



Seasoldier's Brand Activation Strategy in the Penta Helix Model (Spreading Environmentally Friendly Viruses at the Deep Extreme Indonesia Event)

Gloria Angelita^{1*)} Winda Septiana²⁾

^{1*,2)}Sekolah Pascasarjana, Universitas Sahid

^{*)}E-mail korespondensi: gloria_angelita@usahid.ac.id

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ABSTRACT

Now many people are competing to do good for the environment, this positive thing is in the spotlight in the eyes of the world, namely regarding plastic waste. There are many laws and government regulations regarding waste, with retailers no longer providing single-use shopping bags and the effect of the Covid 19 pandemic has reduced the problem of waste a little. The Seasoldier Community, founded by Nadine Chandrawinata and Dinni Setianingrum, has dared to carry out a movement with various actions to spread environmentally friendly viruses to the community. One of them has been done at Deep Extreme Indonesia. This research method uses a qualitative approach and the type of research is descriptive. This research aims to analyze the Brand Activation Strategy in the Penta Helix Model by spreading environmentally friendly viruses at the Deep Extreme Indonesia 2023 event. This research raises a sense of care and awareness so that every individual lives by keeping the environment clean, and healthy and becomes an inherent culture. Cleaning up trash is no longer an obstacle for society but a reward.

Keywords: Brand Activation, Penta Helix Model, Environmentally Friendly Virus, Seasoldier, Deep Extreme.

INTRODUCTION

We are increasingly feeling concerns about plastic waste, even though there has been a lot of focus on laws and government regulations regarding waste, plus the effects of the COVID-19 pandemic which has suppressed the decline in plastic waste in Indonesia. From the 2022 data in Figure 1, we can see that unmanaged waste is 12,095,558.78 (tons/year), this will continue to increase if there is no self-awareness. Unfortunately, this is always considered trivial, for example, if we buy meatballs wrapped in plastic that cannot be recycled if 275.77 million people do the same thing, the waste produced will quickly increase over a year.



Source: National Waste Management Information System

Figure 1. Waste Management Performance Achievements

There will be more plastic in the ocean than fish by 2050. Every 20 minutes, the equivalent of 10 tonnes of plastic truckloads are dumped into the waters around Indonesia, making the country the biggest polluter after China. In the case of Indonesia, considering that basic infrastructure has not kept up with the rapid pace of urbanization, Indonesia can reach such a milestone that is doubtful ahead of most countries. Indonesia is estimated to produce more than 190,000 tons of waste every year. Plastic constitutes around 25,000 tonnes per day of which at least 70-80 percent is believed to end up in rivers and coastal waters. Issues include large-scale deforestation (much of it illegal), and related forest fires that have caused thick haze in parts of western Indonesia, Malaysia and Singapore.



Source: National Waste Management Information System

Figure 2. Waste Composition

Apart from the problem of plastic waste, there are now concerns about household waste or food waste. How often do we not finish leftover food? We can see from Figure 2 about waste composition in 2022, based on waste type 40.9 percent is food waste, based on

waste source 38.2 percent is household and 27.8 percent is traditional market. From the findings of these data, it is quite surprising that amid economic problems in Indonesia, it turns out that many people are not wise about food and so throw it away intentionally or unintentionally.

This data becomes a brand activation product in socializing to be wiser so as not to create waste. Apart from making the environment cleaner, it will have a positive effect on Indonesian Tourism. In the archipelagic region, which has a wider water area compared to its land area, reducing plastic waste will help the ecosystem to be much better. Water sources, land, and air become cleaner and much more suitable for society.

Now the movement towards caring for the environment has become a positive trend, thereby increasing awareness and responsibility for the environment and oneself. The young generation now has many very interesting new ideas, high and dynamic mobility, a high sense of social awareness and solidarity, is careful, caring, and responsive to events around them, also has positive thoughts, is independent, likes to share knowledge, so they become a tall person.

LITERATURE REVIEW

Understanding Strategy. The word strategy originates from Greek, namely *strategos*, which is a combination of the words *stratos*, which means soldier, and *ego*, which means leader. A strategy has a scheme or basis for achieving a target, so basically a strategy is a tool to achieve a goal. Strategy can also be defined as a process in determining plans for top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a method or effort on how these goals can be achieved (Marrus, 2002). Strategy is a form or plan that integrates the main goals, policies and series of actions in an organization into a unified whole (Quinn, 1999). A well-formulated strategy will help organize and allocate the company's resources into a unique and sustainable form.

Strategy can generally be interpreted as an effort that has been made by a person or an organization to achieve a goal (Big Indonesian Dictionary, 2007):

1. The science and art of using all the resources of nations to carry out certain policies in war and peace;
2. The science and art of leading armies to face the enemy in war, to obtain favorable conditions;
3. Careful planning of activities to achieve specific goals;
4. A good place according to war tactics. War in this case, not in its literal sense, can be analogous to a form of program, event, event, event.

Griffin & Ebert (2007) say that strategy is defined as a broad set of organizational plans to implement decisions that have been taken to achieve an organizational goal. Meanwhile, Hamel & Prahalad (2009) stated strategy is an action that is incremental (always increasing) and continuous and is carried out based on the perspective of what customers expect in the future. Thus, strategy almost always starts from what could happen and not from what did

happen. For example, the strategy may direct the organization toward reducing costs, improving quality, and expanding markets. The speed of new market innovation and changes in consumer patterns require core competencies.

Brand Activation. Brand activation is defined as a form of brand promotional activity by interacting more closely with users through various experiential activities about a brand that attract their attention. In creating this brand activation, brands must of course be able to build emotional relationships with consumers. The stronger the emotional connection, the higher the quality of interactions, for example, consumers will buy products more often. Benefits of brand activation include:

1. Get customer data
You can ask for customer data when participating in brand activation activities
2. Get feedback
The interesting thing about brand activation is that it is often carried out in two directions between the brand and the customer. Therefore, you can ask for and get feedback from them about the products or services your company offers.
3. Strengthen brand position
Reach new customers

Forms of brand activation:

1. Experimental activation
Experimental activation is a form of brand activation that tends to be the most successful. This form of brand activation combines digital and physical experiences for customers.
2. Social media activation
One of the most common brand activations is social media activation. This form encourages brands to have direct contact with their customers through social media.
3. Promotions activation
Customers are always interested in promotions. So, make promotions as part of brand activation. These promotions can take the form of discounts, giveaways, and the use of brand ambassadors. Promotion activation will encourage people to want to know more about the brand being offered.
4. Marketing event activation
Another form of brand activation is marketing event activation. In this form, brands try to attract customers through a marketing event that they can participate in directly.
5. Sponsorship Activation
Apart from the four forms above, brand activation can also be done with sponsorship activation. It can get the attention of many people, especially from participants or spectators at brand-sponsored events.

The benefits of brand activation activities are numerous, including:

1. Increase brand awareness and brand engagement
2. Increase brand interest among old and new users
3. Get customer data and direct response
4. Strengthen brand position
5. The brand can be top of mind

Penta Helix is an innovative model for the development of the Quadruple Helix model which connects academics, practitioners/business, community, government, and media to create an ecosystem based on creativity and knowledge, which is expected a solution for developing creativity, innovation, and technology in the creative industry.

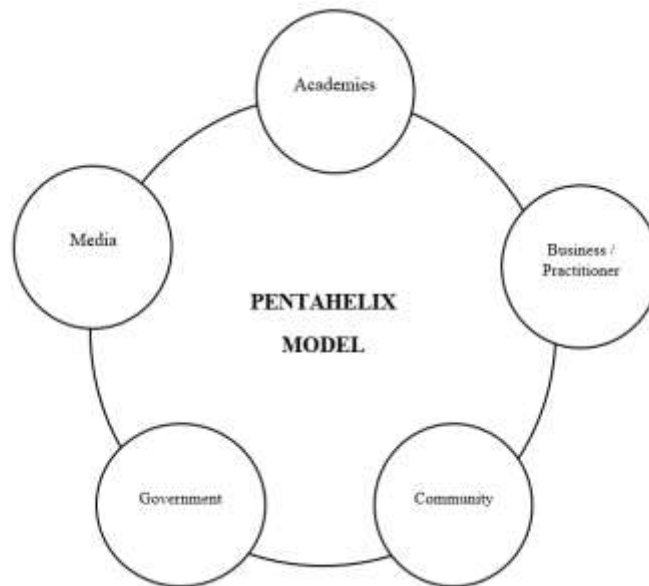


Figure 3. Penta Helix Model

Penta Helix, Lindmark (2009) is an expansion of the three-helix strategy which uses various elements of community or non-profit institutions to realize innovation. Through synergistic collaboration, it is hoped that innovation will be realized which is supported by various resources that interact synergistically. The 5 (five) components of the Penta Helix have interrelated contributions, including:

1. Academy (academics) is a knowledge resource that has concepts and theories in tourism development to gain sustainable competitive advantages.
2. A business is an entity that has activities in processing goods or services to make them valuable.
3. Community is people who have the same interests and are relevant to a developing problem or case.
4. The government is one of the stakeholders who has regulations and responsibility in developing tourism.
5. The media (media) are stakeholders who have more information to develop tourism and play a strong role in promoting tourism.

In spreading environmentally friendly viruses in a more complex way, perhaps what we need to consider is the increasing number of tourists, whether they are tourist groups or solo travelers. These tourists make a very big contribution in providing reviews of the tourist attractions they are visiting. So in this case we can see collaboration from Penta Helix. This research will also look at the involvement of tourists in terms of tourism development and

smart travelers. The Penta Helix model is a reference in developing a synergy between related agencies with maximum support to achieve goals and Penta Helix collaboration has an important role to play in supporting a common innovation goal and Penta Helix contributes to regional socio-economic progress. So Penta Helix is deemed sufficient to support the development of innovation in the fields of tourism, economics, and so on.

A message is a set of meanings, thoughts, opinions, or symbols conveyed in a series of interaction processes between individuals using storytelling, command instructions, or advice directly or indirectly face-to-face. The Defleur Communication Model is a development of the communication model explained by Shannon and Weaver but by adding mass media. DeFleur explains the communication model in the book *Mass Communication Theories: Explaining Origins, Processes, and Effects*.

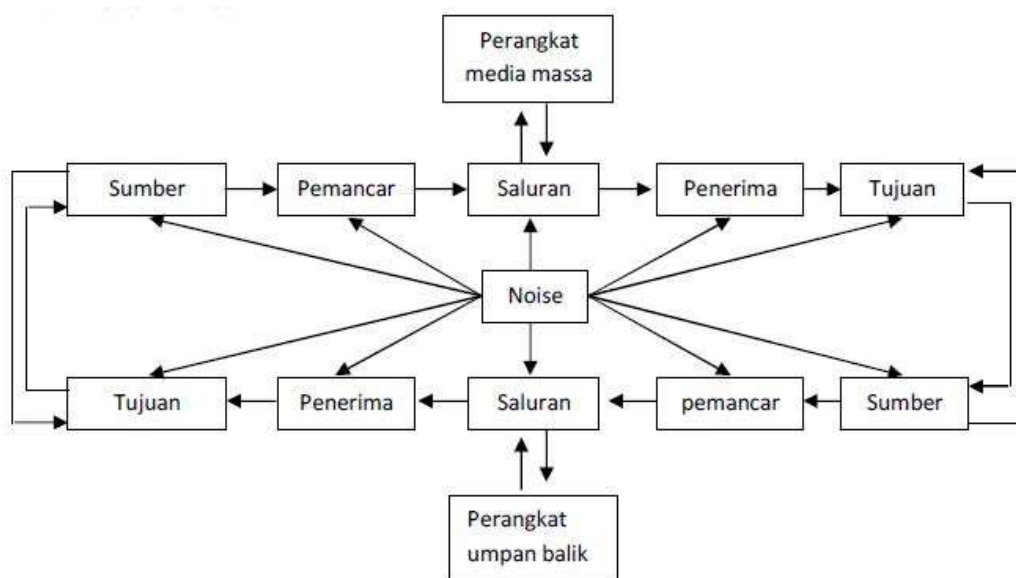


Figure 4. DeFleur Communication Model

In the DeFleur communication model, there are communication components such as source, transmitter, communication channel, receiver, message recipient, destination, noise or interference, mass media attributes, and feedback attributes.

Seasoldier Eco Virus. Seasoldier Foundation was founded by Nadine Chandrawinata and Dinni Septianingrum on March 28, 2015. We are a youth-driven movement that originates from a commitment to change people's lifestyles to care about the environment. We develop the community and have carried out various activities, so we have 4 main programs:

1. #BersihkanMyWarung, which aims to invite and educate the public about the problem of waste and sorting waste, so that they can maintain the cleanliness of the kiosk and the work of sorting waste;
2. #DolphinSoldier, which aims to provide education about dolphin circuses, is not true, because dolphins live in colonies and must live in the wild, not in pools and being ridden by humans.

3. *Trees/Mangrove Conservation*, aims to remind us that humans depend on nature, not the opposite. This activity is a form of contribution to preserving nature in reducing carbon emissions, apart from that it also has an impact on environmental sustainability at sea and land, sustainable development, and also on climate change.
4. *#PondokPemuda*, a training to commit to environmental conservation action, train themselves to work in teams, train them to be more competent and professional in the organization, more creative with new ideas, and invite them to collaborate with other organizations that have the same vision, also with stakeholders such as government or business people.



Figure 5. The Turn in Spreading Environmentally Friendly Viruses

To date, we have 15 provinces involved and have involved more than 10,000 volunteers from all over Indonesia in mangrove conservation which has been running for about 4 years with collaboration and support from many parties, including around 30 national and international partners.

Seasoldier is also active in environmentally friendly campaigns by promoting *#SmartTraveling*, with this movement tourism activities will remain environmentally friendly and protect the surrounding environment. The way to do this is to bring your own drinking bottle, don't bring too many plastic-wrapped snacks, bring your own food container, shopping bag, and so on. Seasoldier has a philosophy that water flows from upstream to downstream. Upstream is land, while downstream is sea. Everything comes from land and ends in the sea, especially since we are in an archipelago.

METHOD

This research aims to explore a strategy in Brand Activation Seasoldier in the Penta Helix model regarding environmental awareness in the era of global warming.

This research is a type of descriptive research using a qualitative approach. This qualitative research method is a new method called the postpositivist method because it is based on postpositivistic philosophy. This method is also called an artistic method, because the research process is more artistic or less patterned, and is also called an interpretative method because the data resulting from research is more concerned with an interpretation of data found in the field. Postpositivistic philosophy is also often called the interpretive and constructive paradigm, which views social reality as something holistic or whole, complex, dynamic, full of meaning, and the relationship between symptoms is interactive (reciprocal).

Research is carried out on natural objects (not experiments), namely objects that develop as they are, are not artificial, are not manipulated and the presence of the researcher does not influence the dynamics of the object. In qualitative research the instrument is a person or human instrument, namely the researcher himself. So researchers must have broad theoretical and insightful knowledge so that they are able to ask questions, analyze, photograph and construct the social situation being studied to be clearer and more meaningful.

Data collection uses various combined or simultaneous data collection techniques that are triangulation in nature. Data analysis is inductive or qualitative in nature, and the results of qualitative research emphasize meaning rather than generalization, (Sugiyono, 2012).

The researcher determines the right informant to provide accurate data and helps this research get results that are accurate and in accordance with the objectives set by the previous questions by the researcher. The intended informants were determined using criteria according to the research topic and had solid and absolute credibility, namely 1. Seasoldier members, 2. KLHK staff 3. DXI team, and 4. Waste sorters and weighers from Menteng Atas, Jakarta. Researchers will provide research results according to facts and data obtained in the field, so that the research results are authentic and can be accounted for.

RESULTS AND DISCUSSIONS

The aim of this research is to have a high contribution to the academic world, because it is important to carry out massive research to spread environmentally friendly viruses so that public awareness in Indonesia, especially in Jakarta can be studied in depth and then introduced through various sciences.

DEEP and EXTREME Indonesia (DXI) 2023 is an international exhibition event for the categories of diving, water sports, extreme sports and outdoor adventure, which was held in Jakarta on 1-4 June 2023 at Hall B of the Jakarta Convention Center. DXI 2023 is a forum for the sports fan community to exchange experiences, shop, and access various information and destinations related to extreme tourism, diving and outdoor adventure activities. DXI 2023 Project Manager Wila Sumampouw said, with the theme "The Ultimate Thrill", DXI 2023 comes with new developments to answer the needs of the community with broader hobbies such as extreme sports and outdoor adventure, while inviting the public to start adventuring in the beauty and unique nature of Indonesia . Wila also said that through DXI 2023 he hopes

to contribute to restoring the economy of the Indonesian tourism sector, especially diving, outdoor adventure and marine tourism. Here we also present talk shows, seminars, sharing from the community, various product variations and outdoor adventure destination packages for fans of Scuba Diving, Freediving, Paddling, Kayaking, Fishing, Surfing, Surf skate, Mountain Bike & Motor Adventure sports.

Apart from that, there are various interesting activities to entertain visitors, including Scubex (Scuba Experience), Underwater Photo Talks, Children Ocean Costume Contest, Adventure ShootOut, Surfer's Wave Bank, and Indoor MTB Park. Visitors also get special prizes for various diving equipment, natural activities, water sports, extreme sports, photography equipment, gadgets, accessories as well as supporting travel activities to outdoor activities and door prizes.



Figure 6. Seasoldier Booth Decoration

At the booth, Seasoldier presented decorations that were full of meaning, that now the water we use every day already contains micro plastic due to our not being wise in its use so far. Regarding single-use plastic, it can be replaced with items that can be used continuously, such as always bringing a food container, stainless straw, tumbler, tote bag, menstrual cup, and replacing bamboo toothbrushes, making your own toothpaste, soap and shampoo, these items some are also sold as souvenirs from Seasoldier. At the Seasoldier booth, activities were also provided to decorate hats as creatively as possible using fabric waste, and hats that had been decorated could be taken home.

Seasoldier also collaborates with the WeGotYourBack_id community which focuses on empowering women and raises the theme #brani #GandengWomen by launching environmentally friendly fashion products by utilizing waste from the fashion industry. Products that depict the figure of today's woman who is tough, independent, strong and cares about the environment around her.

Seasoldier was also given space to conduct a talk show with a nature enthusiast theme which discussed the adventures of the two speakers, namely Nadine Chandrawinata (Public

Figure) with Angela Gilsha (Public Figure) and moderator Dinni Setianingrum, these three people are great people as outdoor activity activists and environmentalists.

Now Angela Gilsha's activities, apart from shooting soap operas, are also a hobby of enjoying the beauty of nature at high altitudes, such as climbing mountains. Mountain climbing tourism has become a trend in all circles, but there is a lack of education on PPGD (First Aid for Emergencies), navigation, weather predictions and climbing terrain, and even awareness of the environment as basic ethics as fellow living creatures. For example, if guests came to our house and made a mess of the house and threw rubbish carelessly, wouldn't we as hosts be offended and angry? It's the same thing that we face on a climb, as a human being who has reason, but why do so many tourists or climbers still throw rubbish carelessly? At each climbing registration gate, they are always asked for a *simaksi* (permission letter to enter a conservation area) and informed about things that should not be done while climbing, but this needs to be followed, such as when climbing Mount Sindoro, the officers also check the contents of the climbers' bags, write down and calculate what only what the entire climbing team brought with them, so that when they came down the officers would double check the rubbish they brought down.

Meanwhile, Nadine Chandrawinata likes diving and always carries a net for personal rubbish and rubbish she finds while diving. Now he is busy with Seasoldier in spreading environmentally friendly viruses, he already has a program and has carried out many collaborations with various parties, including corporate, brand, media and community, which he explained at the talk show.

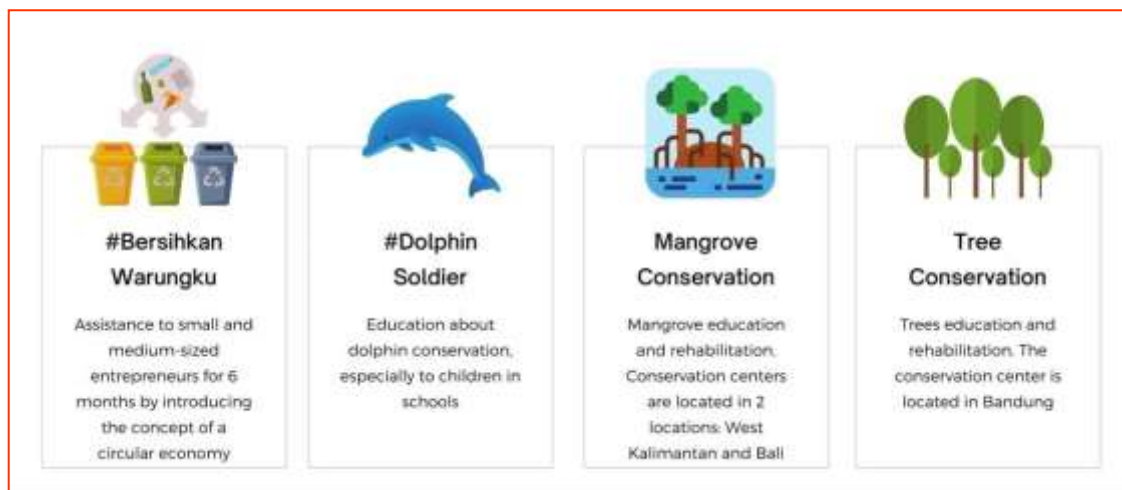


Figure 7. Seasoldier Programs

Seasoldier Program. Dinni Setianingrum, who served as moderator and COO of Seasoldier, added an explanation of the beach clean up and sharing season activities about spreading environmentally friendly viruses which are expected to change behavior to be better and more responsible so that we can start from ourselves. We need to care about waste, especially plastic waste, from upstream to downstream, because everything starts on land and ends up in the sea.

The use of plastic products that are not environmentally friendly causes various serious environmental problems. Plastic waste is not only a problem in cities but also in the oceans. The negative impact of plastic waste not only damages human health, kills various protected animals, but also systematically damages the environment. If not managed seriously, this type of waste pollution will be very dangerous for the sustainability of the planet Earth.

Plastic Pollution in the World. Cities in the world produce up to 1.3 billion tons of plastic waste every year. According to World Bank estimates, this number will increase to 2.2 million tons by 2025. For more than 50 years, global plastic production and consumption has continued to increase. An estimated 299 million tons of plastic were produced in 2013. This produces environmental which is very serious for us.

This figure shows the trend in the volume of plastic waste in recent years, as reported by the Worldwatch Institute study. Global use of plastic products throughout the world is estimated to have reached 260 million tons in 2008. According to the 2012 Global Industry Analysis Report, the use of plastic products in the world reached around 297 million tons at the end of 2015. Plastic is also one of the causes of soil pollution in rivers.

Worldwide production of plastic has developed as a durable material. Mainly petroleum-based. Plastic is gradually replacing materials such as glass and metal. Currently, the average Western European or North American uses about 100 kilograms of plastic every year. Mostly in packaged form. Meanwhile, Asian people use around 20 kilograms per person. However, this figure is expected to grow rapidly along with Asian economic development.

According to the United Nations Environment Program (UNEP), between 22 percent and 43 percent of plastic used worldwide is thrown into landfills. This can be interpreted as wasted resources. Throwing away rubbish means taking up space that could be used for other things. Imagine, how many tens of hectares are used for the construction of TPS, most of which is plastic waste.

Most plastic scrap from the United States, Europe and other countries has established a collection system to be sent to China. China receives around 56 percent of plastic waste imports worldwide. Some circumstantial evidence suggests that much of this imported plastic is reprocessed. Processing is carried out with low technology, in facilities without sufficient environmental protection controls, such as wastewater discharge.

Plastic in the ocean. In addition, around 10 to 20 million tons of plastic waste pollute the oceans every year. A new study estimates that about 5 trillion plastic particles with a total weight of 268,940 tons are floating in the oceans now. Plastic waste results in losses of around 13 billion dollars every year, ranging from damage to marine ecosystems to natural tourism. Animals such as seabirds, whales and dolphins die from eating or getting entangled in plastic bags.

A study conducted by a scientific working group at the UC Santa Barbara National Center has been published in the journal Science. This study calculates the input of plastic waste from land to the sea. Research results show that 8 million metric tons of plastic waste pollutes the oceans every year. By 2025, annual input is expected to double.

Garbage in Indonesia. There is no accurate data on the amount of plastic waste pollution in Indonesia, although there are several estimates. As quoted from Geotimes, overall, waste in Jakarta reaches 6,000 to 6,500 tons per day. Meanwhile, on the island of Bali, the amount of waste reaches 10,725 tons per day.

Meanwhile, for Palembang City, the amount of waste rose sharply from 700 tons per day to 1,200 tons per day. Overall, the total amount of waste in Indonesia reaches 175,000 tons/day or 0.7 kilograms/person or around 67 million tons/year. Some of this amount is plastic waste. According to [KLHK](#), plastic waste from 100 shops/outlets of APRINDO members for 1 year produces 10.95 million pieces of plastic bag waste. This means the same as around 65.7 Ha of plastic bags or around 60 times the area of a football field. According to the Indonesia Solid Waste Association (InSWA), as quoted from Antara, Indonesia's plastic waste production is around 5.4 million tons per year. Meanwhile, based on BPLHD data, around 13 percent of the waste in Jakarta – 6,000 tons per day – is plastic waste.

Plastic in Indonesian seas. This amount is very different from the amount of plastic waste found on the beach. Of all the waste on the beach, it is estimated that 57% (percent) is plastic waste. It is estimated that as many as 46 thousand plastic waste floats in every square mile. Moreover, the depth of plastic waste in the Pacific Ocean has reached almost 100 meters above sea level.

Plastic waste has also become a source of marine pollution in Indonesia. As is known, the condition of marine pollution in Indonesia is quite worrying. 75 percent is in the Very Polluted category, 20 percent is Moderately Polluted, and 5 percent is Lightly Polluted. Some sources of pollution are plastic waste brought by households in urban or residential areas.

This plastic waste is carried to the sea and beaches by city ditches that empty into rivers. Then, rivers carry rubbish and all pollutants to estuaries and the sea. As a result, it makes transportation easier by ocean waves to reach the coast. Therefore, it is not surprising that plastic waste from neighboring countries such as Malaysia, Thailand, and Singapore is found on the east coast of Sumatra.

As urban development, population, and industry develop, the amount of plastic waste will certainly increase. Thorough anticipation and management are needed to prevent damage environment due to plastic waste. This management must address the source or cause of plastic waste pollution.

Causes of Plastic Pollution. Maybe some of us decide that solving the problem of plastic pollution comes at the expense of recycling or cleaning empty bottles. The fact is that plastic waste causes problems from large to microscopic scales. This includes:

Plastic everywhere. Even on items you might not expect to be. Milk cartons covered in plastic. Bottled water bottles are thrown away everywhere. Some products may contain small plastic beads. Every time one of these items is thrown away or washed in the sink, toxic pollutants have more of a chance of contaminating and harming the environment.

Plastic is cheaper. It is one of the most widely available and overused items in the world today. When thrown away, plastic waste does not decompose easily. It takes decades to decompose. Waste containing plastic pollutes the ground or close air when burned in the open air.

Commercial fishing is an economic and consumer need for the world community. However, the fishing industry contributes to the problem of plastic pollution in the oceans in several ways. Nets used for large-scale trolling operations are usually made of plastic. This requires a long period submerged in air, potentially poisoning the water. Then if the net is damaged, transported, or lost in the waters, it will pollute the ocean. This not only kills and damages local wildlife, but also ensures that pollutants enter the air and fish in the area.

Throwing plastic waste into landfills. This may sound astonishing because of the sight of throwing rubbish in a rubbish bin, right? However, because plastic is meant to withstand all weather, it will not break down in the soil. Burning plastic directly is also very toxic. Burning plastic waste causes dangerous atmospheric conditions and deadly diseases. Therefore, if you burn plastic waste in final disposal sites (TPA), it will be detrimental.

Dangers of Plastic Waste. Plastic waste has a tremendous negative impact on humans and the environment. The impacts or dangers of plastic waste include the following, (1) Disrupting the food chain, (2) Groundwater pollution, (3) Polluting the land, (4) Causing air pollution, (5) Killing animals, (6) Poisonous, (7) Remedial costs are expensive, (8) Decline in tourism, (9) Plastic Waste Management.

To overcome the problem of waste pollution from plastic, we can contribute to environmentally friendly living. These various methods include recycling, using an incinerator, prohibition or improvement of plastic products, and involving the community.

As citizens, we need to contribute to environmental conservation efforts. Efforts that we can make to overcome plastic waste in everyday life include: Using a trash can to dispose of plastic water bottles, food containers, and other plastic materials; Avoid throwing plastic waste in open spaces, public places, waterways, rivers, beaches, seas and other natural resources; Follow regulations relating to plastic management; Increase public awareness regarding the management and dangers of plastic waste, for example, 9 to relatives or neighbors; Take part in cooperation in cleaning the environment around the house from rubbish, including rubbish made from plastic. By taking these various steps, we can control the use of plastic and waste pollution. This means we are contributing to reducing plastic waste pollution in the environment.

CONCLUSIONS

Following the research objectives, researchers only focused on two things, namely: brand activation and the penta helix model. *Brand activation* is the most effective step in socializing the plastic waste diet or an appeal to be wiser so as not to create waste. Through activities and content #Seasoldier #brani reminds Pentahelix elements to continue collaborating and synergizing in spreading environmentally friendly viruses such as reducing the use of plastic waste, beach clean up, mangrove conservation, cleaning my shop, and other activities.

The penta helix model is the right medium for carrying out brand activation in this research with the Academy (academics) being a knowledge resource that has concepts and

theories in tourism development to gain sustainable competitive advantages. A business is an entity that has activities in processing goods or services to make them valuable. A community is people who have the same interests and are relevant to a developing problem or case. The government is one of the stakeholders who has regulations and responsibility in developing tourism. And the Media (media) are stakeholders who have more information to develop tourism and play a strong role in promoting tourism. However, suggestions from researchers are that there must be more movement, seriousness, awareness, and high commitment from every relevant party involved in it (Penta Helix).

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