



GREEN PRODUCT OF KUSAMBA SALT: AN ALTERNATIVE OF RE-BRANDING STRATEGY IN KUSAMBA, KLUNGKUNG, BALI

Sukmasari Triana Gita PUTRI¹, Putu Ayu Sita LAKSMI², Ida Ayu Putu Santi PURNAMAWATI³, I Gusti Ayu Agung Istri Sari DEWI⁴, Mohd Raziff Bin JAMALUDDIN⁵, Wan Edura Wan RASHID⁶, Shamsul Bahrin SAIHANI⁷

^{1,2,3,4} Management Department, Faculty of Economics and Business, Warmadewa University, Indonesia

^{5,6,7} Teknologi Mara University, Malaysia

Corresponding author: Putu Ayu Sita Laksmi

Email: putuayusitalaksmi@warmadewa.ac.id

Article Info:

Received: 2024-08-31

Revised: 2024-09-30

Accepted: 2024-10-15

Volume: 3

Numbers: 3

Pages: 157 - 163

Keywords:

Environmental sustainability, marketing strategy, green product, global markets

Abstract:

The Bali Government, recognizing the potential of Kusamba salt, has proposed a strategic plan to introduce it worldwide. The governor of Bali, Wayan Koster, suggested enhancing the marketing strategy to make Kusamba salt more appealing. This involves creating attractive packaging and promoting the product's unique qualities, such as its high-quality production methods and the environmental benefits of using natural Salt. Product Differentiation: The proposal emphasizes the need to differentiate Kusamba salt from other table salt products in the market. This could be achieved by highlighting the product's low iodine content, which benefits health and environmental sustainability. Market Integration: The plan also aims to integrate Kusamba salt into global markets. This involves identifying and establishing partnerships with international retailers and distributors interested in natural and health-conscious products. Farmer Empowerment: A significant part of the strategy focuses on empowering the salt farmers of Kusamba village. This includes facilitating the management of BPOM (Badan et al.) licenses and creating opportunities for the farmers to participate in the marketing and distributing their products. Environmental Sustainability: The proposal highlights the importance of promoting Kusamba salt as an environmentally friendly product. This could involve using eco-friendly packaging and promoting the product's sustainable production methods. In summary, the "Green Product of Kusamba's Salt: An Alternative of Rebranding Strategy" this study aims to elevate the market value of Kusamba salt by optimizing its marketing strategy, differentiating it from other table salt products, integrating it into global markets, empowering the salt farmers, and promoting its environmental sustainability.

INTRODUCTION

The global market for table salt is highly competitive, with numerous brands offering similar products. Kusamba salt, with its low iodine content and environmental sustainability, can differentiate itself from competitors. However, the challenge lies in effectively communicating these unique qualities to consumers and ensuring that the rebranding efforts are perceived as significantly different or superior to other table salt options (Jayawarsa et al., 2025). This requires a well-planned marketing strategy that highlights the product's unique attributes and addresses consumer concerns and preferences for health and environmental benefits. Moreover, the proposal emphasizes the need to empower the salt farmers of Kusamba village, which is crucial for the long-term sustainability of the product. This involves facilitating the management of BPOM licenses and creating opportunities



for the farmers to participate in the marketing and distributing their products (Mikalef et al., 2019). Ensuring that the farmers are actively involved in the rebranding process is essential for maintaining the authenticity and quality of the product. The environmental sustainability aspect of the proposal is also significant. Promoting Kusamba salt as an environmentally friendly product can attract a growing consumer base that values sustainability. However, it is essential to ensure that the promotion of environmental benefits is genuine and not misleading, as greenwashing can damage the product's reputation and market perception (Broadstock et al., 2021).

The collaboration between Warmadewa University and UiTM in implementing the program can involve several joint activities and initiatives. Capacity Building and Training: Organize training programs and workshops for salt farmers and entrepreneurs to enhance their knowledge about marketing, green products, and international business practices. Both universities collaborate in researching existing and potential international markets for the green products of Kusamba Salt (Karandish et al., 2021). By leveraging the expertise and resources, this collaborative action will enhance the product's potential and contribute to the sustainability of the legacy of Salt making in Kusamba. Given the lack of specific details from the provided source, I will outline potential problems that partners might face in implementing the "Green Product Of Kusamba's Salt: An Alternative of Rebranding Strategy" based on common challenges in marketing and rebranding strategies. 1. Market Acceptance: One of the primary challenges for partners involved in rebranding Kusamba Salt is ensuring that the new marketing strategy effectively communicates the product's unique qualities and benefits to consumers. If the market does not perceive the product as significantly different or superior to other table salt options, the rebranding efforts may not yield the desired results. 2. Quality Assurance: Maintaining the high quality of Kusamba salt is crucial for its success in the market. Partners must ensure that the production process adheres to the highest standards, as any compromise on quality could undermine the product's reputation and market position.

In summary, partners involved in the "Green Product Of Kusamba's Salt: An Alternative of Rebranding Strategy" face several challenges, including market acceptance, quality assurance, competitive landscape, regulatory compliance, distribution challenges, farmer engagement, financial resources, and consumer awareness. Overcoming these challenges requires a well-planned and executed strategy that effectively addresses each area. To address the five challenges outlined in the "Green Product Of Kusamba's Salt: An Alternative of Rebranding Strategy," the following solutions are proposed. To ensure market acceptance, conducting thorough market research to understand consumer preferences and develop a compelling brand story highlighting Kusamba salt's unique benefits is crucial. Collaborating with influencers and health experts can also help effectively promote the product. Implementing a rigorous quality control system and investing in technology to ensure consistent quality is essential. Regular training and education for the production team on best practices for salt production can further enhance quality assurance. Conducting a comprehensive competitive analysis to identify market gaps and developing a unique value proposition can help Kusamba Salt stand out. Leveraging partnerships with health and wellness brands can increase visibility and credibility.

The target of the research on "Green Product Of Kusamba's Salt: An Alternative of Rebranding Strategy" can be focused on the following: 1. Increasing Market Awareness and Acceptance: The first target is to increase the understanding and acceptance of Kusamba salt among consumers, especially those interested in natural and sustainable products. This includes organizing marketing campaigns and workshops to educate consumers about the unique qualities of Kusamba salt, such as its low



iodine content and environmental benefits. 2. Adoption of the Rebranding Strategy: The next goal is to successfully implement the rebranding strategy for Kusamba salt, making it more appealing and competitive in the global market. The success of the marketing campaigns can measure this target, the increase in sales, and the recognition of Kusamba salt as a premium product. 3. Enhancing the Market Value of Kusamba Salt: The main target of this study is to significantly increase the market value of Kusamba salt by optimizing its marketing strategy, differentiating it from other table salt products, and integrating it into global markets. This can be measured by the product's market share increase and its presence in international markets. 4. Empowering Salt Farmers: Another critical target is to empower the salt farmers of Kusamba village through improved marketing and distribution opportunities. This includes facilitating the management of BPOM licenses and creating new marketing channels for the farmers. 5. Promoting Environmental Sustainability: One key target is promoting Kusamba salt as an environmentally friendly product. This includes using eco-friendly packaging and promoting sustainable production methods. The success of this target can be measured by adopting eco-friendly practices and recognizing Kusamba salt as a sustainable product. 6. Documentation and Dissemination of Results: The last target is the documentation of research results and dissemination of information to the public, either in scientific publications, seminars, or workshops. This objective is to share the knowledge gained and extend the influence of this research to other regions or related parties. By identifying and setting these targets, the research can have a clear direction and provide a solid foundation for achieving positive change in the market value and global presence of Kusamba salt, as well as empowering local communities and promoting environmental sustainability (Rasoolimanesh et al., 2020).

The expected outputs of the research on "Green Product Of Kusamba's Salt: An Alternative of Rebranding Strategy" may include: 1. Scientific Papers or Journals: Research findings and analyses that detail the strategic plan for rebranding Kusamba salt, including its marketing optimization, product differentiation, market integration, farmer empowerment, and environmental sustainability. These papers could be published in journals focusing on sustainable development, marketing strategies, and rural development. 2. Rebranding Strategy Guide: A comprehensive guide that outlines the steps and recommendations for implementing the rebranding strategy of Kusamba salt. This guide could serve as a blueprint for similar initiatives in other regions or industries aiming to enhance the market value of traditional products through rebranding. 3. Impact Evaluation Report: A report assessing the effectiveness of the rebranding strategy in enhancing the market value of Kusamba salt, improving the livelihoods of salt farmers, and promoting environmental sustainability (Saputra & Jayawarsa, 2023). This report will evaluate the strategy's success through market acceptance, sales growth, and farmer engagement metrics. 4. Workshop or Seminar: Organization of workshops or seminars to disseminate the findings and strategies of the rebranding initiative. These events could involve stakeholders such as the Bali Government, local farmers, marketing experts, and environmental sustainability advocates to share knowledge, experiences, and best practices. 5. Collaboration and Partnership Documentation: Documentation of the collaborations and partnerships established to support the rebranding strategy. This could include agreements with international retailers, distributors, and environmental organizations, as well as the involvement of local government bodies and community groups in the initiative. These outputs are expected to contribute significantly to developing sustainable marketing strategies for traditional products like Kusamba salt, providing a model for other regions and industries to follow (Watto et al., 2020). They aim to enhance the market value of Kusamba salt, empower local communities, and promote environmental sustainability.



METHODS

For the research on "Green Product of Kusamba's Salt: An Alternative of Rebranding Strategy," several effective methods can be employed to enhance the market value of Kusamba salt and promote its environmental sustainability:

1. **Market Research and Consumer Analysis:** Conducting thorough market research to understand consumer preferences, especially those interested in natural and sustainable products. This includes analyzing consumer behavior, preferences, and the competitive landscape to identify opportunities for rebranding Kusamba Salt.
2. **Stakeholder Engagement:** Engaging with various stakeholders, including the Bali Government, local farmers, marketing experts, and environmental sustainability advocates. This involves organizing meetings, workshops, and seminars to gather insights, build consensus, and develop a unified strategy for rebranding Kusamba salt.
3. **Development of a Rebranding Strategy:** Based on the market research and stakeholder engagement, developing a comprehensive rebranding strategy that outlines the unique selling propositions of Kusamba salt, such as its low iodine content, environmental benefits, and high-quality production methods. This strategy should include marketing tactics, packaging design, and distribution channels.
4. **Implementation of the Rebranding Strategy:** Implementing the rebranding strategy through targeted marketing campaigns, partnerships with international retailers and distributors, and promotional activities. This includes creating attractive packaging, leveraging social media and influencer marketing, and establishing eco-friendly distribution networks.
5. **Monitoring and Evaluation:** Continuously monitoring the effectiveness of the rebranding strategy through market research, sales data, and consumer feedback. This involves evaluating the strategy's impact on market acceptance, sales growth, and the farmers' engagement in the marketing and distribution process.
6. **Collaboration and Partnership:** Establishing partnerships with international logistics companies, online marketplaces, and e-commerce platforms to facilitate the distribution of Kusamba salt to international markets. Collaborating with health and wellness brands can also increase visibility and credibility.
7. **Training and Capacity Building:** Training and capacity building for the salt farmers of Kusamba village on the new marketing and distribution channels. This includes training on managing BPOM licenses and participating in their products' marketing and distribution.
8. **Promotion of Environmental Sustainability:** Promoting Kusamba salt as an environmentally friendly product through eco-friendly packaging, sustainable production methods, and educational campaigns. This includes collaborating with environmental organizations and using the product's environmental benefits as a selling point.
9. **Feedback Loop and Continuous Improvement:** Establishing a feedback loop with consumers and stakeholders to gather insights and continuously improve the rebranding strategy. This ensures that the strategy remains relevant and effective in meeting the changing needs and preferences of the market.
10. **Documentation and Dissemination of Results:** Documenting the rebranding strategy's research findings, implementation process, and outcomes. Disseminating this information through scientific publications, seminars, or workshops to share knowledge and inspire similar initiatives in other regions or industries. By employing these methods, the research aims to effectively rebrand Kusamba salt, making it more appealing to consumers worldwide and empowering the salt farmers of Kusamba village through improved marketing and distribution opportunities.

RESULTS AND DISCUSSION

By implementing the program Green Product Of Kusamba's Salt: An Alternative of Rebranding Strategy in Kusamba, the community developed their skill in marketing, especially in



branding their product. Improving their marketing skills can lead them to expand the market segmentation to international customers. Moreover, this program can establish new networks through our international connections and partnerships. In the long run, the community can adapt to globalization and still exist in their market (Kanagaraj et al., 2015). Not only to survive, but the community can also have sustainable branding that can influence people to revisit their destinations. Kusamba Salt's Community has been selling its product to businesses and direct customers. Salt is well-known for its relaxation impact, the hygiene of natural products, and the organic process. Many beauticians and beauty enthusiasts buy the Salt to enhance their beauty treatment and receive organic value.

Moreover, Kusamba Salt has a few minor varieties, such as frangipani, magnolia champaca, and jasmine. This fragrance comes from natural, fresh, and local flowers. By implementing their traditional process, the Salt claims it has lower iodine than the regular one. Lower iodine salt can help the consumer's health by reducing the risk of vascular trauma, osteoporosis, and cardiomyopathy (Rehan et al., 2014). The traditional process can enhance the unique value of salt by its content, legacy value, and lack of additional preservatives. Even though many supermarkets did not accept the Salt, we maximized the promotion through e-commerce, government websites, word of mouth locally and overseas, and business-to-business (Song et al., 2019).

Rebranding a location like Kusamba in Klungkung, Bali, involves a comprehensive strategy to reshape its image, attract visitors, and foster community engagement. Here are the results of the analysis of the rebranding strategy for Kusamba, Klungkung, and Bali. Market Analysis Travel Trends: Many tourists seek authentic experiences and local culture. Kusamba has the potential to attract visitors interested in Bali's natural beauty and traditions. Competition: Kusamba must compete with other popular destinations in Bali. Clear differentiation is needed to attract attention. Kusamba can be positioned as a destination that offers authentic cultural experiences and serene natural beauty (Predana et al., 2020). Logos and design elements that depict Balinese traditions and natural beauty will help create a strong impression. Use social media and quality content to attract tourists (Laksmi et al., 2023). Partner with travel agents and influencers to increase visibility. Conduct training for residents in customer service and sustainable tourism. Organize local festivals to celebrate culture and traditions. Introduce programs that support the preservation of the environment and local culture. Encourage tourists to shop at local markets and try local cuisine (Sanjayani et al., 2024). Collect feedback from visitors and the community to evaluate the success of the rebranding. Establish KPIs to measure visitor growth, customer satisfaction, and community engagement (Laksmi & Arjawa, 2023). Kusamba's branding requires a holistic and integrated approach, focusing on preserving culture and the environment. By leveraging its unique potential and engaging the community, Kusamba can build an identity that appeals to tourists and supports the local community's well-being.

CONCLUSION

The rebranding strategy for Kusamba, Klungkung, aims to reposition the area as a unique and attractive destination that highlights its cultural heritage, natural beauty, and sustainable practices. The following key points summarize the conclusions drawn from the analysis:

1. Unique Value Proposition: Kusamba has the potential to stand out in Bali's tourism landscape by emphasizing its authentic cultural experiences, such as traditional salt-making and local crafts, alongside its serene coastal environment.



2. Community Engagement: Successful rebranding hinges on the active involvement of the local community. By providing training and support for local businesses, the strategy fosters a sense of ownership and pride among residents, enhancing the overall visitor experience.
3. Targeted Marketing: Identifying and targeting specific demographics, particularly eco-conscious travelers and cultural enthusiasts, will allow for more effective marketing campaigns. Utilizing digital platforms and partnerships with influencers can significantly boost visibility.
4. Sustainable Practices: Emphasizing sustainability will appeal to modern travelers and ensure that Kusamba preserves its natural and cultural resources for future generations. Initiatives focused on ecotourism can enhance the area's attractiveness while minimizing environmental impact.
5. Continuous Feedback and Adaptation: Implementing a robust system for collecting feedback from visitors and locals will help assess the effectiveness of the rebranding efforts. Regularly reviewing and adapting strategies based on this feedback is essential for long-term success.
6. Cultural and Environmental Preservation: The rebranding strategy must balance tourism growth with preserving local culture and the environment. This approach will help maintain Kusamba's unique identity and enhance its appeal as a sustainable destination.

In conclusion, Kusamba's rebranding strategy has the potential to create a vibrant, sustainable, and culturally rich destination that attracts visitors while benefiting the local community. Kusamba can carve out a distinctive niche in Bali's tourism market by focusing on its unique strengths and fostering collaboration among stakeholders.

REFERENCES

- Broadstock, D. C., Chan, K., Cheng, L. T. W., & Wang, X. (2021). The role of ESG performance during financial crisis: Evidence from COVID-19 in China. *Finance Research Letters*, 38(June 2020), 101716. <https://doi.org/10.1016/j.frl.2020.101716>
- Jayawarsa, A. A. K., Saputra, K. A. K., & Narindra, A. A. N. M. (2025). Strengthening Ecotourism to Improve Quality of Life in Ubung Kaja Village through Creativity, Order, and Cultural Values. *Community Service: Sustainability Development*, 2(1), 109-114.
- Kanagaraj, J., Senthilvelan, T., Panda, R. C., & Kavitha, S. (2015). Eco-friendly waste management strategies for greener environment towards sustainable development in leather industry: A comprehensive review. *Journal of Cleaner Production*, pp. 89, 1-17. <https://doi.org/10.1016/j.jclepro.2014.11.013>
- Karandish, F., Hogeboom, R. J., & Hoekstra, A. Y. (2021). Physical versus virtual water transfers to overcome local water shortages: A comparative analysis of impacts. *Advances in Water Resources*, 147(April 2020), 103811. <https://doi.org/10.1016/j.advwatres.2020.103811>
- Laksmi, P. A. S., & Arjawa, I. G. W. (2023). Peran Pemerintah Dan Modal Sosial Dalam Meningkatkan Kesejahteraan Pelaku Usaha. *JOURNAL SCIENTIFIC OF MANDALIKA (JSM)* e-ISSN 2745-5955 | p-ISSN 2809-0543, 4(3), 12-21.
- Laksmi, P. A. S., Putra, Y. D., Sara, I. M., Setena, I. M., Putra, I. K., & Jamaludin, M. R. (2023). Self-Reliance with Nature: Development of Subak Ecotourism as an Effort to Empower the Local Community in Siangan Village, Gianyar District, Gianyar Regency. *Bhakti Persada Jurnal Aplikasi IPTEKS*, 9(2), 118-123.

- Mikalef, P., Boura, M., Lekakos, G., & Krogstie, J. (2019). Big data analytics and firm performance: Findings from a mixed-method approach. *Journal of Business Research*, 98(February), 261–276. <https://doi.org/10.1016/j.jbusres.2019.01.044>
- Predana, P. G. W., Jayawarsa, A. A. K., Purnami, A. A. S., Larasdiputra, G. D., & Saputra, K. A. K. (2020). Effect Of Easy Use, Trust And Benefits Of Mobile Banking Services. *International Journal of Environmental, Sustainability, and Social Science*, 1(2), 36–40. <https://doi.org/10.38142/ijesss.v1i2.25>
- Rasoolimanesh, S. M., Ramakrishna, S., Hall, C. M., Esfandiar, K., & Seyfi, S. (2020). A systematic scoping review of sustainable tourism indicators about the sustainable development goals. *Journal of Sustainable Tourism*, 0(0), 1–21. <https://doi.org/10.1080/09669582.2020.1775621>
- Rehan, R., Knight, M. A., Unger, A. J. A., & Haas, C. T. (2014). Financially sustainable management strategies for urban wastewater collection infrastructure - developing a system dynamics model. *Tunnelling and Underground Space Technology*, pp. 39, 116–129. <https://doi.org/10.1016/j.tust.2012.12.003>
- Sanjayani, M. W. G. H., Saputra, K. A. K., & Surasmi, I. A. (2024). The Influence Of Implementation Of Sustainability Accounting And Management Participation On Employee Performance In The Bina Sejahtera Badung Employee Cooperative. *International Journal of Environmental, Sustainability and Social Science*, 5(1), 147–153.
- Saputra, K. A. K. S., & Jayawarsa, A. A. K. (2023). Potential Tourism Village Development Activities in Kerobokan Village, Sawan District, Buleleng Regency, Bali. *Community Service: Sustainability Development*, 1(1), 38–44.
- Song, M., Fisher, R., & Kwoh, Y. (2019). Technological challenges of green innovation and sustainable resource management with large scale data. *Technological Forecasting and Social Change*, 144(xxxx), pp. 361–368. <https://doi.org/10.1016/j.techfore.2018.07.055>
- Watto, W. A., Manurung, D. T. H., Saputra, K. A. K., & Mustafa, S. G. (2020). Corporate Social Responsibility and Firm Financial Performance: A Case of SME's Sector in Pakistan. *International Journal of Environmental, Sustainability, and Social Science*, 1(2), 62–74. <https://doi.org/10.38142/ijesss.v1i2.30>