



## Branding Activities for Raja Ampat Geopark Development in the Pentahelix Model Perspective

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### Abstract

*The creation of parks as a significant endeavor to enhance the worth of tourism sites has emerged as a prominent phenomenon that garners global attention. The Raja Ampat Geopark has initiated branding efforts to position itself as an exceptionally distinctive tourism attraction in Indonesia. Collaboration amongst stakeholders is essential and cannot be disregarded. This research seeks to ascertain the branding activities involved in establishing the Raja Ampat Geopark, as well as the specific roles played by each partner, utilizing the Penta helix model and collaboration theory. The constructivist paradigm is employed to comprehend the process of knowledge generation inside the Penta helix model. The research findings indicate that successful geopark branding relies on a strong partnership between the government, universities, the tourism industry, local communities, and digital media. Integrating promotion with the preservation of nature and culture in a branding plan effectively enhances awareness and fosters a favorable perception of the Raja Ampat Geopark in a sustainable manner. While the Raja Ampat Geopark has experienced a notable increase in tourism, there are difficulties in effectively managing the balance between this growth and the preservation of the environment, which is crucial for ensuring a sustainable future. This study enhances the progress of geopark development and sustainable tourism by emphasizing the significant role of collaboration and branding based on the Penta helix model. Additional study is required to offer efficient recommendations for the establishment of parks in the future.*

## Introduction

Tourism has a central role in economic growth, community welfare, and environmental preservation. Tourism growth in Raja Ampat has a positive impact on the regional economy, increasing income, and creating jobs (Bakti et al., 2018). Although tourism has proven to be a major contributor to state revenues in different parts of the world (Lai-Kwon et al., 2019; Lee & Syah, 2018), there are still gaps in previous research related to the potential of geological tourism or tourism, especially in Raja Ampat.

Geotourism offers a tourism experience that focuses on geology and earth hangar, and Raja Ampat has great potential to develop tourism thanks to its extraordinary underwater natural beauty (Geopark Raja Ampat, 2022). Geopark development, as a concept of sustainable regional economic management, requires a holistic and sustainable approach (Du & Girault, 2018). Although Raja Ampat Geopark has used Brand Communication and Penta helix model to increase the promotion and participation of related actors, it is still necessary to understand its effectiveness, especially in the context of tourism (Yuliawati et al., 2016).

In facing the COVID-19 pandemic, tourism in Raja Ampat has experienced a significant impact, and the recovery of this sector is crucial to maintaining the sustainability of the Raja

Ampat Geopark (Geopark Raja Ampat, 2022) Tourist visit data is key to understanding the impact of the pandemic on the tourism sector and Raja Ampat Geopark. Therefore, this study identifies gaps in understanding related to tourist visits and the importance of tourism sector recovery, especially in the context of Raja Ampat Geopark.

Table 1. Data on Tourist Visits in Raja Ampat Regency

No.	Visit Data	Year				
		2018	2019	2020	2021	2022
1	Foreign Tourist	23099	24090	7439	697	752
2	Domestik Tourist	20811	22285	814	1533	4973
<b>Total</b>		<b>43910</b>	<b>46375</b>	<b>8253</b>	<b>2230</b>	<b>5725</b>

The efforts of the Raja Ampat Regency Government in implementing the concept of sustainable regional development through parks require deeper support and understanding from various parties, including stakeholders and the community (Geopark Raja Ampat, 2022). Although the Sustainable Tourism Destination Guidelines have been updated to create tourism activities that provide benefits to society and the environment (Mohd Yusof et al., 2019; Sugandini et al., 2018), there are still gaps in the understanding and implementation of this concept in the context of Raja Ampat Geopark.

There is currently limited research on the use of destination branding pentahelix in geopark development. Prior research conducted by Mohd Yusof et al. (2019) demonstrated the endorsement of stakeholders for Langkawi Geopark as a globally recognized brand by UNESCO. However, there is still a lack of clarity in the execution and safeguarding of the brand. The research on branding and Penta helix has identified several roles, however, the promotion of sites by local agencies is suboptimal (Raseuki & Choiriyati, 2019). West Java's community engagement in geopark management is understudied (Raharjo et al., 2020) in stakeholder identification of ciletuh geopark management in sukabumi. This might include assessing community empowerment and stakeholder involvement in tourism sustainability. Insani et al. (2023) examined strategic challenges in the development of the Batur UNESCO Global Geopark in Indonesia and proposed a Penta helix model to increase tourism and local economic well-being. The findings demonstrate that development factors including management, coordination, and party collaboration are vital. For instance, the government's regulatory procedure requires five stakeholders' involvement. Results show that each pentahelix piece is not fully involved. and communication between elements demonstrates a discrepancy between interests, expectations, and realities. This study shows that a lucrative, comprehensive, and sustainable tourism program involves collaboration and open, interactive communication (Chamidah et al., 2020).

The above research shows that stakeholders lack an adequate understanding of the Geopark concept, the effectiveness of community involvement in Geopark management, the Penta Helix model in Geopark development, and optimal communication and interaction patterns between Penta Helix elements. This urges more research and attempts to close these gaps. This research should deepen understanding, boost community engagement, promote cooperation, and improve transparent and participatory stakeholder communication.

Previous research on destination geopark branding was limited, and this study seeks to fill the gap by focusing on Raja Ampat Geopark. This research will analyze the effectiveness of community involvement in the management of Raja Ampat Geopark, apply the Penta Helix model in the context of tourism, and explore optimal communication and interaction patterns between Penta Helix elements. These gaps show the need for more in-depth research to understand the Geopark concept, increase community participation, and build an effective

collaboration model for the future development of Raja Ampat Geopark. Thus, this research is expected to provide effective guidance for the development of Raja Ampat Geopark and advance the understanding and practice of sustainable tourism.

## Methods

This research is conducted with the primary objective of delving into and uncovering key aspects related to branding activities in the development of Geopark Raja Ampat, with an emphasis on the roles of each stakeholder in the Pentahelix Model. The constructivism paradigm is adopted to provide a foundational understanding of how involved parties create beliefs and meanings that shape reality in the context of branding activities (Kriyantono, 2020; Moleong, 2018). Through a descriptive qualitative approach with a descriptive case study research design, this study opens space to provide a comprehensive overview of branding strategies, promotional activities, and the crucial roles played by the government, tourism industry, local community, academia, and media (Mohd Yusof et al., 2019). The focus of this research is not only limited to the activities themselves but also considers how interactions and dynamics occur among the five components of the Pentahelix Model. In this regard, the research holds significant value as it provides in-depth insights into how branding activities can be directed to support the sustainable development of Geopark Raja Ampat and deliver maximum benefits to all stakeholders. By employing integrated data collection techniques, including observation, in-depth interviews, and documentation, along with continuous data analysis, this research is expected to make a tangible contribution to the literature on destination tourism management and branding concepts, particularly in the context of Geopark (Miles & Huberman, 2014). The conclusions drawn from the data analysis are anticipated to provide relevant guidance for enhancing the effectiveness of Geopark Raja Ampat's branding strategies and strengthening the roles of each stakeholder in supporting sustainable development.

## Results and Discussion

This discussion underscores the importance of in-depth explanation regarding the involvement of various stakeholders in the development of Raja Ampat Geopark. From interviews with representatives of local government, universities, and the tourism industry, it can be concluded that collaboration among various parties plays a key role in the management and promotion of this Geopark. The local government acts as a leader in policy-making and resource management, while universities provide a strong scientific foundation and the tourism industry is responsible for branding strategies and promotion. Close collaboration among government, academia, businesses, and local communities creates a holistic approach that supports the development of Raja Ampat Geopark as a leading sustainable tourism destination.

In measuring the success of branding, the local government uses various indicators such as tourist visitation growth, participation in conservation programs, and feedback from the community. Universities measure their impact through increased awareness and community participation in environmental education programs, while the tourism industry looks at increased participation in local businesses and heightened environmental awareness as measures of success. Challenges include maintaining a balance between tourism growth and environmental preservation, and ensuring equitable economic benefits for the local community. However, through close collaboration and concerted efforts to optimize the potential of Raja Ampat Geopark, various stakeholders can overcome these challenges and achieve common goals in sustainable tourism development.

From the discussion results, several important findings related to specific initiatives and programs conducted by various stakeholders in the development of Raja Ampat Geopark emerged, including the role of the local government in taking concrete steps such as

approaching UNESCO, policy formulation, and collaboration with local communities and environmental NGOs. The Geopark development program formulated by the local government encompasses missions on Geology, Biodiversity, Culture, and Institutional aspects, as well as implementing Geological, Biological, and Cultural conservation programs. The contribution of local universities in scientific research, education, training, and sustainability advocacy provides a strong scientific basis for Geopark management and development. Tourism companies like PapuaExplorer play a role in branding activities for Raja Ampat Geopark with strategies that consider economic and environmental impacts. Local communities also actively participate in Geopark branding activities through environmental education programs, cultural preservation, and decision-making related to Geopark development. Collaboration among various stakeholders is crucial in ensuring the sustainable development of Geopark and positive impacts on the environment and local communities.

Contextualizing findings in the broader socio-economic and environmental landscape of Raja Ampat will provide a more comprehensive understanding of the challenges and opportunities in Geopark management. In the socio-economic context, tourism growth in Raja Ampat has brought economic benefits to the local community, such as increased job opportunities and income. However, its impacts also include changes in local lifestyles, pressure on natural resources, and socio-cultural changes. The importance of the role of local communities in Geopark management lies not only in environmental aspects but also in ensuring fair and sustainable distribution of economic benefits from tourism among them. In the environmental context, Geopark management must consider the sustainability of natural resources such as coral reefs, mangroves, and marine biodiversity. Conservation initiatives should align with tourism activities and infrastructure development. Additionally, Raja Ampat is also vulnerable to climate change, such as rising sea temperatures and increasing acidity levels, which can impact marine ecosystems and the livelihoods of fishing communities dependent on marine resources. By understanding the broader socio-economic and environmental context, stakeholders can develop holistic and sustainable Geopark management strategies. This includes policies that consider the well-being of the local community, natural resource conservation, environmental impact mitigation, and climate change adaptation. Collaboration between government, local communities, research institutions, and the private sector is also important to achieve successful and sustainable Geopark management goals.

Furthermore, let's delve deeper into two aspects related to tourism management in Raja Ampat:

The resilience of branding strategies in facing external shocks becomes important because Raja Ampat as a famous tourist destination faces risks from external shocks, such as global crises, natural disasters, or changes in tourism trends. In facing these challenges, it is important to develop a strong and sustainable destination brand that is not only attractive to tourists but also resilient to external shocks. Branding strategies should emphasize sustainability values, environmental conservation, and local wisdom. Market diversification and strategic partnerships with tourism industry players can help create resilience to market changes and external shocks. For example, developing tourism products that appeal to different market segments or partnering with airlines to improve accessibility.

The need for sustainable innovation also becomes a key focus in maintaining competitiveness in the global tourism market. The global tourism market continues to evolve and change, with emerging new trends and increasing competition. To remain competitive, Raja Ampat needs to continuously innovate in destination management. Innovation in tourism product development, such as extreme adventure tours, sustainable themed tour packages, or developing new attractive destinations, can help maintain competitiveness. Additionally, innovation in marketing and promotion is also crucial. Leveraging digital technology and social media to

increase destination visibility, creating compelling content and sharing positive tourist experiences, and engaging tourism influencers can help expand market reach. Investment in tourism infrastructure, workforce training, and human resource development is also part of sustainable innovation to improve service quality and tourist experiences. By considering these aspects and integrating strong branding strategies with sustainable innovation, Raja Ampat can prepare itself to face challenges and maintain its competitiveness in the global tourism market in the long run.

Acknowledging the limitations of research and proposing directions for further research is an important step in strengthening the scientific contribution of the findings obtained. In the context of Raja Ampat Geopark development, acknowledging that the data used may be influenced by sample bias and data limitations is a critical first step. However, by realizing this, we can identify directions for deeper and more beneficial research. For example, further research on how destination brand image affects visitor perceptions and satisfaction can help us understand how Raja Ampat Geopark can attract more tourists and maintain its popularity in the global market. Furthermore, through further investigation into the effectiveness of conservation programs and analysis of innovation needs to enhance tourism competitiveness, we can develop more holistic and sustainable management strategies. Thus, acknowledging the limitations of research is not only a constraint but also a gateway to deeper understanding and the development of more effective solutions to advance Raja Ampat Geopark in the long term.

## **Discussion**

In this sub-chapter, researchers will describe and discuss the data and information that we have obtained through in-depth observations and interviews related to branding activities in the development of the Raja Ampat Geopark. The main focus of this discussion is to understand the role of each element of Pentahelix, namely government, academia, industry, society, and media, in a collaborative effort to develop Raja Ampat Geopark.

### **Branding activities carried out in the development of Raja Ampat Geopark**

The determination of the unique identity and value of Raja Ampat Geopark is the foundation of a strong branding strategy (Tiago et al., 2021). This destination amazes visitors with its natural beauty, including views of corals, beautiful islands, and clear seawater. Its marine biodiversity is characteristic, offering exclusive experiences with diverse marine species, such as colorful fish and stunning coral reefs (Mohd Yusof et al., 2019). In addition, Raja Ampat Geopark has a wealth of local culture that is its own attraction for tourists who want to feel the life and traditions of the Papuan people.

The specialty of Raja Ampat Geopark also lies in its limited access, keeping it away from crowds and providing exclusive experiences to visitors (Septiana et al., 2023). Home to Raja Ampat Marine Park, which is the largest in the world, this destination is a magnet for divers who want to explore its underwater diversity (Septiana et al., 2023). The geopark offers a variety of unique ecosystems, including mangroves, karst islands, and tropical rainforests, providing visitors with a diverse ecotourism experience.

Raja Ampat Geopark's commitment to nature conservation is reflected in measures such as protection zones and continuous conservation campaigns (Andradi-Brown et al., 2021). The authenticity of this destination is maintained through the existence of traditional fishing villages that still maintain their lifestyle. This destination also offers a variety of extreme activities, such as hiking, rock climbing, and snorkeling, challenging visitors amidst the beauty of the wild (Andradi-Brown et al., 2021). By combining underwater and above-water charms, Raja Ampat Geopark has become an extraordinary and authentic tourism destination for adventurers (Tiago et al., 2021).

A crucial step in promoting Raja Ampat Geopark is to build its image and identity through branding strategies (Van Geert, 2019). This involves crafting key messages that reflect the value and uniqueness of the Geopark, as well as the creation of logos that reflect unique characteristics, such as coral reefs and biodiversity (Tiago et al., 2021; Van Geert, 2019). The logo has a deep meaning, encompassing symbols of the archipelago, the earth's equator, waves, the sun, geological heritage, terrestrial and marine biodiversity, as well as its identity and slogan (Geopark Raja Ampat, 2022).

The Raja Ampat Geopark logo was recognized by UNESCO in 2023, strengthening its reputation and supporting efforts to preserve and manage geological, biological, and cultural heritage in the region (Geopark Raja Ampat, 2022). The application of the UNESCO logo also helps Raja Ampat Geopark become part of a global network, increase international promotion, and support the development of sustainable tourism as well as education about natural and cultural wealth in Raja Ampat. The success of this branding shows the importance of branding measures in improving the image of tourism destinations.

It is important to utilize social media such as Instagram and Facebook as communication tools. Social media can help introduce Geopark to a global audience and attract the attention of potential tourists. Through the social media platforms created (can be seen in Figure 1), Geoparks can promote tourist attractions, natural beauty, and available activities. In addition, social media allows direct interaction with the community, so Geopark can listen to input, answer questions or concerns, and build positive relationships with visitors and locals. Geoparks can also use social media to convey information about conservation, sustainability, and environmental protection, and educate the public, tourists, and the younger generation. Utilizing social media effectively allows Geopark to forge partnerships and collaborations with institutions, organizations, and individuals who share the same goals (Schrader et al., 2020). Overall, social media is a powerful tool to expand the reach and impact of the Raja Ampat Geopark, promote sustainability goals, and raise awareness about natural beauty and biodiversity. To promote Geopark as a tourist destination, a strong digital marketing strategy is highly recommended. This includes leveraging online advertising campaigns, optimizing keyword visibility, maintaining active social media accounts, sharing engaging content, and collaborating with tourism influencers (Atmodjo et al., 2020).

Attend regional, national, and international tourism exhibitions to expand the reach and introduce the Geopark to tourism professionals and media. Work with travel agents and online travel agents to include Geopark in their tour packages. This can help attract more travelers looking for exclusive experiences. According to research (Rasyid et al., 2022) Implement email marketing campaigns that focus on information about Geoparks, special offers, and current news. Email marketing can be an effective way to communicate with potential visitors (Rodrigues et al., 2021). Create attractive brochures, pamphlets, and physical promotional materials that can be distributed at related tourism locations. Organizing special event activities in the Geopark, such as cultural festivals, nature conservation activities, and extreme sports events. This event can be an additional attraction that increases the popularity of the destination.

Raja Ampat Geopark Management has developed 31 comprehensive programs focusing on geology, biodiversity, culture, and institutions. These programs aim to protect and preserve the region's natural and cultural wealth through various education and conservation efforts.

The Pentahelix model highlights the key role of various parties in the innovation ecosystem, especially in the development of a region or industry. In the case of Raja Ampat Geopark, the government plays an important role in the formulation of policies and regulations that support

its development. This includes measures to manage the environment, monitor nature conservation efforts, and develop infrastructure necessary for tourism. To support the preservation of nature and culture in the geopark, the government also directs public funds (Latuny et al., 2022).

In addition, the government is also involved in Raja Ampat Geopark branding activities and plays a central role in formulating tourism policies that support promotion and branding. This includes implementing regulations for tourism businesses, environmental protection, and cultural preservation. The government is also responsible for preserving the natural environment of the geopark by regulating potentially harmful activities and implementing conservation policies. They can also provide financial resources for nature and cultural conservation programs (Latuny et al., 2022). With a strong government role in formulating policies, regulating regulations, and providing resources, Raja Ampat Geopark can advance branding activities and ensure the sustainability and protection of its natural and cultural assets (Kasikoen, 2023).

Business entities in the tourism sector play an important role in the development and imaging of the Raja Ampat Geopark. They are responsible for the management and maintenance of tourist facilities, such as hotels, restaurants, and recreational facilities, to ensure they match the image of the destination. In addition to maintaining the quality of these facilities, business actors also provide services to visitors, including customer service, tour guides, and recreational activities that highlight the uniqueness of the national park (Ariani, 2019). To promote sustainable tourism, these companies can adopt environmentally friendly practices, contribute to nature and cultural conservation programs, and collaborate with local communities to integrate cultural elements into the tourist experience (Sutrisno, 2017). It is important for tourism companies to prioritize safety and comply with government and organizational safety standards. They can also actively participate in branding activities by spreading messages, creating promotional content, and engaging in destination promotion campaigns.



Figure 1. Stake Holder MAP OF aUGGp Raja Ampat

As seen in Figure 1, Raja Ampat Geopark has formed a partnership network divided into eight clusters based on the program of activities outlined in the master plan. Each cluster has specific criteria to define its role and function. This collaboration was formalized through the signing of an MoU. Geoparks are managed through these eight main clusters, each of which addresses different aspects and sectors: (1) Geotourism focuses on sustainable tourism that promotes the geological heritage and natural beauty of Raja Ampat; (2) Culture and Education aims to understand and preserve the cultural, historical, and educational aspects of the geology and nature of Raja Ampat; (3) Biodiversity focuses on preserving rich biodiversity, including plants, animals, and unique ecosystems in geopark areas; (4) The Geology Cluster preserves and understands Raja Ampat's geological features, including unique rock formations and geological processes; (5) The economy strives for sustainable local economic development, including tourism, natural resource-based industries, and other sectors; (6) Marine Coordination focuses on the management and protection of fragile marine ecosystems; (7) The Environmental Cluster monitors and protects the natural and cultural environment in Raja Ampat; (8) Infrastructure and Investment support infrastructure development and investment required for geopark management and sustainability. Together, these clusters work to strike a balance between environmental preservation and sustainable economic development, which is a key goal of the Raja Ampat Geopark.

### Pentahelix collaboration for the development of Raja Ampat Geopark



Figure 2. Partner of Geopark Raja Ampat

Collaboration is very important in the development of Raja Ampat Geopark. According to (Ansell & Gash, 2008) this collaboration involves a wide range of stakeholders, including government, industry, universities, communities, and media, working together to design sustainable policies and initiatives for parks. Local and national governments play an important role in the management and preservation of parks by providing funding, infrastructure development, and regulatory support (Chamidah et al., 2020). As a managing body, the government facilitates collaboration by regulating and supervising geopark development and influencing the dynamics of collaboration with other sectors. It was noted that the central government supports the Raja Ampat Geopark by providing financial resources for

preservation and development projects, including funds for research, conservation, and promotion (Hasa et al., 2022). This collaboration between the public sector and tourism creates strong synergies and enables geoparks to effectively implement nature and cultural conservation programs while ensuring sustainable environmental protection. The partner image of Raja Ampat Geopark can be seen in Figure 3.

Cooperation with stakeholders or parties in the Penta helix is a key element in the management of Raja Ampat Geopark, which includes nature conservation, sustainability, economic development, and responsible tourism development. Raja Ampat Geopark is one of the few parks in the world recognized by UNESCO, and cooperation with various interested parties plays an important role in maintaining and promoting the uniqueness of this region. The local government is one of the main stakeholders in the management of the Raja Ampat Geopark. This includes the West Papua provincial government and the Raja Ampat district government. Cooperation with local governments is required (Hutabarat & Pratiwi, 2022): (a) Formulation of policies and regulations that support environmental sustainability and management of Geopark areas; (b) Licensing and supervision of tourism activities and natural resource management; (c) Development of infrastructure and facilities that support tourism and sustainability.

Local communities in Raja Ampat have an important role in preserving the environment and socio-economy of the region. Cooperation with local communities is key to ensuring that locals are engaged in and supporting the goals of the Geopark (Hapsara & Ahmadi, 2022), community engagement programs that empower local communities in natural resource management, environmental conservation, and sustainable economic development. Training and education to raise awareness of the importance of sustainability and conservation. Sustainable development creates jobs and economic opportunities for local communities.

Raja Ampat Geopark also has a tourism industry which is an important source of income for Raja Ampat Geopark. Therefore, cooperation with stakeholders in the tourism industry is very important (Ibrahim et al., 2021). Cooperation with tour operators, hotels, restaurants, and other service providers to ensure that tourism activities in the Geopark area are sustainable and responsible. Development of a code of ethics and guidelines for tourism industry players to comply with sustainability principles. Promoting responsible tourism and educating tourists about the importance of protecting the Geopark environment.

Cooperation with conservation organizations is important in maintaining the natural wealth and biodiversity of Raja Ampat Geopark (Mastika et al., 2023). Support and cooperate with non-profit organizations and NGOs focused on environmental conservation, wildlife protection, and natural resource management. Conduct in-depth environmental research and monitor changes in the environment and ecosystem. Implementation of conservation and protection programs for endangered species and vulnerable ecosystems.

Universities and research institutions are important partners in data collection, scientific analysis, and environmental research. According to cooperation with parties who support and carry out in-depth environmental research to understand the Geopark ecosystem better. Scientific education and training in the field of environment, conservation, and management of natural resources. Develop collaborative research projects that can provide important insights into the sustainability of the Geopark. Regional and national tourism associations are key partners in promoting Raja Ampat Geopark as a tourist destination. Financial support from institutions and donors is needed for sustainability projects. Cooperation with the international community and educating tourists about environmental conservation are also important, so as to motivate tourists to behave responsibly during their visit.

Cooperation with all these stakeholders is essential to achieve the objectives of Raja Ampat Geopark in environmental conservation, sustainable economic development, and ensuring that this area remains beautiful and valuable for future generations. Collaboration plays a central role in maintaining a balance between nature conservation and socio-economic sustainability, by collaborating effectively with various stakeholders (Hutabarat & Pratiwi, 2022). Collaboration with various organizations, local governments, and communities is essential for the maintenance and restoration of ecosystems and wildlife in the Geopark, which will ultimately protect its biodiversity and natural beauty. This collaboration not only benefits the environment but also creates job and income opportunities for local residents, ensuring economic sustainability without harming the environment. By working closely with the tourism industry, responsible tourism practices can be implemented, limiting negative impacts and providing valuable experiences for visitors (Chamidah et al., 2020). Educational collaborations help raise awareness about nature conservation and sustainability among communities and tourists. In addition, collaborating with the government and tourism industry allows Geopark to build infrastructure that supports tourism and sustainability, such as effective waste management and renewable energy sources. Lastly, collaborations with the international community and tourists help promote Geopark globally, attracting more visitors and international support. (Lestari & Indrayati, 2022).

With strong collaboration, Raja Ampat Geopark can produce long-term plans that ensure that the region remains sustainable and beautiful for future generations, taking preventive measures to avoid environmental damage and economic losses. Effective collaboration with all interested parties is the key to success in carrying out the Raja Ampat Geopark mission. This creates a strong synergy between environmental preservation, sustainable economic development, and social responsibility that is at the core of the Geopark and the goals of the UNESCO Global Geopark (Hakim et al., 2022). With continuous collaboration, Raja Ampat Geopark can be a successful example for other regions that strive to achieve sustainability and environmental preservation.

## **Conclusion**

Overall, Raja Ampat Geopark as a tourism destination shows a strong commitment to sustainable development, nature conservation, and empowerment of local communities. Geopark's unique identity, encompassing natural beauty, marine biodiversity, and local cultural richness, is the foundation for various branding and marketing strategies that have been implemented. By utilizing social media, digital marketing, and participation in tourism exhibitions, Raja Ampat Geopark has succeeded in increasing its visibility globally. Raja Ampat Geopark builds its identity through natural beauty, marine biodiversity, and local culture as unique values of the destination. Social media strategies, including Instagram, Facebook, and YouTube, are actively used to increase visibility and engagement, creating awareness of sustainability and cultural heritage. Digital marketing, such as online advertising campaigns and collaborations with influencers, amplifies Geopark's global popularity. Participation in tourism exhibitions expands the reach and builds a positive image. Logo development is closely linked to UNESCO values, giving it prestige and opening up global networking opportunities. Email marketing campaigns and cooperation with travel agents strengthen Geopark's position in the tourism industry. Education and preservation are integrated through social media to form awareness about sustainability and cultural richness. In the context of Raja Ampat Geopark branding, the Penta helix, which involves government, business, academia, society, and media, plays a crucial role. The collaboration between these five entities ensures sustainable development, environmental conservation, and community

education. Their synergy creates a strong narrative for the Geopark, reflecting cross-sectoral commitment to building sustainable and compelling tourism destinations.

Despite having achieved UNESCO Global Geopark status, future research is still needed to deepen understanding of visitor satisfaction, disaster risk management, economic impact, and digital marketing innovation. Further studies on pentahelix collaboration and effective partnership models are also a focus to strengthen the competitiveness and sustainability of Raja Ampat Geopark. With various suggestions and findings from these studies, it is hoped that Raja Ampat Geopark can continue to develop as a tourism destination that not only attracts global tourists but also nurtures natural beauty and local wisdom for future generations. The success of Raja Ampat Geopark provides inspiration and valuable learning for the development of sustainable tourism destinations around the world.

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