and are single-use, thus impacting the environment (Agrifa et al., 2024). Environmental damage has heightened global awareness of the importance of preserving natural resources. Environmental disasters that threaten human life and future generations also drive this awareness. People are becoming more environmentally conscious due to this phenomenon. Eco-friendly packaging, also known as green logistics, is a crucial component in implementing environmentally friendly practices (Surya et al., 2023). The use of eco-friendly packaging can improve the image and reputation of companies in the logistics sector, both export and import, as well as meet consumer demands and reduce environmental impact.

Using eco-friendly packaging supports the sustainability of natural resources. This type of packaging reduces waste, hazardous material use, and dependence on plastics. In the long term, the use of eco-friendly packaging can mitigate negative environmental impacts and support the ecosystem around Sanur Village due to its sustainable nature and reusability.In recent decades, awareness of the importance of sustainable packaging in the tourism industry has grown. Stakeholders, including government, businesses, and the public, are increasingly recognising that sustainable practices are key to transforming the tourism industry into one that supports social and environmental well-being (Surya et al., 2023). According to Draskovic et al. in Poetri (2020), eco-friendly packaging is a business effort designed to attract customer attention and interest by using new technologies such as this type of

packaging. There are three aspects defining eco-friendly packaging: using low energy in the packaging process, employing more environmentally friendly packaging materials, and ensuring that the packaging materials are easily decomposable. Green packaging logistics are generally produced from materials with characteristics such as reusability and renewability, edible materials, biodegradable materials, and natural paper. Eco-friendly packaging is designed to minimise material use, reduce waste, and be easily recyclable (Agrifa et al., 2024).

Optimising green logistics to support sustainable tourism is one such endeavour in Sanur. Sanur is one of the oldest tourist areas in Bali, known for its attractive beaches. From north to south, Sanur has six beaches: Mertasari Beach, Matahari Beach, Segara Ayu Beach, Sindhu Beach, Semawang Beach, and Karang Beach. With the increasing number of tourist visits, economic activities in the area are thriving, positively impacting the trade, industry, and service sectors. This initiative aims to educate the community about the importance of applying eco-friendly packaging in daily life to reduce pollution and foster environmental care. Optimising green logistics can support public perception of sustainable tourism in Sanur Village.

METHOD

The socialisation activity aimed at optimising green logistics to support sustainable tourism in Sanur Village targeted 40 small and medium enterprises (SMEs) in the area. The purpose of selecting this research location was to understand and educate the community about the use of green logistics packaging and its environmental impact The process involved forming a team, preparing for the socialisation activity, and collecting data afterwards for evaluation and research preparation. The team was composed of three students from the Politeknik Transportasi Darat Bali and a lecturer. The activity took place on Friday, 28 June 2024, at Matahari Terbit Beach and Sanur Harbour, Denpasar City, Bali. This research employed a qualitative approach by distributing questionnaires to the local community and using descriptive analysis of primary data. The socialisation activity yielded 24 respondents to gauge their understanding of green logistics. The questionnaire responses included respondent identities and their perceptions of green logistics. The primary data were then analysed using scoring and Likert scale values.

Table 1.

Here's how you might apply these Likert scale values to questions about green logistics

Description	Score
Strongly Agree (SS)	4
Agree (S)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

To calculate scores and values from Likert scale responses, you generally follow these steps using a specific formula. Here's a common method.

Total score = Scale value x Respondent frequency

After calculating the total score for each question, you need to determine the mean (average) score and then categorize it based on predefined ranges.

1. Total score < mean total, then the value is negative
2. Total score > mean total, then the value is positive

RESULTS AND DISCUSSION

Perceptive analysis of understanding of the matter was conducted to find out how the people in Sanur Tourism Village assessed Green logistics positively in the local area. As for the results of the analysis, you can see in Table 1 below:

Table 1.
Results of Analysis of Public Perceptions in Evaluating Green Logistics

Variable	Questions	Description	STS	TS	S	SS	Total Score	Category
Green Community Life	Knowledge of the concept of green logistics	Frequency	0	0	17	7	103	Positive
		Total Score	0	0	51	28		
	Recommendation of logistics green products to others	Frequency	0	1	16	7	99	Negative
		Total Score	0	2	48	28		
	Choosing green logistics products in the present and future	Frequency	0	0	15	9	105	Positive
		Total Score	0	0	45	36		
	Interested in finding information about green logistics products or services	Frequency	0	0	16	8	104	Positive
		Total Score	0	0	48	32		
	Green logistics products and services are a real form of concern to support sustainable tourism	Frequency	0	0	17	7	103	Positive
		Total Score	0	0	51	28		
	Socialising green logistic to society can raise environmental awareness	Frequency	0	0	18	6	102	Negative
		Total Score	0	0	54	24		
	AVERAGE						102.7	Positifve
Green Management	Application of green logistic concepts in logistics activities	Frequency	0	1	19	4	96	Positive
		Total Score	0	2	57	16		
	The price of green logistics products and service rates are still affordable	Frequency	0	5	16	3	79	Negative
		Total Score	0	10	48	12		
	Product prices and green logistics service rates are in accordance with the given quality	Frequency	0	1	19	4	96	Positive
		Total Score	0	2	57	16		
	The importance of collaboration between governments, local, and communities in implementing green logistics for sustainable tourism	Frequency	0	0	13	11	107	Positive
		Total Score	0	0	39	44		
	AVERAGE						94.5	Positive
Green Construction	The importance of the green logistic concept in supporting sustainable tourism	Frequency	0	0	12	12	108	Positive
		Total Score	0	0	36	48		
	Application of green logistic increases tourist attractiveness	Frequency	0	0	15	9	105	Positive
		Total Score	0	0	45	36		
	The application of green logistics hygiene and air quality	Frequency	0	0	13	11	107	Positive
		Total Score	0	0	39	44		
	Supporting the positive aspects of a green logistic product or service.	Frequency	0	0	14	10	106	Positive
		Total Score	0	0	42	40		
	Green logistics products provide benefits in the logistics environment	Frequency	0	1	19	4	96	Negative
		Total Score	0	2	57	16		
	Green logistics products and	Frequency	0	1	19	4	96	Negativ

Variable	Questions	Description	STS	TS	S	SS	Total Score	Category
	services have a good reputation for tourism activities	Total Score	0	2	57	16		e
	Green logistics products and services reduce negative environmental impacts	Frequency	0	0	17	7	103	Negative
		Total Score	0	0	51	28		
	Green logistic creates a positive image for sustainable tourist destinations	Frequency	0	0	16	8	104	Positive
		Total Score	0	0	48	32		
	Investing in green logistics is the right step for long-term tourism	Frequency	0	0	17	7	103	Negative
		Total Score	0	0	51	28		
	Green logistics can reduce carbon emissions from logistics and tourism activities	Frequency	0	0	14	10	106	Positive
		Total Score	0	0	42	40		
	AVERAGE						103.4	Positive
	Overall						100.2	Positive

According to the respondents' answers, the overall rating of the community regarding green logistics is categorised as positive. This assessment is based on the mean score obtained from the total score values. If the total score is less than the mean, it is categorised as negative, indicating that the community in Sanur Tourist Village has a negative perception of green logistics products and services. Conversely, if the total score exceeds the mean, it is categorised as positive, meaning that the community perceives green logistics products and activities positively.As shown in Table 1, the results for each variable, including Green Community Life, Green Management, and Green Construction, display total scores that fall within the positive category. This leads to an overall positive average score. Among these three variables, the most dominant aspect is Green Construction, with a mean score of 103.4, which is categorised as positive. The community agrees that the concept of green logistics is important in supporting sustainable tourism, particularly in Sanur Tourist Village.However, the aspect with the lowest score relates to the affordability of green logistics products and services, with a score of 79 in the negative category. This indicates that the community is less supportive of the pricing for green logistics products and services. It is possible that green logistics services and products are still rare in Sanur Tourist Village and are relatively expensive.

Table 2.
Presentation of Public Perceptions in Evaluating Green Logistics

Category	f	%
Total score < mean	7	35
Total score > mean	13	65

Overall, the presentation of community perception is supported by Table 2, which shows positive results for 13 out of 20 questions on the questionnaire. This represents 65% of the responses, with the total score exceeding the average (mean) score. This indicates that the community in Sanur Tourist Village has a positive or favourable perception of activities related to green logistics, particularly those impacting the sustainability of tourism in Sanur.

CONCLUSION

Based on the research, it can be concluded that the community in Sanur Tourist Village has a positive perception of green logistics products and services. The community is also receptive to green logistics products and services as a suitable step for the development of sustainable tourism. However, when evaluated based on the three aspects—Green Community Life, Green Management, and Green Construction—there is less agreement among the local residents regarding the affordability of green logistics products and services, particularly from the aspect of Green Management. Therefore, it is necessary to expand the availability and introduction of these products and services to the local community. This will help meet the needs in the logistics sector and support tourism activities in Sanur Tourist Village.

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