

## DESTINATION BRANDING STRATEGY IN HEXA-HELIX MODEL (CASE STUDY ON CILETUH-PELABUHAN RATU GEOPARK TOURISM DESTINATIONS IN MAINTAINING UNESCO'S ASSESSMENT)

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### Abstract

This study discusses the efforts of Hexa-Helix actors in forming a destination branding strategy at the Ciletuh-Pelabuhan ratu Geopark tourist destination which is now the Unesco Global Geopark Ciletuh- Pelabuhan ratu to maintain the assessment from Unesco, one of the validation results is a promotion to increase the number of visitors through communicating the advantages of Geopark Ciletuh- Pelabuhan ratu which consists of three elements of harmony, namely Biodiversity, Geodiveristy and Culturdiversity. Researchers identify the role of each Hexa-Helix actor based on their respective duties, because the helix studied has an important contribution in building the sustainability of the Ciletuh- Pelabuhan ratu Geopark tourist destination as a Unesco Global Geopark. This research uses a type of qualitative research using a post-postivism paradigm approach and case studies. Data collection techniques used are interviews, observation, literature study and documentation. Hexa-helix actors consisting of academics, business owners, communities, government or governing bodies, media and visitors. Each helix interacts with each other so as to form a communication to improve the construction of facilities, improve services, carry out promotional activities, play a role in every event and hold training for the local community to become part of the development of the economic and social sector.

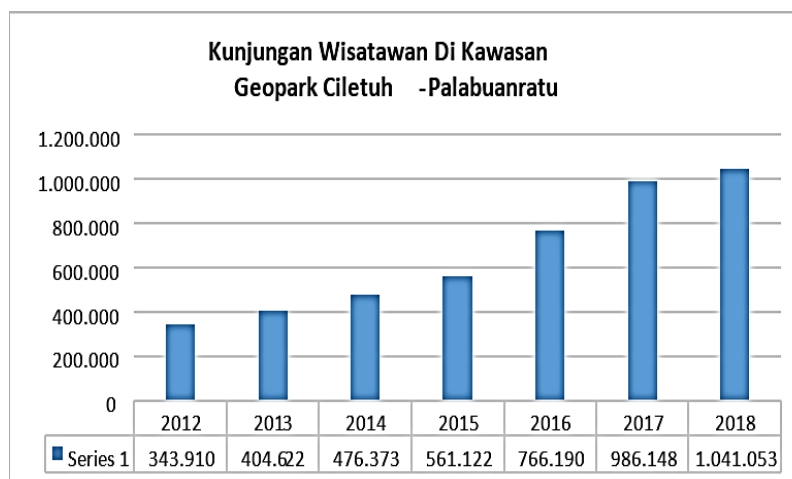
**Keywords:** Ciletuh-Pelabuhan ratu Geopark, UNESCO, Destination Branding, and the Role of Hexa-Helix.

### INTRODUCTION

Geopark is an area consisting of geological elements and outstanding natural rocks in which there is archaeological, cultural and ecological value, including local communities who are the driving elements to protect Geoparks and improve the function of natural heritage (UNESCO, 2004). Ciletuh Geopark has an area of about 128,000 hectares, geographically the Ciletuh-Pelabuhan ratu Geopark has a horseshoe shape (amphitheater) with a diameter of almost 15 kilometers facing Ciletuh. With the expansion of the area by UNESCO, the Ciletuh- Pelabuhan ratu Geopark tourist destination has 70 tourist objects. Of the 70 attractions in the Ciletuh-Pelabuhanratu Geopark area, there are several leading tourist destinations including Ujung Genteng beach, Cimaja beach, Green Turtle Conservation, Cimanik waterfall, Palangpang beach, Curug Cikaso, Pelabuhanratu Beach, Puncak Dharma and Cipateglar Village.

The Ciletuh- Pelabuhan ratu Geopark tourist destination was named a Geopark on December 22, 2015, and was inaugurated as a Unesco Global Geopark on April 16, 2018 by the United Nations Educational, Scientific and Cultural Organization (UNESCO). Ciletuh-Palabuhanratu Geopark covers 8 sub-districts in Sukabumi Regency, namely Ciracap, Surade, Ciemas,

Waluran, Simpenan, Palabuhanratu, Cikakak, and Cisolok sub-districts, which are divided into 3 three georeas, namely: Ciletuh Geoarea, Simpenan Geoarea, and Cisolok Geopark.



Sumber: Dinas Pariwisata Kabupaten Sukabumi

Based on a literature study conducted by the data writer of Ciletuh-Palabuhanratu Geopark tourist visits in 2016 it was still in fluctuating numbers, then the highest number of tourist visits was in December with the number of tourists who came as many as 2977 people. Meanwhile, the lowest number of visits was in July because it only reached 29 domestic visitors. Broadly speaking, the number of visitors who came was 766,190 people. The data represents an increase in the number of visitors compared to the previous year, because in 2016 it was still in the stage of communicating its status as a Geopark.

Meanwhile, in 2017 data on the number of visitors to the Ciletuh Palabuhanratu Geopark increased from previous years, which amounted to 986,148, especially in October-December the number of visitors increased significantly, from 86522-117489 people, the number of visitors consisting of local, national and international visitors. Foreign visitors. With the awarding of the Ciletuh-Palabuhanratu geopark status, it certainly has an impact, because the number of visitors in three years continues to increase, especially in 2018 the number of visitors is 1,041,053. If the visitors to the Ciletuh-Palabuhanratu Geopark are classified in 2019, visitors tend to be dominated by millennials aged 21-30 years.

Academics who are actively conducting research in the Ciletuh Geopark area provide documents regarding the sustainability of this tourist destination that has received an award from Unesco, because the assessor will review the status of the Ciletuh Geopark as a National Geopark, by giving a warning in the form of a red card and a yellow card, reviewed from several aspects, including infrastructure development, promotion of tourist destinations and development of tourist destinations from the economic sector. UNESCO will give a warning if the Ciletuh Geopark does not meet the requirements as a National Geopark and provides a target of improvement for two years, if the Geopark does not meet the target, the National Geopark status will be terminated. Therefore, the government and stakeholders must work

together to promote Ciletuh Geopark tourist destinations and increase success in several factors, such as promotion, facilities, accessibility, and becoming a center of science and culture. Within a certain period of time, UNESCO will send a team of assessors to assess the development of the Ciletuh Geopark which will result in three possibilities. First, UNESCO will give a red card if there is no progress at all as long as it is designated as UGG and the Geopark status will be revoked. The second is giving a yellow card. This assessment is given by UNESCO if the Ciletuh Geopark has development progress but there are some that are not optimal and UNESCO will provide

Geopark Ciletuh has development progress but there are some that are not optimal and UNESCO will provide a target for 2 years for improvement and the third is giving a green card which means the status of Unesco Global Geopark is still active.

Destination branding strategy is a concept for designing tourist destinations through the uniqueness of products, brands and media that are used to change the perception of potential consumers. In designing this strategy, Hexa-Helix actors have important capabilities in realizing all forms of marketing activities for the Ciletuh-Palabuhanratu Geopark.

This Research is very important because the author raises the issue of sustainable tourism destinations, namely Geoparks which require the synergy of all elements in maintaining the UNESCO assessment, as well as carrying out validation and master plans every year.

Another urgency is to identify what interactions and frameworks have been carried out by Hexa-Helix actors in maintaining the sustainability of the Ciletuh-Palabuhanratu Geopark as a Unesco Global Geopark, because the predicate as a Geopark is able to increase local, national and foreign tourists and is able to move economic sectors such as the number of business development, employment, contribution to Sukabumi district revenue and massive infrastructure development.

This research is limited in terms of time and cost, because the Ciletuh-Palabuhanratu Geopark is a source of academic studies that can be studied extensively using various theoretical approaches. The good aim of the results of this research is expected to be able to move all elements to be involved, not only hexa-helix actors, including the Ministry of Education and Culture must make Geopark as one of the literature included in the curriculum, both among students and universities so that they can adaptive to challenges as a resource that will manage international class tourist destinations (World Class Tourism) through service, socialization and education.

Then other driving elements that must contribute to promotions related to the Ciletuh-Palabuhanratu Geopark.

Another goal is that this research has a high contribution to the world of academia, because of the importance of conducting massive research for the Ciletuh-Palabuhanratu Geopark, so that the existing Biodiversity, Geodiveristy and Culturdiversity elements can be studied in depth and then introduced through various sciences.

## LITERATURE REVIEW

### *Destination Branding*

Conceptually, destination branding is an activity that (1) supports the creation of logos, images, designs and uniqueness that can distinguish it from other tourist destinations, (2) continuously conveys a good impression so that the destination is able to answer the expectations of an unforgettable travel experience and unique associations with tourist destinations, (3) the emotional bond between tourist attractions and visitors looking for important points to carry out destination branding activities, (4) reducing the cost of searching for consumer information and the risks posed by such information. *Destination branding can be defined as a way to communicate a destination's unique identity by differentiating a destination from its competitors*, this means that a destination really needs a brand to communicate about the type and purpose of the product being designed, and that is what distinguishes the product from other products.

To deepen the research on destination branding, the author chose a destination branding strategy as a reference in the framework and interview guide.

using the theory of Melodena Stephens Balakrhisnan because the concepts in the material can be used as an indicator of questions for informants, namely visitors, because in the destination branding strategy there is a specific identification of the Ciletuh-Palabuhanratu geopark vision and experiences when visiting tourist destinations, therefore the concepts In the destination branding strategy, it is very relevant in answering the research that the author did, because every idea, planning and execution of an activity in promoting tourism destinations requires marketing techniques and a strategy. Melodena Stepehens Balakhrisnan (2009) describes five destination branding strategies for tourist destination marketers, including;

#### **a. Vision and stakeholder management**

Vision is the first step used to achieve product goals, so the vision provides guidance on effectiveness in achieving the mission. Stakeholders must create a vision that becomes the soul of a tourist destination and be able to realize that vision

#### **b. Target Consumer and Portfolio Matching**

Tourist destination marketers must be able to classify the needs of potential visitors and make market segmentation, it can be identified where they come from and their behavior patterns.

#### **c. Positioning and Differentiation Strategies Using Brand Components**

Tourist destination marketers must be able to classify the needs of potential visitors and create market segmentation, it can be identified where they come from and their behavior patterns. Destinations must choose from several brand components to attract decision makers when visiting, so that the creation of loyalty from visitors because there is a good experience obtained by emotional relationship between visitors and tourist destinations.

#### ***d. Communication strategies***

At this stage, marketers of tourist destinations must communicate the advantages of the destination through various types of media as an effort to increase brand image and brand awareness.

#### **Model Hexa-Helix**

Helix is a network that interacts with each other, in 2009 the creative economy and tourism sectors used the triple helix model which required three interrelated actors: government, business owners and academics. The economic and tourism sectors. And now the triple helix collaboration has developed into a quadruple helix, with the addition of community elements. Responding to further developments, helix continues to collaborate with several other stakeholders such as the media and form partnerships with visitors. Because the media and visitors can form a healthy collaboration so that in a relatively short time the development of tourist destinations becomes a sector that has the opportunity and is able to increase competitiveness in the Indonesian tourism world.

Hexa Helix is the last helix concept because it improves the Penta-Helix so that the elements in the helix are integrated with each other, namely by adding a tourist element in it. It is important for tourists to have their voices heard because it is for them that tourist destinations and handicraft products in the form of souvenirs are intended (Putra 2018).

#### ***a. Academic***

The important role of academics as helix drafters is required to standardize business processes, certify products and develop sourcing skills of human resources, because universities play an important role in developing the innovation and knowledge needed by business owners to produce innovative outputs.

#### ***b. Bussines***

The role of business stakeholders as an enabler helix is an entity that deals directly with business processes and is able to create business added value to maintain sustainable growth. The role of business owners as supporting infrastructure, services, absorbing labor and supporting infrastructure development.

#### ***c. Community***

Helix community consisting of local communities plays an active role as an accelerator which is a group of people who have the same request and are relevant to a growing business, in this case the community acts as an intermediary and becomes an element that connects stakeholders, helps realize each program and facilitates common goals and plans.

#### ***d. Government***

The government is a helix that has quite a lot of frameworks in running a sustainable business, because the government regulates the regulations and administration of business development governance, especially tourism, therefore the government acts as a controller that has a number

of regulations and responsibilities.

**e. Media**

The media in the hexa-helix model acts as an expander, meaning that the media becomes a means of publication based on digitization. Media as a helix that has a number of information to develop the business and has a strong role in promoting the business on a regular basis and inovatif, with using helix media will create a brand image in the business.

**f. Tourist**

Tourist is an important element in the hexa-helix because tourists can help develop promotions based on their experiences. Conceptually a tourist is a trip made by an individual for vacation and seeking entertainment, a tourist makes preparations before planning his trip..

**METHODOLOGY**

This research was conducted using a qualitative method in analyzing the destination branding strategy carried out by hexa-helix actors at the Ciletuh-Palabuhanratu Geopark in defending the Unesco assessment. Because qualitative research can help researchers to explore carefully the research problems and research findings that will be obtained in the field.

The object of research that will be observed in this study are several informants consisting of the government, community and other elements who become hexa-helix actors.

This research is devoted to the analysis of the Destination Branding strategy in the Hexa-Helix model at the Ciletuh-Pelabuhan Ratu Global Geopark tourist destination. Data collection and processing was carried out in different places and consisted of various types of informants. Interviews were conducted using the offline method or face-to-face with informants.

<b>Informan</b>	<b>Status</b>
Lecturer of STISIP Widyapuri Mandiri Sukabumi	Academic helix
innkeeper	Business Helix
Chairman of the Pakidulan Sukabumi Nature Association and Head of the Ciletuh-Palabuhanratu UGGp Conservation Museum	Community Helix
Radio RSPD FM Sukabumi	Media Helix
Geopark Informations Center	Government Helix
Content Creator	Tourist Helix

**Table 1: Informants Research**

**RESULTS AND DISCUSSION**

Geopark is an area that consists of geological elements and outstanding natural rocks in which there are archaeological, cultural and ecological values which include local communities who are the driving elements to protect Geoparks and improve the function of natural heritage (UNESCO, 2004). The Ciletuh-Palabuhanratu Geopark tourist destination was named a Geopark on December 22, 2015 covering several areas of Jampang. The Ciletuh Geopark was inaugurated as a national Geopark on April 16, 2018. The Ciletuh-Palabuhanratu Geopark

covers 8 sub-districts in Sukabumi Regency, namely Ciracap, Surade, Ciemas, Waluran, Simpenan, Palabuhanratu, Cikakak, and Cisolok Districts, which are divided into three geoareas. namely: Geoarea Ciletuh, Geoarea Simpenan, and Geoarea Cisolok. with an area of 1,280 km<sup>2</sup>. Geopark or what is known as the earth park is a tourist area of the Ciletuh old rock natural park in Sukabumi Regency, West Java.

### ***Destination Branding Strategy for Ciletuh-Palabuhanratu Tourism Destinations in Maintaining UNESCO's Assessment***

In maintaining the assessment from UNESCO and making several recommendations related to improvement as a sustainable tourist destination Ciletuh-Palabuhanratu Geopark, it is necessary to have a destination branding strategy as an effort to attract the attention of potential visitors with its branding as a Geopark recognized by UNESCO, the importance of increasing the number of visitors that can have an impact impulsive in the economy of the community around Geoarea and being one of the tourist destinations that has a market segmentation of foreign visitors because destination branding is believed to have the power to change perceptions and change one's perspective on a place or destination, including seeing the difference between a place and another place to be chosen as a destination.

Melodena Stephens Balakhrisnan, Strategic Branding Destinations (2009:612-620) explains that there are 5 steps of destination branding strategy that must be carried out by marketers of Ciletuh-Palabuhanratu Geopark tourist destinations, namely:

#### ***a. Vision and Stakeholder Management***

In general, the vision of the Ciletuh-Palabuhanratu Geopark is "Glorifying the Earth and Prospering Humans, (Celebrating Earth Heritage, Sustaining Local Communities). Which consists of several elements of life that need to be maintained, then human welfare as one of the uses of the Ciletuh Palabuhanratu Geopark to improve people's standard of living for the better. In realizing a vision, of course, it is measured by how far the mission is realized, the goals that are described through: the vision must be in line with mission because mission is the achievement of the vision that has been made. According to the informant's answer, the mission of the Ciletuh-Palabuhanratu Geopark is considered not optimal and in line with the vision, because there are several indicators that influence the vision to be not fully realized, namely the lack of public understanding as a supporting element of the Ciletuh-Palabuhanratu Geopark in preserving the environment due to the discovery of garbage in the area. Geosites that can damage the environment and marine ecosystems. However, the vision for human welfare is considered to be in line with the mission, it is a representation that there is progress in society in terms of economy and development. As said (Hankinson, 2005). The strategic vision covers each goal it can be seen the four drivers for their branding strategy: economy, tourism, retail, service.



Figure 2: Tourist Visit Data for Ciletuh-Palabuhanratu Geopark

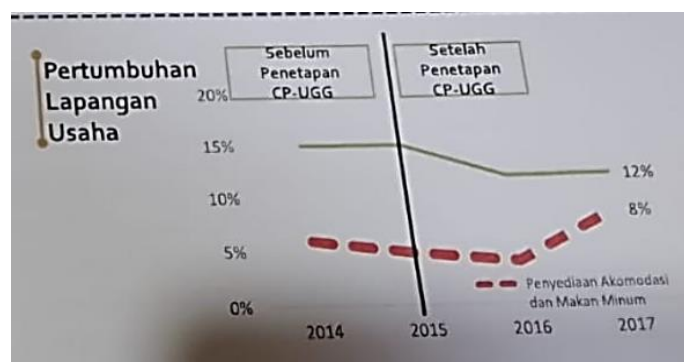


Figure 3: Business Field Growth

Based on the table above, it can provide an overview of the progress of the economic sector of the community in the region Geopark Ciletuh-Palabuhanratu before the area was recognized by Unesco Global Geopark and before it was recognized by Unesco Global Geopark. The table explains that there has been a significant change in the economic sector after becoming a Unesco Global Geopark, namely the creation of new business fields. Therefore, the vision of the Ciletuh-Palabuhanratu Geopark in human welfare is in line with the mission. The economic sector is one of the most important variables assessed by the assessor because it is one of the requirements as a Geopark and is the most important variable in maintaining its status as a Unesco Global Geopark.

**b. Target Consumer and Portfolio Matching**

According to the answers of informants who have been interviewed, they said that the target consumers of the Ciletuh-Palabuhanratu Geopark are local, national and foreign tourists, this is based on the market segmentation of a destination being the Unesco Global Geopark, because foreign tourists have an impulsive impact on the progress of the economic level of the destinations that have been visited. In the theory of destination branding, it is important for marketers to identify the needs of visitors and observe the behavior of visitors. In connection with this theory, the marketers of Geopak Ciletuh-Palabuhanratu provide a special beach for



foreign tourists, namely Cimaja beach which is a favorite surfing spot for surfers. When segmenting the market, products and objectives must be able to meet customer needs. The need to visit can be in the form of business trips, visits of family or friends, travel based on health, education, rest, recreation or retail (Gonzalez and Bello, 2002, Gamage and Raja, 1999). Cimaja Beach as a surfing location in the Ciletuh-Palabuhanratu Geopark managed by the PSOI District Head of Sukabumi Regency, which oversees a number of surf clubs ranging from Ujung Genteng, Ciracap District to Cikembang, Cisolok District. One of the activities that became a prestigious event at Cimaja beach was the Surfing League which was held in 20201 and was attended by local and foreign surfers.

The potential or advantage that is the identity of the Ciletuh-Palabuhanratu Geopark is the discovery of three elements of harmony that cannot be found in other tourist destinations, including the five Geoparks in Indonesia. Namely the elements of Biodiversity, Geodiversity and Culturdiversity that are interconnected and become potential as an earth park which is a center for empowerment, progress and a center of knowledge. The element of Geodiversity is a landscape consisting of several landscapes, including beaches, hills, and waterfalls. and the discovery of unique rocks whose age reaches hundreds to millions of years ago, there are a number of fossils including the teeth of a megalodon shark, it is based on research and observations of researchers from the earth sector. And the last one is Culturdiversity, such as the existence of traditional traditional villages that still hold customs in their life order, namely the Kasepuhan Banten Adat Kidul, Sinaresmi village, Ciptamulya village and Ciptagelar traditional village. In the theory of destination branding, destination branding is able to change the perception of visiting tourists. For this reason, regional marketers need to carry out a strategy mapping regarding the potential of the area that is ready to be developed and what strategies can be developed in the future take care and preserve the cultural heritage. Morgan and Pritchard (2002) (in Situmorang, 2008, p.83).

### ***c. Positioning and differentiation strategies using brand components***

In relation to this theory, the positioning of the Ciletuh-Palabuhanratu Geopark as a National Geopark and the Unesco Global Geopark places the destination in the image Good things that the public can remember, this type of brand is product attributes, which are attributes related to products that can be used to create a value proposition by providing something "more.. Bearing the title of Unesco Global Geopark, it provides a multiplayer effect in the economic and development fields, namely the development of opportunities. businesses, increased visitor numbers, increased infrastructure development and improvements in accessibility. This good image gives pride to the people of Sukabumi and stakeholders (Hexa-Helix) who have a role in proposing the sustainability of tourist destinations. In connection with this theory, the differentiation of Geopark products with other tourist destinations provides a contrasting differentiation, according to information from the informant of the Ciletuh-Palabuhanratu Geopark tourist destination:

1. Ciletuh-Palabuhanratu Geopark consists of more than seventy marine tourism objects and the top 10 of spots are Ujung Genteng beach, Dharma Peak, Cimaja Beach, Pelabuhanratu Beach, White Sand Beach, Cimarunjung Waterfall, Cikaso Waterfall, Habiebie Peak,

Karanghawu Beach and Curug Sodong, with so many attractions, makes this destination clearly different from other tourist destinations that offer only one tourist attraction.

2. There are three elements of harmony, namely Biodiversity, Geodiversity and Culturdiversity.
3. The existence of Intangible Heritage or intangible cultural heritage which is part of a culture that has important historical value and is a shared heritage of the community and becomes a plot in a tradition of local wisdom, such as The Myth Of Nyi Roro Kidul which is a Javanese mythology that believed to be the ruler of the south coast, who resides on the coast of Pelabuhanratu.
4. The price of entrance tickets for tours and lodging is relatively cheap and friendly to visitors.
5. There is the best turtle conservation in Java and Bali and it is one of the tourist areas that is often visited by visitors.
6. Ciletuh-Palabuhanratu Geopark is a place of education and education where visitors can gain knowledge and insight, besides that Ciletuh-Palabuhanratu Geopark is a place of research for various kinds of clumps of knowledge.

In utilizing the advantages of the brand (using brand components), the helix actors have several strategies to create memorable minds for visitors. The hexa-helix stakeholders make several tangible and intangible strategies, including:

- There is a GCF (Geopark Ciletuh Festival) event which is held once a year (Government event).
- There is a Sabilulungan event which is held once a year (Community Event).
- Interior development of each tourist attraction.
- Creating a waste-free Geosite (*Zero Waste*).

#### ***d. Communication Strategies***

The dominant media used in promotional activities is social media as described in the table above, because each helix has its own social media to provide information related to the Ciletuh-Palabuhanratu Geopark.

The management agency has a very strong network on social media because the source of information obtained by other Helix comes from the social media of the managing body, namely:

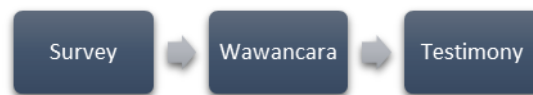
Information about the Ciletuh-Palabuhanratu Geopark is easily accessible, especially on social media. However, other media that are intermediaries for information on the Ciletuh-Palabuhanratu Geopark such as pamphlets and tourist location signs are still limited and only found at several points to tourist sites, this is because accessibility to the Geopark is still under construction and has not provided detailed instructions. Signboards and pamphlets are

supporting factors in facilitating visitor access.

In addition to using social media, of course this is a concern of the government because the information guide board or pamphlet is one of the indicators that becomes the assessor's assessment.

***e. Feedback and Response Management Strategies***

Feedback and responses can be used as evaluations and make improvements related to negative responses, because each visitor has their own impression in assessing the tourist destinations that have been visited. Therefore, the tourist destinations visited must be able to facilitate the wishes of visitors and establish emotional bonds with visitors, both tangible and intangible. Improvements and suggestions from visitors can be education is a reference to improve quality, therefore the manager and his staff must be able to manage the evaluation. To identify responses from visitors, the helix which acts as the executor uses several methods and approaches in obtaining data, including:



**Figure 5: Methods for Knowing Visitor Feedback of Ciletuh-Pelabuhan Ratu Geopark**

According to the informant, the complaints that are often found are:

1. Not maximal accommodation facilities such as hotels and restaurants. Considering the target of Geopark visitors is national and foreign tourists.
2. Unavailability of tourism services in the form of bundle packages,
3. There are more than 70 tourist attractions in the Geoparkmemiliki wilayah 128.000 hektare, therefore the importance of tour packages that are classified based on the distance of the attraction.
4. Uneven infrastructure development towards tourist sites, due to the discovery of potholes and soil textured roads at several points, so that access to tourist sites is difficult for visitors, especially using four-wheeled vehicles.
5. Tourist sites are not free from trash.
6. There are individuals who commit extortion and increase the price of entrance tickets to visitors, especially visitors from outside the city of Sukabumi.

The management body, the government and the community immediately investigate/process the problem thoroughly, such as the presence of individuals who harm visitors. And business owners cooperate with

PLN to overcome the problem of unstable electricity, especially at night or when it rains. In this regard, destination branding can be understood as an effort to market the potential of tourist destinations by giving a brand to the destination. The purpose of providing this brand is as a differentiator from other destinations, highlighting the potential strengths that exist in the

existing Ciletuh-Palabuhanratu Geopark and improving the bad impression (Evaluation Stage) that exists in the destination. Through the creation of a destination brand, it is hoped that tourists will be able to recognize and remember the presence of the destination.

### **The Role of Hexa-Helix in Ciletuh-Pelabuhanratu Geopark Tourism Destinations in Maintaining UNESCO's Assessment**

The interaction of the six helixes, namely government, universities, business, community, visitors and the media can be seen through the programs created and important agendas that support the electability of the Ciletuh-Palabuhanratu Geopark as a Unesco Global Geopark, namely the presence of indicators such as promotions, training, and events. , academic visits and empowerment community and interaction is mostly done together. For universities, namely the STISIP Widyapuri Mandiri Sukabumi campus, they carry out community empowerment activities in terms of innovation and creation.

These interactions occur with the community, government and management bodies. The interaction between business owners and other helix generally involves the government, community, media and tourist helix, namely by holding training related to Hospitality and service to visitors to Villa/Homestay owners, this training is held twice a year. Interactions between the community and other helixes include the involvement of the government helix, business owners, universities, and the media, because the community is tasked with creating community events involving the media and government helix, as well as having community empowerment programs and focusing on Biodiversity and Culturdiversity. Helix media covers more about Geodiversity and interacts with other helixes such as business people, communities, government and visitors.

#### **a. The Role of Academics in Maintaining UNESCO's Assessment**

The role of universities in the Ciletuh-Palabuhanratu Geopark supports the government's role in product development through the resulting innovations, which are mostly realized in activities to support the development of the food industry which is the local creative community of Geopak Ciletuh-Palabuhanratu. STISIP Widyapuri Mnadiri Campus is part of the Ciletuh-Palabuhanratu Geopark developer campus and carries out the Tri Dharma of higher education to optimize the sustainability of the Ciletuh-Pelabuhanratu Geopark, namely developing products and services or producing quality, creative, flexible and adaptive output. The role of universities is realized through the Tri Dharma of STISIP campus colleges carried out both through teaching, research and service.

Academics have a mission to channel academic potential through creative innovations that can be developed by the Geoarea community, namely Ciracap village which is one of the watermelon producing villages in the Ciletuh-Palabuhanratu Geopark. In addition to innovation in developing local creatives, the Geoarea community and academics realize activities to support industrial development from the production process to marketing and academics carry out socialization activities, service and become mediators in every inter-institutional meeting, become ambassadors in student exchanges and fill several seminar activities for promoting Ciletuh-Palabuhanratu Geopark.

### **b. The Role of Business Owners in Maintaining UNESCO's Assessment**

The role of business owners in the Ciletuh-Palabuhanratu Geopark area is the key in developing the entrepreneurial ecosystem. The entrepreneurial ecosystem in this case is a place for communities of various elements that interact with each other to make creative and innovative efforts by gathering existing resources to find opportunities and improve life. The competitive advantages of important industries are of concern to both regional and national governments. According to Helix business, the role of business owners in providing economic resources and market potential to absorb new knowledge (innovation) in tourism governance at the CiletuhPalabuhanratu Geopark is to provide job opportunities for the community around the Geopark and implement a system of cooperation between villa managers.

In addition, the role of business owners in providing good service for visitors is to smile, greet and apply prices that are not too expensive for visitors who will stay. This has become a concern for the government and is used as a standard by the government for business owners, especially lodging which is one of the strategies to attract tourists. Service is important because of accreditation activities that assess lodging services for tourists.

### **c. The Role of the Community in Maintaining UNESCO's Assessment**

For the role of this community, it can be seen from the community that develops innovations that lead to the creative industry and supports the sustainability of the Unesco Global Geopark predicate. The community makes partnerships with people who have business potential and MSMEs to be creative and help channel community expertise as a form of economic improvement. In addition to focusing on developing community business skills, the PAPSI community helps develop a number of inns so that lodging businesses are now increasingly mushrooming in the Geopark tourist area. By providing education to the community through training with management bodies.

Events are the most important agenda at the Ciletuh-Palabuhanratu Geopark to increase interaction between the six helixes and become a source of attraction for visitors, the community plays an important role in preparing for every event, and be it government events such as GCF (Geopark Ciletuh Festival) or folk events such as Sabilulungan, Suligar or Bebegig event. Among several events, there are big events that are often held once a year, namely the Geopark Ciletuh Festival event and the Sabilulungan event. According to the information from the Sabilulungan event informant, there is a philosophical impression about the attitude of mutual cooperation in the community which has almost faded in the midst of the times that tend to be individualistic. In displaying cultural attractions at each event, the community builds partnerships with arts and culture organizations and the people who have expertise in the arts, so the role of the community as a forum to channel community talent and cultural arts at every event. The cultural attractions on display and the most famous are the flat horse dance, Kuda Lumping, pencak silat, jaipong dance and kecapi.

#### **d. The Role of Government (Government) in Maintaining UNESCO's Assessment**

The government's role in maintaining the assessment from Unesco and completing any recommendations is to first set up regulations and frameworks such as making reports related to the progress of validation given from several things set by Unesco, but infrastructure is the responsibility of the West Java government, and logo creation, empowerment of SMEs and Entrepreneurship training, especially lodging, is the responsibility of the district government. As a facilitator who bridges implementers, supporters and auditors regarding the sustainability of destinations as Geoparks, the government holds a forum called FGD or Geopark Discuss Forum. The forum was attended by penta helix actors who discussed infrastructure development, development of community handicrafts and processed products that become Geoproducts and held training held to improve the quality of human resources and improve the quality of products produced such as handicraft and culinary products, the quality of arts and culture potential titles, services for tourists, including services at homestays and the quality of human resources managing tourist villages.

#### **e. The Role of the Media (Media) in Maintaining UNESCO's Assessment**

The role of electronic media in promoting tourist destinations in the CiletuhPalabuhanratu Geopark is to provide a special broadcast about the Ciletuh-Palabuhanratu Geopark in a concise and interesting manner, because the information on the radio puts more emphasis on language processing in order to provide a sense of comfort to listeners. Another strategy apart from briefly informing, Radio RSPD FM took the initiative to create a special session to discuss the Ciletuh-Palabuhanratu Geopark in one session that has a fairly long duration. What was broadcast was about the status of the Ciletuh-Palabuhanratu Geopark because of the importance of increasing brand awareness and brand images which have a strong role in promoting destinations. Other news broadcasts include affordable tourist attractions for visitors at Goeopark Ciletuh-Palabuhanratu, education that can be obtained after visiting, informing all activities, events and informing Biodiversity, Geodiveristy and Culturdiversity in the Ciletuh-Palabuhanratu Geopark. Therefore, the media supports in developing destinations and promoting tourism, it can be a means of publication for the Sukabumi city government through RSPD FM radio to increase the number of visitors at the Ciletuh-Palabuhanratu Geopark.

#### **f. The Role of Visitors (Tourists) In Maintaining UNESCO's Assessment**

The visitor is a content creator who always publishes each of his traveling activities on his social media which has one hundred thousand followers, including promoting the Ciletuh-Palabuhanratu Geopark, this is a way for visitors to help promote tourist destinations and strategies to attract visitors. Tangible and intangible satisfying experiences make visitors to visit more than once and do not hesitate to invite their friends or family to travel to the Ciletuh-Palabuhanratu Geopark using the WOM technique, Sumardy, Silviana, and Melon

(2011) *Word of mouth is a form of interpersonal communication that is carried out effectively to the communicant so that the message conveyed can be received well, which in the end the communicant wants to talk about, sell the brand, and promote the brand to others.*

## CONCLUSION

Destination Branding at the Ciletuh-Palabuhanratu Geopark is the method chosen in maintaining the reputation as a Unesco Global Geopark as an effort to market the potential of tourist destinations and highlight the potential strengths of tourist destinations and improve the bad impression that exists on the destination.

The Hexa-helix actor is the main actor in implementing destination development which aims to get a good assessment from UNESCO, through the destination branding strategy and acts as a helix (network) that interacts with each other in advancing sustainable tourism destinations through the role of each helix. Efforts to maintain the Unesco Global Geopark and maintain the assessment are said to be successful, due to increased economic growth and development, On 28 May 2022 UNESCO officially evaluated various validations and recommendations. The results of the assessment got very good results because of the very collaborative role of stakeholders who can be used as examples for the Unesco Global Geopark network in the World.

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