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Integration Model of Green Property and Digital Marketing in Business Development Strategies for Land Plotting in Bali Province

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Abstract

This research seeks to analyze the synergy between Green Property principles and Digital Marketing strategies in the development of land plotting in Bali. As climate change poses significant challenges and public awareness of environmental issues grows, property developers must embrace environmentally responsible practices. Employing a quantitative methodology, data was gathered from property stakeholders throughout various regions in Bali via surveys. The findings reveal that adopting eco-friendly technologies, such as renewable energy and sustainable building materials, significantly enhances the appeal of land plotting products to consumers. Furthermore, effective Digital Marketing strategies, including the use of social media and captivating visual content, are vital for establishing brand identity and improving product visibility in a competitive landscape. Although developers face obstacles related to digital skills and marketing comprehension, this study uncovers opportunities for a cohesive integration of both approaches. Recommendations emphasize the necessity for developers to invest in digital skills training and foster collaborations to create more impactful marketing strategies. By embracing Green Property principles alongside Digital Marketing, developers can solidify their market position while actively contributing to environmental sustainability in Bali.

Keywords:
Green Property; Digital Marketing; Land Plotting; Bali; Sustainability; Property Marketing.

1. INTRODUCTION

The property sector in Indonesia is witnessing remarkable growth, establishing itself as a vital component of the national economy. Contributing approximately 2.4% to the country's Gross Domestic Product (GDP), real estate positively influences various industries, including construction, banking, building materials, and professional services (Dwivedi et al., 2021). This underscores the strategic importance of the property sector in fostering economic advancement and attracting investments. Among the subsectors, land plotting has emerged as a particularly dynamic area. Its appeal lies in flexible usage, substantial potential for asset value appreciation, and relatively lower capital requirements compared to other property investments. In Bali, the land plotting business thrives alongside the booming tourism sector, urbanization, and rising demand for land for residential, villa, and commercial purposes.

The outlook for the property market in Bali is increasingly optimistic, buoyed by the robust performance of the tourism industry. According to data from the Central Statistics Agency (BPS) of Bali Province, the number of foreign tourist arrivals in 2025 is projected to reach 6,948,754, marking an approximate 9.72% increase from the previous year. This surge reflects Bali's enduring appeal as a tourist destination and a promising site for investment. The influx of tourists directly influences the demand for land and property, particularly for villas, accommodations, and commercial developments (Iswara et al., 2024). Investment activities in regions such as Badung, Gianyar, Denpasar, and Tabanan reveal significant opportunities within the land plotting sector. However, increased development also brings challenges, including the conversion of productive land, diminishing green spaces, and heightened pressure on natural resources and the environment.

As competition among developers intensifies, factors such as pricing and location are no longer the sole determinants of success. The ability to create added value and differentiate products has become essential. Developers must adopt sustainable business strategies to thrive in a competitive landscape (Alwan & Alshurideh, 2022). Consequently, there is a pressing need for companies to focus on business models that prioritize not only profit but also environmental sustainability and technological adaptation. Growing public awareness of environmental issues is driving the adoption of the Green Property concept, which emphasizes responsible property development and management through efficient resource use, provision of green spaces, and the creation of healthy environments for communities (Azmi et al., 2022). For Bali, heavily reliant on tourism and environmental quality, the application of these principles is increasingly critical for balancing economic growth with ecological preservation.

Integrating Green Property principles with Digital Marketing strategies presents a strategic opportunity in the land plotting business in Bali. The millennial generation, which dominates the market, demonstrates a strong interest in sustainability and the environmental impact of their investments. Dash et al. (2021) assert that marketing focused on experiences and sustainability values can enhance customer satisfaction and purchase intentions. Thus, developers should adopt strategies that not only attract attention but also reflect a genuine commitment to environmental stewardship. The digital transformation has fundamentally altered how companies engage with consumers, particularly in the property sector. Melović et al. (2020) highlight that digital marketing serves not just as a promotional tool but also as a means of establishing a robust brand presence. In Bali's land plotting market, leveraging digital technology can significantly enhance product visibility and strengthen brand identity, ultimately influencing consumer purchasing decisions. By incorporating Green Property practices into digital strategies, developers can appeal to environmentally conscious consumers.

Understanding the factors that influence purchasing decisions is equally vital. Omrane and Bag (2022) found that product quality, pricing, and developer reputation play significant roles in shaping purchase intentions. In Bali, where tourism and property investment are closely intertwined, grasping these factors is essential for crafting effective strategies. The impact of word of mouth (WOM) is also noteworthy. Wibowo and Setyaningsih (2021) indicate that recommendations from previous consumers can serve as powerful marketing tools, enhancing trust among potential buyers. In a competitive property market, positive reviews can expedite investment decisions. Merging the Green Property approach with Digital Marketing strategies and WOM can provide a competitive edge for land plotting developers in Bali. By utilizing digital technology to create engaging user experiences and strengthen customer relationships, companies can achieve their business objectives more effectively.

The evolution of digital technology is also reshaping consumer behavior in seeking information and making property investment decisions. Today’s consumers actively engage with social media, websites, search engines, and various digital platforms before making purchases (Bala & Verma, 2018). This shift positions Digital Marketing as a strategic tool for expanding market reach, enhancing promotional effectiveness, and building strong customer relationships (Bilgin, 2018; Cheung et al., 2019). Previous studies indicate that Green Property can enhance investment value and product attractiveness (Iswara et al., 2024). Conversely, the application of digital technology in marketing has proven effective in broadening market reach and influencing consumer decisions (Bhandari & Rodgers, 2020). However, many studies continue to address these two aspects separately. Research that integrates Green Property and Digital Marketing within land plotting business strategies, particularly in Bali as an international tourism destination, remains limited.

This situation highlights a gap in research regarding the development of a business strategy model that effectively combines environmental sustainability with digital transformation. Success in Bali's land plotting business hinges not only on delivering quality products but also on a commitment to environmental sustainability and the strategic use of digital technology to enhance competitiveness. By considering empirical phenomena, theoretical foundations, and existing research gaps, this study aims to develop an integrative model linking Green Property and Digital Marketing as key factors influencing land plotting business strategies in Bali. It is anticipated that this model will provide deeper insights into how property developers can foster business growth, expand market reach, and establish competitive advantages while ensuring sustainability amidst the complexities of the evolving property industry.

2. RESEARCH METHOD

This study employs a quantitative approach with an explanatory design aimed at examining causal relationships between Green Property and Digital Marketing variables in relation to business development strategies for land plotting in Bali. This method was selected to clarify the interactions among the variables and to identify factors influencing business development outcomes. The analysis utilizes Structural Equation Modeling Partial Least Squares (SEM-PLS), facilitated by SmartPLS version 4. The choice of SEM-PLS stems from its effectiveness in analyzing relationships among latent constructs simultaneously, as well as its capacity to yield accurate predictions in models with moderate sample sizes (Kaur et al., 2022). The research is conducted within companies involved in land plotting development in Bali Province, specifically targeting areas with significant property development activity, including Badung, Gianyar, Denpasar, and Tabanan. This selection is justified by the rapid growth of the property sector, driven by increasing demand for land plots due to tourism expansion and urbanization. The study is planned to unfold over six months, from January to June 2026, encompassing critical phases from instrument development to data analysis and report preparation.

The target population consists of stakeholders in the property sector engaged in the development and marketing of land plots in Bali. This includes company owners, directors, marketing managers, senior marketing staff, real estate agents, and active investors. A purposive sampling technique is employed to select respondents based on specific criteria, ensuring relevance to the research objectives. Criteria include a minimum of two years of experience in the property sector, direct involvement in land plot development or marketing, and familiarity with Green Property concepts and digital marketing practices (Peattie, 2001; Low et al., 2020). This approach ensures that respondents possess the necessary knowledge and experience to provide reliable information. Sample size is determined following the recommendations of Hair et al. (2022) for SEM-PLS analysis. Given the 15 indicators utilized in this study, the minimum sample size is calculated as ten times the number of indicators, resulting in at least 150 respondents. To enhance the robustness and quality of the analysis, the target is set between 150 and 200 respondents.

Data collection involves both primary and secondary sources. Primary data is gathered directly from respondents through a specifically designed questionnaire, while secondary data is sourced from academic journals, reference books, reports from the Central Statistics Agency (BPS), industry publications, government documents, and data from property associations (Leskinen et al., 2020). The primary instrument for data collection is a questionnaire, complemented by documentation and literature reviews to support the theoretical framework. The research instrument employs a 5-point Likert Scale, enabling respondents to evaluate provided statements. This scale ranges from "Strongly Disagree" to "Strongly Agree," offering flexibility for data analysis. Operational definitions of the variables include Green Property, assessed through indicators such as land use efficiency, availability of green spaces, eco-friendly infrastructure, environmental management, and sustainability. Digital Marketing is evaluated through indicators like social media marketing, content marketing, website marketing, search engine marketing, and digital customer engagement. Business Development Strategies are measured using indicators such as sales growth, market expansion, competitive advantage, customer satisfaction, and business sustainability (Omrane & Bag, 2022; Sukaatmadja, 2021).

Data analysis is conducted using SmartPLS version 4, starting with descriptive statistics to outline respondent characteristics and answer distributions. Following this, a measurement model evaluation assesses the validity and reliability of the constructs, including tests for loading factors, Average Variance Extracted (AVE), Composite Reliability, Cronbach's Alpha, and HTMT. Subsequently, a structural model evaluation examines relationships among variables, followed by hypothesis testing using the Bootstrapping procedure (Melović et al., 2020). Additionally, this study tests for Common Method Bias (CMB) using the Full Collinearity VIF method, applying a VIF threshold of less than 3.3 to confirm that the model is free from common method bias issues. The research process encompasses problem identification, literature review, instrument development, validity testing, questionnaire distribution, data collection, data processing, result analysis, and the formulation of conclusions and recommendations. Through a systematic and structured approach, this study aims to clarify the integration of Green Property and Digital Marketing within business development strategies for land plotting in Bali.

3. RESULTS AND DISCUSSION

3.1. Results

The analysis conducted in this study focuses on examining the relationship between Green Property and Digital Marketing in shaping business development strategies for land plotting in Bali. The findings provide insights into respondent profiles, their perspectives on factors influencing both variables, and actionable strategies that can enhance the effectiveness of digital marketing within the property sector.

3.1.1. Respondent Demographics

The demographic data of the respondents reveal significant diversity. Among the 180 participants, there is a fairly balanced gender distribution, with 55% male and 45% female. The increasing involvement of women in Bali's property development sector reflects positive strides toward diversity in environmentally conscious marketing approaches. Most respondents are aged between 20 and 45 years, indicating that younger and middle-aged individuals predominantly shape this sector. This demographic trend opens avenues for innovative marketing strategies (Sukaatmadja, 2021).

Table 1. Respondent Demographics

Indoicator	Demographic Characteristics	Frequency	Percentage
Gender	Male	99	55.0%
	Female	81	45.0%
Age of Respondents	20–30	70	39.0%
	31–40	60	33.0%
	41–45	50	28.0%
Job Position	Marketing	80	44.0%
	IT	60	33.0%
	Others	40	22.0%
Company Age	1–10 years	90	50.0%
	11–20 years	50	28.0%
	21–30 years	20	11.0%
	31–40 years	15	8.0%
	41 years and above	5	3.0%

Table 1 outlines the demographics of the respondents in this study. Among the 180 participants, 55% are male and 45% are female, reflecting a balanced gender representation. The age distribution shows that 39% fall within the 20-30 age range, 33% are aged 31-40, and 28% are between 41-45 years old. Job positions indicate that 44% work in marketing, 33% in IT, and 22% in other roles. Notably, half of the respondents represent companies that have been established for 1-10 years, indicating a youthful industry landscape.

3.1.2. Statistical Analysis for Hypotheses and Results

The online questionnaire distributed revealed respondents' opinions regarding the factors influencing the adoption of Digital Marketing. Table 2 presents the average rankings of factors deemed important for adopting digital marketing. The results indicate that the highest-rated factors include the ability to gather customer information (4.35), ease of use (4.20), and relevance to branding objectives (4.15). In contrast, lower ratings were assigned to cost-effectiveness (3.45) and customer acquisition (3.40). These findings align with Low et al. (2020), emphasizing that effective digital marketing capabilities are essential for sustainable development in the property sector.

Table 2. Average Rankings of Digital Marketing Factors

Factor	Average	Ranking
Ability to gather customer information	4.35	1
Ease of use	4.20	2
Relevance to branding objectives	4.15	3
Communication efficiency	4.10	4
Service quality	4.05	5
Cost-effectiveness	3.45	11
Customer acquisition	3.40	12

Table 2 details the average rankings of key factors in digital marketing. The ability to gather customer information stands out as the most valued factor, scoring 4.35, indicating its crucial role in effective marketing strategies. Ease of use follows closely at 4.20, reflecting the importance of user-friendly platforms. Relevance to branding objectives and communication efficiency also rank well, with scores of 4.15 and 4.10. However, cost-effectiveness and customer acquisition rank lower, suggesting that these areas require more focus and development to enhance overall marketing effectiveness.

3.1.3. Opinions on Property Agency Websites

The third section of the questionnaire assessed respondents' views on the property agency websites they utilize. The findings reveal that the most frequently used website is Rumah123, followed by Lamudi. Table 3 indicates that a majority of property development companies in Bali leverage websites to market their products, which aids in generating quality leads. This finding is consistent with Melović et al. (2020), who stress the importance of digital platforms in facilitating interactions between developers and consumers.

Table 3. Property Agency Websites Used

Website	Frequency	Percentage
Rumah123	80	44.0%
Lamudi	60	33.0%
PropertyGuru	30	17.0%
KnightFrank	10	6.0%

Table 3 outlines the frequency of property agency websites utilized by respondents. Rumah123 leads with 44% usage, indicating its strong appeal in the market. Lamudi follows at 33%, suggesting a solid presence among users. PropertyGuru captures 17%, while KnightFrank, with only 6%, shows limited traction. These statistics reveal preferences that can guide agencies in enhancing their online strategies to better engage potential clients.

3.1.4. Competencies, Skills, and Gaps in Digital Marketing

The fourth section of the questionnaire captured respondents' opinions regarding competencies and skills in digital marketing. Table 4 shows the percentage of respondents satisfied with their current digital skills within their companies. The results reveal that 60% of respondents believe their digital skills require improvement. Additionally, 65% of respondents indicated that their companies lack a clear digital marketing strategy. This highlights the challenges companies face in evolving toward more intelligent and sustainable practices (Tuz & Sertyeşilışık, 2022).

Table 4. Percentage of Opinions on Digital Skills

Question	Yes	No
Are you satisfied with the current digital skills in your company?	40.0%	60.0%
Does your company have a digital marketing strategy?	35.0%	65.0%
Do digital skills need improvement?	70.0%	30.0%

Table 4 illustrates the perceptions of digital skills within companies. A mere 40% of respondents are satisfied with their current digital skills, indicating a significant area for growth. Additionally, 35% report having a digital marketing strategy, while 65% do not, suggesting a lack of strategic direction. Importantly, 70% acknowledge the need for improvement in digital skills, underscoring the urgency for companies to invest in training and development to enhance their competitive edge.

3.1.5. Strategies to Enhance Digital Marketing

The final section of the questionnaire addressed strategies for enhancing digital marketing at the organizational level. Table 5 indicates that the highest-rated strategy is creating real-time interactions (4.20), followed by developing KPIs to measure digital marketing (3.90) and personalizing using data (3.85). These strategies align with recommendations that emphasize the importance of innovation and the use of digital technology in sustainable development (Chen et al., 2025).

Table 5. Strategies to Enhance Digital Marketing

Strategy	Average	Ranking
Creating real-time interactions	4.20	1
Developing KPIs for digital marketing	3.90	2
Personalizing using data	3.85	3
Encouraging innovation in digital marketing	3.75	4
Utilizing new technologies	3.65	5

Table 5 outlines effective strategies for improving digital marketing efforts. The top strategy is creating real-time interactions, with an average score of 4.20, reflecting its importance in engaging customers. Developing key performance indicators (KPIs) follows closely at 3.90, emphasizing the need for measurable goals. Personalization through data ranks third at 3.85, while encouraging innovation and utilizing new technologies score 3.75 and 3.65, respectively. These insights guide companies in refining their digital marketing approaches.

3.2. Discussion

The implementation of Green Property principles in the land plotting sector is particularly significant in Bali, a prominent international tourist destination. As public awareness of environmental issues and sustainability continues to grow, developers must integrate these considerations into their strategies. Eco-friendly development not only satisfies market demand but also enhances the quality of life for local communities. Incorporating sustainable technologies—such as renewable energy sources, efficient water management systems, and environmentally friendly building materials—can attract consumers who prioritize sustainability. Research by Azmi et al. (2022) indicates that innovative marketing tools, like virtual reality, can effectively convey sustainability values to consumers. By visually presenting projects, developers can help potential buyers appreciate the benefits of eco-conscious investments.

Digital transformation has fundamentally altered how companies engage with their customers. In property marketing, Digital Marketing strategies have become vital for reaching broader audiences and fostering strong customer relationships. Findings from this study reveal that the ability to collect customer information and the user-friendliness of digital platforms are crucial for effective digital marketing. Utilizing social media, websites, and search engines allows developers to build a robust brand image and enhance product visibility.

Platforms like Instagram and Facebook enable developers to share compelling visual content, such as photos and videos of ongoing projects. According to Melović et al. (2020), digital marketing serves not only as a promotional tool but also as a means to strengthen brand identity. In Bali, where competition among developers intensifies, establishing a strong online presence can significantly influence potential buyers.

Combining Green Property and Digital Marketing can yield substantial benefits for developers. Millennials, who now dominate the market, show a pronounced interest in sustainability and the environmental impact of their investments. Research by Dash et al. (2021) underscores that marketing focused on experiences and sustainability can enhance customer satisfaction and increase purchase intentions. Consequently, developers should adopt marketing strategies that not only capture attention but also reflect a genuine commitment to environmental responsibility. By leveraging digital technology, developers can emphasize the sustainable aspects of their projects. Marketing content that showcases eco-friendly construction practices, the use of sustainable materials, and positive environmental impacts can resonate with environmentally conscious consumers. Additionally, featuring testimonials and positive reviews from previous clients can serve as powerful marketing tools, bolstering trust among potential buyers (Bhandari & Rodgers, 2020). This approach fosters an emotional connection between consumers and products, which is vital in influencing purchasing decisions.

While significant opportunities exist, land developers in Bali encounter challenges in merging Green Property with Digital Marketing. A key obstacle is the lack of understanding and expertise in digital marketing among industry stakeholders. The study findings indicate that many respondents believe their digital skills require enhancement and that their companies lack a clear digital marketing strategy. To overcome this challenge, developers must invest in training programs that focus on developing digital skills among employees. Training that emphasizes the use of digital marketing tools, data analysis, and social media management can empower companies to effectively reach their target audiences and promote their offerings. Collaborating with digital marketing specialists or agencies can also provide valuable insights and strategies for executing successful marketing campaigns (Tiago & Veríssimo, 2014).

The implications of this research extend to policy and practice within Bali's property industry. Local governments can actively encourage the adoption of Green Property principles by providing incentives for developers who implement environmentally friendly practices. For instance, tax reductions or subsidies for projects that utilize sustainable technologies could motivate more developers to invest in eco-friendly initiatives (Giantari & Sukaatmadja, 2021). Furthermore, enhancing facilities and infrastructure that support sustainability such as green spaces and efficient transportation systems—can increase the appeal of property development areas. Public policies that favor sustainable development will create a more favorable environment for both developers and consumers, while also preserving Bali's status as a tourist destination.

Developers must remain adaptable to shifting market conditions and consumer trends. By understanding consumer preferences and behaviors, companies can craft more effective and relevant marketing strategies. Additional research on the influence of Green Property and Digital Marketing on consumer purchasing decisions in the property sector is essential for advancing sustainable and innovative business models (Iswara et al., 2024). The integration of Green Property and Digital Marketing offers significant opportunities for land developers in Bali. By effectively leveraging these two approaches, companies can enhance their competitiveness, attract consumer interest, and contribute to environmental preservation. Although challenges persist, strategic investments in digital skill development and the adoption of eco-friendly practices will be critical for achieving long-term success in this sector. This study emphasizes the necessity of integrating these approaches and highlights the importance of collaboration among developers, government entities, and communities to foster growth and sustainability in Bali's property industry. Moving forward, the application of Green Property and Digital Marketing principles is expected to establish a new standard in land plotting business development, promoting sustainable economic growth while safeguarding the environment.

4. CONCLUSION

This research underscores the value of merging Green Property principles with Digital Marketing strategies as a strategic move for land development in Bali. As awareness of environmental issues increases, developers are urged to innovate their business practices. Implementing eco-friendly technologies, such as renewable energy sources and sustainable materials, not only aligns with consumer expectations but also contributes to environmental preservation in a time of growing ecological concern. The findings illustrate that well-executed Digital Marketing strategies can broaden market reach and enhance brand reputation. By leveraging social media platforms and captivating visual content, developers can engage a wider audience, particularly younger consumers who prioritize sustainability. Marketing approaches that focus on environmental values can boost customer satisfaction and loyalty, fostering stronger connections between developers and their clients. Despite the challenges related to digital skills and marketing expertise, the opportunity to integrate these approaches is substantial. This study recommends investing in digital skills training for marketing teams and collaborating with marketing specialists to develop more effective strategies. By embracing Green Property principles and maximizing the potential of Digital Marketing, land developers in Bali can solidify their positions in an increasingly competitive landscape. This proactive approach is likely to yield financial rewards while also generating positive outcomes for the community and the environment. By adopting these strategies, developers can remain responsive to evolving market demands, ensuring sustainable growth and relevance in the property industry.

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