

Tourism Campaign on Zero-waste; Between Image and Sustainability, Lombok Timur

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Abstract

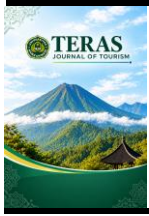
This study analyzes tourism campaigns through zero waste programs between image and sustainability. This research is carried out so that tourism can be an effort to improve tourism campaigns and sustainable zero-waste programs. The data consists of primary data obtained through direct interviews with respondents and secondary data that complements the preliminary data. Data collection techniques include observation, interviews, and documentation methods. The implementation of the zero-waste program in Loyok Village, Sikur District, East Lombok Regency will be difficult to realize if you only rely on the government without community participation, and vice versa, if you only rely on the community, a sign that there is serious support from the government, the program that is run will not be adequately realized. Therefore, the role of the government and the people of Loyok Village in overcoming waste problems must be sustainable, and they must support each other in the implementation of the zero-waste program. Based on the results of the study, it can be taken that providing adequate waste management facilities, such as safe and closed landfills, as well as waste transportation services for the community is something that must be done by the Loyok Village government so that this zero-waste program can be sustainable and can be an attraction for the Loyok Village tourism campaign. Based on the findings conducted in Loyok Village, it was identified that the zero-waste program has not been influential regarding facilities and human resources. Therefore, it can be concluded that the tourism campaign through the zero-waste program in Loyok Village is just a discourse that the government and the local community have not realized efficiently and adequately.

Keywords: Image and Sustainability, Lombok Timur, tourism campaign, zero-waste

Introduction

Tourism is a travel or vacation activity carried out by someone to enjoy the natural beauty, culture, and life of those in that place (Abdellatif et al., 2024; Liu et al., 2024). All activities carried out by tourists, be they in the context of recreation, business, or other interests, which involve traveling from one place to another and staying temporarily in the place visited, can be called a tourism trip or travel. The tourism industry includes various types of services such as accommodation, transportation, restaurants, tourist attractions, and so on (Dyan Triana Putra et al., 2024; Joshi et al., 2024). Generally, tourism can be referred to as one of the industries that has the potential to be developed, considering the increasing number of tourism from year to year (Fatilloeyevna, 2025).

Tourism potential and attractiveness are one of the main factors in tourism development (Kadyrbekova et al., 2024; Li & Wan, 2025; Rasul et al., 2024). Tourism potential is defined as something owned by tourist destinations that has an attraction that makes many people want to visit the place. A tourist attraction has several potentials that can be developed. The more significant and more potential of a tourist attraction, the more excellent the opportunity for development. Stakeholders and tourism actors who realize the magnitude of tourism potential



in their regions try to explore, develop and build tourist objects and attractions, which are the initial capital for tourism activities (Esteban et al., 2025; Schönherr, 2024; Tamrin et al., 2024).

Tourism campaigns can be an effort to improve the image of environmentally friendly tourism so that it can be a unique attraction for tourists (González-Reverté & Soliguer Guix, 2024; Weismayer & Pezenka, 2025). This will positively impact the local economy and increase public awareness of the importance of maintaining environmental sustainability. Zero waste programs that aim to reduce waste generated by the community and the tourism industry have been a governmental agenda. The main objective of this program is to reduce waste sent to landfills by maximizing the reduction of waste production, reusing goods that can still be used, and recycling materials (Qian et al., 2025).

The implementation of the zero-waste program is faced with several obstacles regarding the successful implementation of the zero waste program, including: a) Lack of adequate waste management facilities and infrastructure systems that do not support the implementation of the zero waste concept (Andias, 2024). b). Limited funds, human resources, and technology can hinder the successful implementation of the zero-waste concept (Nizar et al., 2018). c). Some industries face challenges in adopting zero waste practices, such as product design issues, production processes, and existing regulations (Hogland et al., 2017).

Tourism campaigns through zero waste programs between image and sustainability are considered essential to be arranged. However, the ineffective implementation of the zero-waste program is due to the lack of commitment and strong policies from the village government. If strict regulations and adequate financial support do not support zero-waste programs, their implementation may be ineffective. Without clear policies, guidelines, and rules, communities and the tourism sector may not feel encouraged or bound to participate actively in zero-waste program efforts. In addition, a lack of public education can also lead to ineffective implementation. Suppose zero waste programs are not accompanied by strong efforts to educate the public about its benefits and how to reduce waste. In that case, communities may not understand the importance of the program or lack the knowledge and skills necessary to participate effectively. Lack of adequate infrastructure and waste management systems can also hinder the success of zero waste programs. Suppose there are no adequate recycling facilities, efficient waste collection facilities, or integrated waste management systems. In that case, it is difficult for communities to separate waste and effectively reduce the amount of waste generated.

Methods

The type of research used in this study is qualitative research with a descriptive approach. Because interviews conduct qualitative research in written and spoken words, researchers will conduct interviews with the Loyok Village government, communities, and tourists who feel the impact of tourism campaigns and environmental conditions to collect data to more clearly discover the ecological conditions in Loyok Village. A research location is where researchers research to obtain accurate data. This research will be carried out for one month, in September 2023, in Loyok Village, Sikur District. The approach used in this study is a systematic approach. The understanding of organized in the scope of the scientific method is a process carried out in terms of research using logical means or steps.

The type of research used by researchers is qualitative research. Qualitative research is descriptive and tends to use analysis. Process and meaning (subjective processes) are more highlighted in qualitative research. The theoretical foundation is used as a guide so that the research focus is following the facts in the field. This qualitative or textual research means that

the data obtained and presented is descriptive data that shows quality, not quantity. Data sources indicate that there are two types of data sources, namely primary and secondary data sources. In qualitative research, the primary data source consists of words and actions, while the additional data source consists of documents and other data (Bouncken et al., 2025; Braun & Clarke, 2025; Lim, 2025).

Data collection techniques in this study are interviews, observations, and documentation methods. Meanwhile, to increase this understanding, analysis needs to be continued by trying to find meaning, Such as, data reduction, data presentation and the withdrawal of conclusions. Qualitative research data to be accounted for as scientific research, it is necessary to conduct validity tests, which are divided into the first 2 (two) to increase persistence and triangulation which includes source triangulation, technical triangulation and time triangulation

Findings and Discussion

The implementation of the Zero Waste program in Loyok Village, Sikur District, East Lombok Regency will be difficult to realize if you only rely on the Loyok Village government without community participation. On the other hand, if you only rely on the community, a sign that there is serious support from the Loyok Village government, the program will not be appropriately realized. Therefore, the role of the Loyok Village government and the Loyok Village community in overcoming waste problems must be sustainable, and they must support each other in tourism campaigns and the implementation of the Zero Waste program. The Role of Loyok Village Government in Supporting Zero Waste Program. The role of the Loyok Village government in supporting the running of the Loyok Village zero waste program is significant; the role of the village government in implementing this Zero Waste concept is to reduce the negative impact of waste disposal on the environment. The Loyok Village Government must work with industry, the community, and other institutions to create a healthier and more sustainable environment. Providing adequate waste management facilities, such as safe and closed landfills and waste transportation services, must be done so that this zero-waste program can run smoothly. By performing these roles, village governments can accelerate waste reduction and achieve the goals of zero waste programs effectively.

Implementation of Zero Waste Program in Loyok Village Community

1. Garbage Disposal

Garbage is still found in Loyok Village, especially around rivers, housing, and in public places. Awareness of waste disposal in its place needs serious attention to create a clean environment free of waste. People in Loyok Village are still lacking in maintaining the cleanliness of the environment; garbage is still scattered everywhere and has not been appropriately managed. The neighborhood where residents live in the residential area still has a lot of garbage scattered and in small rivers. Residents prefer to throw trash in rivers or by burning. The accumulation of garbage in the yard and burning carried out by the people of Loyok Village are ineffective measures. Garbage allowed to accumulate in front of the yard and not thrown away will be scattered again. Meanwhile, if the burning of waste is carried out to destroy waste, it will result in environmental and air pollution.

2. Waste Sorting

Waste sorting carried out in Loyok Village is an essential process in waste management that aims to reduce the negative impact of waste on the environment and allow the reuse and recycling of materials that can still be used. Under the results of the interviews conducted, most of the people of Loyok Village have indirectly implemented the 3R movement (reduce,

reuse, and recycle), for example, such as: 1) Reduce; Loyok villagers can reduce single-use plastics by bringing their shopping bags and using refillable drinking bottles, 2) Reuse; In supporting this movement, the people of Loyok Village can repair damaged items, such as electronic goods, used clothes and items that can be used for daily life, 3) Recycle; Turn waste into new raw materials or products, including paper, plastic, glass, and metal recycling. In this section, it cannot be implemented by the people of Loyok Village because there are no adequate facilities.

3. Waste Management

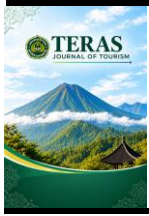
The waste management process in Loyok Village involves several main stages, such as disposal, sorting and processing. Waste sorting carried out by the local community is one of the critical stages in waste management because it can reduce the amount of waste in Loyok Village. The service work carried out by the regional head and youth leader together with the community to clean the environment is a positive step to maintain the cleanliness of the environment. However, these activities are not routine and can cause problems in environmental management because non-routine community service activities make it difficult to keep the environment clean and maintained consistently. Also, non-routine service work activities may not cover all aspects of environmental management, and certain areas will not be taken care of due to a lack of planning carried out. In addition, Mrs. Mutniati did the right step in managing waste by utilizing waste that can still be used in daily life, which is an excellent step to reduce waste and support a sustainable Zero Waste lifestyle.

Tourist Experience Related to Loyok Village Zero Waste Program

For tourists, waste-free tourism villages are different from other tourist attractions. According to the first informant, Loyok Village is a tourist village that can maintain its natural beauty and a quieter and more peaceful environment. This can provide a more relaxing and refreshing experience for tourists. However, the second informant felt that the zero-waste program in Loyok Village had not run effectively because there was still a lot of waste scattered and burning waste on the roadside. This is because some people or other tourists are less concerned about the importance of maintaining the cleanliness of the environment. A lack of environmental awareness can result in littering or burning garbage. Therefore, the government should conduct a campaign to raise awareness among locals and visitors about the importance of keeping the environment clean and properly disposing of garbage. With this, tourists will feel satisfied when they can actively contribute to the environment visited. Tourists can feel that the tour positively impacts the environment they see by visiting Loyok Village.

Supporting and Inhibiting Factors

Loyok Village's zero waste program has supporting factors to help achieve goals. The factor that can support the sustainability of the zero-waste program is the awareness of the people of Loyok Village. It can be seen from the results of the interview above that the community has the spirit and willingness to run or implement zero-waste programs in their environment. In addition to the people of Loyok Village, if this zero-waste program refers tourists to contribute to implementing this program, they will be happier to protect the environment when visiting Loyok Village and where they live. In addition to supporting factors, the zero-waste program in Loyok Village also has inhibiting factors, such as the lack of community understanding about the importance of reducing waste. Without an adequate understanding of the negative impact of waste on the environment, people will be less motivated to participate in zero-waste programs. Unclear government policies related to waste



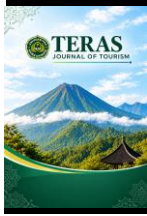
management are also obstacles that affect the lack of infrastructure support, such as inadequate waste management facilities or efficient waste management systems, so it will be difficult to manage waste sustainably. With this, if regulations related to waste management are unclear, the community will find it challenging to understand the duties and responsibilities in the context of waste management or the concept of zero waste programs.

Conclusion

Based on the results of the study, providing adequate waste management facilities such as safe and closed landfills, as well as waste transportation services for the community is something that must be done by the Loyok Village government so that this zero-waste program can be sustainable and can be an attraction for the Loyok Village tourism campaign. However, according to the findings conducted in Loyok Village with observation methods and interviews with the village government, community and tourists, the zero-waste program has not been effective in terms of facilities and human resources. Therefore, it can be concluded that the tourism campaign through the zero-waste program in Loyok Village is only a discourse that has not been realized efficiently by the Loyok Village government and the local community.

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