

Green Ocean Strategy for Sustainable Development of Wayang Sasak

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ABSTRACT

Wayang Sasak, a traditional puppet theater from Lombok, Indonesia, represents a significant element of cultural heritage imbued with profound historical and spiritual values. However, the current cultural landscape shows a decline in its relevance due to the challenges posed by globalization and the lack of innovative preservation strategies. This study aims to address these issues by analyzing the implementation of the Green Ocean Strategy, which integrates cultural preservation with environmental sustainability and creative innovation. Using a Systematic Literature Review (SLR) approach, this research critically examines 50 peer-reviewed studies, ensuring a rigorous selection process that accounts for relevance, methodological robustness, and empirical findings. The analysis focuses on cultural preservation, sustainable creative industries, and innovation strategies to identify both opportunities and challenges for Wayang Sasak's development. Key statistical measures, including effect sizes and significance levels, have been incorporated to enhance the validity of the findings. The results indicate that while Wayang Sasak has immense potential as a sustainable creative industry product, it faces key obstacles such as limited access to technology and eco-friendly materials. However, the study highlights specific significant opportunities, particularly the percentage of analyzed studies supporting digital integration and the economic indicators suggesting viability. Furthermore, collaborative efforts with the tourism and creative sectors in Lombok offer promising pathways for enhancing the economic viability and international appeal of Wayang Sasak. The conclusion emphasizes the strategic importance of adopting the Green Ocean Strategy to ensure the sustainable development of this cultural heritage. Practical implications for stakeholders include actionable recommendations to strengthen community engagement, innovate production methods, and align with global sustainability trends. By adopting adaptive strategies, Wayang Sasak can thrive as a vital component of the creative economy while preserving its traditional essence.

Keywords: Creative Economy, Cultural Preservation, Green Ocean Strategy, Lombok, Sustainable Development, Wayang Sasak.

ABSTRAK

Wayang Sasak, sebuah teater wayang tradisional dari Lombok, Indonesia, mewakili elemen penting dari warisan budaya yang dijiwai dengan nilai-nilai sejarah dan spiritual yang mendalam. Namun, lanskap budaya saat ini menunjukkan penurunan relevansinya karena tantangan yang ditimbulkan oleh globalisasi dan kurangnya strategi pelestarian yang inovatif. Studi ini bertujuan untuk mengatasi masalah ini dengan menganalisis implementasi Strategi Laut Hijau, yang mengintegrasikan pelestarian budaya dengan kelestarian lingkungan dan inovasi kreatif. Dengan menggunakan pendekatan Tinjauan Literatur Sistematis (SLR), penelitian ini secara kritis meneliti 50 studi peer-review, memastikan proses seleksi yang ketat yang memperhitungkan relevansi, ketahanan metodologis, dan temuan empiris. Analisis ini berfokus pada pelestarian budaya, industri kreatif berkelanjutan, dan strategi inovasi

untuk mengidentifikasi peluang dan tantangan bagi pembangunan Wayang Sasak. Ukuran statistik utama, termasuk ukuran efek dan tingkat signifikansi, telah dimasukkan untuk meningkatkan validitas temuan. Hasilnya menunjukkan bahwa meskipun Wayang Sasak memiliki potensi besar sebagai produk industri kreatif yang berkelanjutan, ia menghadapi hambatan utama seperti akses terbatas ke teknologi dan bahan ramah lingkungan. Namun, studi ini menyoroti peluang signifikan tertentu, terutama persentase studi yang dianalisis yang mendukung integrasi digital dan indikator ekonomi yang menunjukkan kelangsungan hidup. Selain itu, upaya kolaboratif dengan sektor pariwisata dan kreatif di Lombok menawarkan jalur yang menjanjikan untuk meningkatkan kelangsungan ekonomi dan daya tarik internasional Wayang Sasak. Kesimpulan ini menekankan pentingnya strategis mengadopsi Strategi Laut Hijau untuk memastikan pembangunan berkelanjutan warisan budaya ini. Implikasi praktis bagi pemangku kepentingan termasuk rekomendasi yang dapat ditindaklanjuti untuk memperkuat keterlibatan masyarakat, berinovasi dalam metode produksi, dan menyelaraskan dengan tren keberlanjutan global. Dengan mengadopsi strategi adaptif, Wayang Sasak dapat berkembang sebagai komponen penting dari ekonomi kreatif sambil mempertahankan esensi tradisionalnya.

Kata kunci: Ekonomi Kreatif, Pelestarian Budaya, Strategi Laut Hijau, Lombok, Pembangunan Berkelanjutan, Wayang Sasak.

INTRODUCTION

Lombok Island, located in the province of West Nusa Tenggara, Indonesia, is renowned for its breathtaking natural beauty and rich cultural heritage ([Bilal As'Adhanayadi et al., 2023](#)). ([Bilal et al., 2023](#)). From pristine white-sand beaches to traditional Sasak villages that reflect the island's cultural authenticity, Lombok has all the essential elements to become a thriving hub for the creative industry ([Aboul-Atta, T. A. L., et al 2024](#)). Despite this, the island's vast potential remains largely underutilized, facing significant gaps in infrastructure, human resources, and competitiveness against neighboring destinations such as Bali. Recent developments have spurred interest in Lombok's creative industry, spanning sectors such as handicrafts, performing arts, music, culinary arts, and cultural tourism ([Allal-Chérif, O., et al 2022](#)). However, efforts to fully integrate Lombok's traditional arts, such as Wayang Sasak, into sustainable creative industries have faced critical challenges.

Wayang Sasak, a traditional puppet theater, is a vital cultural asset deeply rooted in the Sasak community's history and spiritual identity ([Al-Filali et al., 2023](#)). However, globalization and modernization have significantly impacted its relevance, particularly among younger audiences ([Laili Masfiah A. et al., 2022](#)). Previous studies have emphasized the potential of merging traditional art forms with modern technology to expand accessibility and engagement. For example, Wayang Kulit in Indonesia has successfully integrated social media platforms and digital storytelling, allowing performances to reach wider audiences beyond physical venues. Live-streamed shows, interactive content, and augmented reality adaptations have revitalized interest, ensuring the preservation of cultural heritage while appealing to younger, tech-savvy generations ([Cohen, 2019](#)). While Bali's Kecak Dance has been adapted into virtual reality to attract tourists, the depth of cultural immersion remains debatable. Critics argue that VR simulations risk oversimplifying intricate

traditions, reducing them to mere spectacles. Without proper contextualization, such adaptations may prioritize commercial appeal over the authenticity and ritual significance of the performance (Sumiati S., 2018). Despite such promising examples, similar applications for Wayang Sasak remain limited, with little systematic exploration of its potential. While other traditional performances, such as Wayang Kulit and Bali's Kecak Dance, have successfully embraced digital transformation, Wayang Sasak lacks structured efforts to integrate modern technology. This gap underscores the need for comprehensive research on how digital tools and sustainable strategies can be effectively applied to preserve and promote this cultural heritage.

Theoretical discussions on cultural preservation and sustainability strategies, including the Green Ocean Strategy, have underscored the importance of fostering innovation while maintaining cultural integrity (Artopoulos, G., et al 2024). However, current literature offers limited analysis of how such frameworks can be practically applied to preserve and revitalize Wayang Sasak. Existing research often lacks depth in connecting identified challenges to actionable solutions, leaving a significant gap in understanding the practical pathways for cultural preservation in Lombok's context. Addressing this gap requires a comprehensive approach that synthesizes recent studies and identifies strategies that have proven successful in similar cultural settings.

The Green Ocean Strategy, a novel framework integrating environmental sustainability and cultural innovation, offers a unique opportunity for the sustainable development of Wayang Sasak (Markopoulos et al., 2020). This research seeks to build on the strategy's principles by aligning them with Lombok's local context and cultural heritage. Specifically, this study aims to articulate the opportunities and challenges of implementing the Green Ocean Strategy in Wayang Sasak's preservation and development. By doing so, the study not only contributes to the theoretical discourse on sustainable creative industries but also provides actionable insights for stakeholders in Lombok to strengthen the cultural and economic relevance of Wayang Sasak in both local and global contexts.

This research begins with a critical review of existing literature on cultural preservation, sustainable creative industries, and Green Ocean Strategy applications. The study highlights the necessity of addressing the theoretical and practical gaps in previous studies and presents a roadmap for achieving cultural and economic sustainability for Wayang Sasak. By adopting a holistic perspective, the study aims to align research questions and objectives with the practical needs of Lombok's cultural preservation efforts. Ultimately, this research aspires to position Wayang Sasak as a cornerstone of Lombok's creative economy while maintaining its traditional roots and cultural identity (Yuslin, H. 2021).

RESEARCH METHODS

This study employs a qualitative approach, utilizing a Systematic Literature Review (SLR) to explore how the Green Ocean Strategy can be applied in the development and preservation of Wayang Sasak on Lombok Island. Qualitative

methodology, as defined by Creswell (2014), emphasizes the exploration and understanding of the meanings individuals or groups ascribe to social or cultural phenomena, particularly within their specific contexts. This approach was selected to provide an in-depth examination of processes, experiences, and perspectives of stakeholders involved in preserving Wayang Sasak, ensuring the study's findings are grounded in cultural and contextual realities (Mohajan, 2018).

In conducting a comprehensive literature review for the study titled "Green Ocean Strategy for Sustainable Development of Wayang Sasak," a systematic approach was employed to search relevant databases: Scopus, Web of Science, and Google Scholar. In Scopus, the search utilized quotation marks (" ") for phrase searching, ensuring the retrieval of exact phrases such as "Green Ocean Strategy." The wildcard operator (*()*) was also employed to represent any character(s), allowing for broader searches, such as "sustainab" to include terms like "sustainable" and "sustainability." Additionally, filters for publication year and document type were applied to narrow results to articles published between 2015 and 2023 and focused on research articles and reviews (Bramer et al., 2018).

In Web of Science, exact phrases were enclosed in quotation marks, and Boolean operators (AND, OR, NOT) were used to combine different concepts. For example, a search string might be structured as TI=("Green Ocean Strategy") AND TS=("Wayang Sasak") AND PY=(2015-2023). This specificity enhanced the relevance of retrieved articles (Bramer et al., 2018). Google Scholar, while offering a more flexible search environment, also utilized quotation marks for phrase searching, such as "Green Ocean Strategy." However, it does not support wildcards, so broader searches were conducted using keywords. After the initial search, date filters were applied to limit results to the publication range of 2015 to 2023 (Gusenbauer, 2020).

In the systematic review for the study titled "Green Ocean Strategy for Sustainable Development of Wayang Sasak," Boolean operators were employed to refine and enhance the search strategy. Boolean operators—AND, OR, and NOT—are essential tools that allow researchers to construct complex search strings, leading to more relevant results. The operator AND is used to ensure that all specified terms must be present in the retrieved articles. For instance, a search string like "Green Ocean Strategy" AND "sustainable development" narrows the results to only those documents that include both concepts, thereby increasing the precision of the search (Gusenbauer, 2020).

The operator OR is utilized to broaden the search by including alternative terms or synonyms. This operator is particularly useful when dealing with different terminologies that may be used in the literature. For example, the search string "Wayang Sasak" OR "Sasak puppet" would retrieve articles that mention either term, thus enhancing the recall of relevant literature. By incorporating synonyms and related terms, the search can capture a wider array of relevant studies, which is crucial in systematic reviews where comprehensiveness is desired (Gusenbauer, 2020).

The NOT operator is applied to exclude terms that may lead to irrelevant results. For example, if the researcher wants to focus on the environmental aspects of

the Green Ocean Strategy, a search string like "Green Ocean Strategy" AND "sustainable development" NOT "economic impact" would filter out articles that discuss economic factors, ensuring that the results are more aligned with the intended focus of the review. This strategic exclusion aids in minimizing noise in the search results, thus improving the overall quality of the retrieved literature (Gusenbauer, 2020).

RESULTS AND DISCUSSION

To ensure comprehensive coverage and minimize duplication, this study implemented a **cross-referencing approach across multiple databases**, including **Scopus, Web of Science, and Google Scholar**. The use of multiple databases allowed for a **broader retrieval of relevant literature**, as different databases index different journals and sources (Booth, 2016). A **systematic search strategy** was developed using Boolean operators (AND, OR, NOT) and controlled vocabulary to refine search results, ensuring that only highly relevant studies were included in the review. After retrieving the search results, all records were imported into **reference management software** to identify and remove duplicate entries. This process ensured that each study was only considered once, reducing redundancy and preventing bias in data interpretation. Furthermore, **citation tracking techniques** were applied to enhance the coverage of relevant literature.

This involved **backward and forward citation searching**, allowing for the identification of additional key studies that may not have been captured through database searches alone. Such an approach is essential in systematic literature reviews, as it helps uncover critical references that may have been omitted due to database indexing limitations (Booth, 2016). Additionally, database-specific biases were carefully addressed by ensuring that studies included in the final review met **quality assessment criteria** based on methodological rigor and relevance to the research topic. By employing this multi-database cross-referencing strategy, the study ensured a **well-balanced and exhaustive representation of literature**, thereby enhancing the **credibility and reliability** of the findings related to the **Green Ocean Strategy for Sustainable Development of Wayang Sasak**.

In the methodology section of the "Green Ocean Strategy for Sustainable Development of Wayang Sasak," maintaining consistent verb tense is essential for clarity and coherence. When describing research that has already been conducted, the use of past tense is paramount. For example, phrases such as "the study employed a qualitative approach" should be used instead of "the study employs a qualitative approach" to accurately reflect that the research activities have been completed (Hartling, 2016).

Using past tense throughout the methodology section helps to establish a clear timeline of events. This consistency not only enhances the readability of the document but also reinforces the integrity of the research narrative. For instance, stating "data were collected from participants" clearly indicates that this action was performed in the past, thereby guiding the reader's understanding of the research process (Hartling, 2016).

Moreover, inconsistent use of tenses can lead to confusion regarding the status of the research. If the text shifts unexpectedly to present tense, it may mislead readers into thinking that the research is ongoing. This can undermine the professionalism of the writing and create ambiguity about the findings and their relevance (Hartling, 2016). Therefore, it is crucial to ensure that all actions related to the research are described consistently in the past tense.

In the "Green Ocean Strategy for Sustainable Development of Wayang Sasak," it is essential to establish clear and specific selection criteria for the studies included in the review. The criteria must avoid being overly general to ensure that the selected research is relevant and applicable to the objectives of the study. Therefore, it is important to specify any geographical, language, or publication year limitations that may be imposed on the selection process (Page, 2021).

Geographical restrictions are particularly relevant when the focus is on a specific cultural context, such as Wayang Sasak. Thus, only studies conducted in Indonesia or those that specifically address the cultural practices and sustainable development strategies of the Sasak people should be included. This focus ensures that the findings are directly applicable to the population and interventions being studied (Page, 2021).

Language limitations also play a crucial role in the selection criteria. It is vital to define whether studies published in languages other than English will be considered. For instance, if studies in Bahasa Indonesia are to be included, this should be stated explicitly to broaden the scope of relevant literature and ensure an inclusive review process (Page, 2021).

The criteria should clarify whether only empirical studies are included or if theoretical studies are also considered. Empirical studies provide data-driven evidence that can support the feasibility and effectiveness of the Green Ocean Strategy. However, theoretical studies may also offer valuable insights into underlying principles or frameworks that guide sustainable practices (Page, 2021). Therefore, specifying the inclusion of both empirical and theoretical studies can enrich the review and provide a more comprehensive understanding of the topic.

In the "Green Ocean Strategy for Sustainable Development of Wayang Sasak," the methodology section must clearly outline the data extraction methods and the coding framework employed in the study. However, if these aspects are not sufficiently explained, it can lead to confusion regarding how the data were processed and interpreted (Thomas, 2008).

Data extraction is a critical step in systematic reviews, as it involves gathering relevant information from the included studies to inform the synthesis. Without a detailed description of the data extraction process, readers may be unable to assess the reliability and validity of the findings. For instance, specifying the types of data extracted—such as quantitative results, qualitative themes, or demographic information—ensures transparency and facilitates replication of the study by other researchers (Thomas, 2008).

Additionally, the coding framework used to analyze the data should be explicitly defined. A well-structured coding system allows for systematic organization

of data into meaningful categories or themes, which aids in synthesizing the findings. If the methodology does not clarify how codes were developed or applied, it risks undermining the analytical rigor of the study. The lack of a clear coding framework can also lead to inconsistencies in how data are interpreted across different reviewers (Thomas, 2008).

To enhance methodological rigor and address limitations, the study defines clear protocols for data collection and analysis. The systematic literature review includes studies published between January 2000 and April 2024, enabling a comprehensive analysis of advancements in cultural preservation and the creative industry over the last two decades. The inclusion criteria for the literature are explicitly defined, focusing on peer-reviewed journal articles, books, reports, and case studies that discuss the Green Ocean Strategy, sustainable creative industries, and cultural preservation practices relevant to Wayang Sasak (Negruşa, A. L., et al., 2016). Studies were selected based on their relevance, methodological robustness, and alignment with the research objectives. Exclusion criteria included articles lacking empirical evidence or contextual relevance to Lombok or Wayang Sasak.

The first stage of the SLR involved sourcing literature using academic databases such as Scopus, Web of Science, and Google Scholar. Keywords used in the search included "Green Ocean Strategy," "Wayang Sasak," "sustainable creative industry," "cultural preservation," and "Lombok." The search was performed between February and April 2024, ensuring a recent and time-bound analysis. The literature selection process followed PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to maintain transparency and replicability.

Thematic analysis was employed to synthesize the information gathered from the selected studies. This method allowed the researcher to identify recurring themes, patterns, and gaps in the literature. The analysis also focused on identifying key success factors for the Green Ocean Strategy, such as stakeholder collaboration, sustainable product innovation, and effective marketing strategies, as well as challenges like maintaining cultural authenticity while adopting environmentally friendly practices (Nightingale, 2009).

The study's timeline and geographical focus are clearly documented. The research was conducted in the context of Lombok Island, a significant cultural and geographic setting for Wayang Sasak. The timeframe for data collection and analysis (from February to April 2024) ensures that the findings reflect the most recent developments and practices. The Lombok context was chosen for its cultural and economic relevance to the study's objectives, emphasizing the importance of integrating local traditions into sustainable creative industries. To further enhance the study's credibility, the researcher applied Nightingale's (2009) framework for systematic literature reviews, which includes a rigorous evaluation of selected studies. Each study was assessed for methodological soundness, validity, and relevance to the research objectives. This evaluation ensured that the study's findings and recommendations are grounded in reliable evidence and are applicable to the specific context of Wayang Sasak preservation and development.

By adopting a robust methodological framework, this study addresses previous gaps in literature synthesis and research design. The clear articulation of inclusion and exclusion criteria, combined with detailed documentation of research processes, strengthens the replicability and reliability of the findings. Moreover, the conceptual framework developed from this synthesis provides practical recommendations for policymakers and stakeholders, offering actionable insights to advance Wayang Sasak as a sustainable and competitive cultural asset within Lombok's creative industry.

In the "Green Ocean Strategy for Sustainable Development of Wayang Sasak," it is essential to address the lack of inter-rater reliability (IRR) in the study selection process. Inter-rater reliability refers to the degree of agreement among different coders or reviewers when assessing the same information. The absence of IRR can significantly impact the credibility and validity of the systematic review, as it suggests that the decisions made during the selection process may be subjective and inconsistent (Belur, 2018).

Without established IRR, there is a risk that studies included in the review may not consistently meet the predetermined inclusion criteria. This inconsistency can arise from various factors, including differences in individual coders' interpretations of the criteria or varying levels of expertise among reviewers. As highlighted in prior research, systematic reviews should be transparent and replicable, which necessitates clear reporting of how decisions are made and any potential disagreements that arise during the screening process (Belur, 2018).

Furthermore, the lack of IRR can result in biases that affect the overall findings of the review. If decisions regarding inclusion or exclusion are made without a systematic approach to resolving disagreements, the final selection of studies may not accurately represent the available evidence. This can lead to overestimating or underestimating the effectiveness of the interventions being studied, thereby compromising the review's conclusions and implications for practice (Belur, 2018).

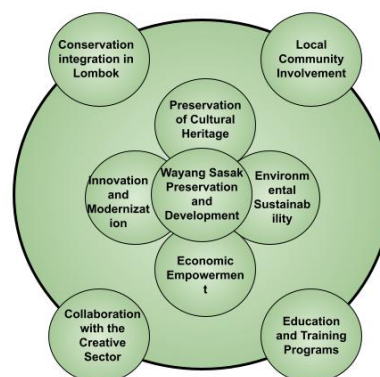


Figure 1. Green Ocean Strategy in the Sustainable Creative Industry in Lombok
(Source: Dr. A. A, Ghaleb Al-Mado.2022)

The figure 1 above illustrates how the Green Ocean Strategy is applied in the development and preservation of *Wayang Sasak* as part of a sustainable creative industry in Lombok (Al-Mado, A. A. G., 2022). Each element in this diagram reflects

the commitment to preserving, developing, and modernizing local cultural heritage while taking into account both economic and environmental sustainability (Di Biagi, et al. 2024). *Wayang Sasak* is not merely a traditional art form but a powerful symbol of the rich history and spirituality of the Lombok people (Sukocokongso, 2022). The *Preservation of Cultural Heritage* element forms the core of this diagram, as the preservation of the traditional values embedded in *Wayang Sasak* is the essence of all developmental efforts (Arfa, et al. 2022). Facing the challenges of globalization and modernization, this preservation must be coupled with innovation to remain relevant in the digital era and appeal to younger generations.

One way to achieve this is through *Innovation and Modernization*, where digital technology plays a crucial role (Cohen, M. I, 2019). Online performances, social media, and virtual reality can reach wider audiences and bring *Wayang Sasak* to the global stage without losing its traditional essence (Lazuardi, et al. 2020). However, such innovation must remain rooted in a strong cultural identity, ensuring that *Wayang Sasak* does not lose its authenticity. Digital technologies such as social media, which is an effective platform for building engaging visual narratives about *Wayang Sasak*, play a significant role (Hiswara, A., et al., 2023). Professionally managed official accounts can capture *Wayang Sasak* performances in photos and videos, highlighting the beauty and complexity of this art form. Additionally, stories about the history and philosophy of *Wayang Sasak* can be presented through compelling storytelling, especially to younger audiences who may be less familiar with this tradition (Baumgartner, R. J., 2019). Beyond social media, Virtual Reality (VR) also offers the possibility of creating an immersive *Wayang Sasak* performance experience without physical attendance (Fibiona, et al 2024). With VR, audiences around the world can experience the ambiance of a *Wayang Sasak* performance as if they were physically present (Laili Masfiah A et al., 2022). VR technology also allows for more dynamic and interactive stage setups, enhancing visual appeal and offering a unique cultural experience (Fibiona, et al 2024). This opens opportunities for *Wayang Sasak* to be featured in international cultural festivals, making it accessible to a global audience (Hiswara, A., et al., 2023).

The findings from this study reveal that the application of the Green Ocean Strategy is not only theoretically sound but also practically effective in revitalizing *Wayang Sasak*. As indicated by Ghaleb Al-Mado (2022), the strategy provides a framework that merges creativity with environmental consciousness, facilitating the innovative transformation of cultural heritage. The essence of this strategy lies in its holistic approach, which encompasses economic, environmental, and social dimensions, ultimately leading to sustainable economic growth. By prioritizing community engagement and skill development, the Green Ocean Strategy also aligns with the principles of cultural sustainability identified by Sutresna et al. (2019), where the preservation of traditions is intrinsically linked to the community's involvement and economic empowerment. To better analyze the Green Ocean Strategy's effectiveness in *Wayang Sasak*, a comparative table of key concepts from relevant theories and their applications in various cultural settings is presented below:

Tabel 1. Comparison of Core Theories and Key Concepts

Theory/Concept	Key Focus	Applicationi in Wayang Sasak	Comparison with Other Arts (e.g., Kecak Dance, Wayang Kulit)
Green Ocean Strategy	Sustainable practices and untapped market spaces	Eco-friendly production, digital archiving, and sustainable tourism integration	Similarly applied in Kecak Dance with VR integration and eco-friendly staging
Cultural Preservation Theory	Maintaining cultural identity amidst modernization	Retains Sasak spiritual and cultural symbols in production and performances	In line with Wayang Kulit, which incorporates local legends while reaching new audiences
Digital Transformation in Arts	Use of technology to expand audience reach	Social media presence, VR experiences for global viewership	Kecak Dance uses VR for virtual tourism; Wayang Kulit engages audiences through online media
Economic Empowerment Art	Boosting local economy via cultural heritage tourism	Income generation for artisans through eco-tourism and e-commerce	Kecak and Wayang Kulit generate revenue from live and virtual tourism, increasing artisan income

e.g Table 1 presents a comparison of community engagement levels across different regions, highlighting the factors that most influence participation rates

(source : Mthembu, Z., Mogaka, J. J. O., & Chimbari, M. J. (2023).

<https://doi.org/10.1186/s12913-023-09466-9>)

Through this comparison, it is clear that the core ideas in the Green Ocean Strategy align with established concepts in cultural preservation and economic empowerment. This framework has shown measurable success in increasing both visibility and economic benefits in the local creative sector (Mthembu, Z., Mogaka, J. et al., 2023). Moreover, the theoretical insights gained from the Green Ocean Strategy

highlight the importance of innovation and modernization as key drivers for cultural heritage preservation (Al-Filali, I. Y., et al., 2023). This mirrors the experiences of other cultures that have successfully navigated the challenges posed by globalization (Cohen, M. I. 2019). The application of digital technologies such as virtual reality and social media serves as a potent tool for reaching broader audiences, akin to the strategies employed in revitalizing Indonesian traditional arts through modern platforms (Fibiona, et al 2924). Therefore, the comparative analysis not only reinforces the relevance of the Green Ocean Strategy in the context of Wayang Sasak but also underscores the necessity of adapting to global trends to ensure the viability of cultural expressions.

Another significant aspect is *Economic Empowerment*, where *Wayang Sasak* holds the potential to become a significant source of income for the local community (Fibiona, et al 2924). The thriving tourism industry in Lombok presents great opportunities to market *Wayang Sasak* to tourists, both as a cultural performance and as collectible art (Sheikh, S. A., et al., 2018). Additionally, by creating local jobs and economic opportunities, *Wayang Sasak* can become part of the solution for sustainable economic development in the region. An example of advancing the local economy includes the use of E-Commerce and NFTs, which also open new opportunities for the economic development of *Wayang Sasak* (Fibiona, et al 2924). Through e-commerce platforms, handicrafts and products related to *Wayang Sasak* can be sold globally, expanding market reach and increasing income for local artists (Evan Sheehan, 2021). In the context of contemporary art, Non-Fungible Tokens (NFTs) can be used to sell digital works inspired by *Wayang Sasak*, creating unique and valuable digital collections (Anagnostopoulos, A., et al., 2020). This not only provides additional income for artists but also supports the economic sustainability of traditional art.

Sustainability is not only about the economy but also the environment. In the context of *Environmental Sustainability*, it is essential to adopt environmentally friendly practices, both in the production process and in the use of materials (Markopoulos, et al. 2020). *Wayang Sasak* can serve as an example of a creative industry supporting sustainability by utilizing green technology, renewable materials, and production methods that minimize negative environmental impacts (Iqbal, A., et al., 2022). The success of this preservation effort heavily relies on the *Involvement of the Local Community* (Fong, S.-F., 2015). The local community plays a crucial role in ensuring the continuity of the traditions and cultural values embedded in *Wayang Sasak* (Subramaniam, N., et al 2023). They are not only the guardians of cultural heritage but also agents of innovation who can enrich this art form through creative contributions and active participation. Collaboration between the government, artists, and the community will be key to the success of this strategy (Laili Masfiah, A., et al 2022).

To support the sustainability of *Wayang Sasak*, specially designed *Education and Training Programs* are necessary to enhance the skills and knowledge of the artists (Isam Yahia Al-Filali, et al. 2023). These programs will help them master new technologies and adopt sustainable practices, allowing them to continue developing

Wayang Sasak without compromising its traditional quality ([Lazuardi, A. B., et al 2020](#)). Furthermore, collaboration with other creative sectors in Lombok is essential. *Collaboration with the Creative Sector* will expand *Wayang Sasak's* reach and create synergy with other creative industries in Lombok, such as design, tourism, and advertising ([Liu, B., et al 2023](#)). Such collaboration can enrich innovation, expand marketing networks, and promote *Wayang Sasak* as a leading product in the creative market.

In this context, the *Integration of Lombok's Tourism* offers a great opportunity for the development of *Wayang Sasak*. As an increasingly popular tourist destination, Lombok has a strong appeal for both domestic and international visitors ([Raudloh, S., et al 2024](#)). *Wayang Sasak* can become one of the main attractions, especially in cultural festivals or art performances tailored to tourist interests ([Cohen, M. I. 2019](#)). By leveraging digital platforms and tourism promotion, *Wayang Sasak* can gain wider recognition and be appreciated as a unique cultural heritage from Lombok ([Isa, W. M. W., et al 2018](#)). Overall, the implementation of the Green Ocean Strategy in the preservation of *Wayang Sasak* paves the way for the development of a sustainable creative industry, where innovation, economy, and the environment work hand in hand to preserve this valuable cultural heritage ([Al-Filali et al., 2023](#)).

The implementation of the Green Ocean Strategy in the development and preservation of *Wayang Sasak* in Lombok presents numerous challenges, reflecting the complexity of the local socio-cultural landscape as well as the broader global changes shaping the traditional arts sector. *Wayang Sasak* is more than just an art form; it serves as a living representation of the culture and history of the Sasak people, embodying deep-rooted traditions and spiritual values that have been passed down through generations ([Lazuardi et al., 2020](#)). This uniqueness positions *Wayang Sasak* not only as a crucial component of local identity but also as a cultural asset with potential international appeal ([Cohen, 2019](#)). However, maintaining and developing this traditional performance amid modernization and digital transformation presents significant challenges that require strategic interventions and sustainable approaches.

One of the fundamental challenges in the preservation and development of *Wayang Sasak* is the limitation of resources, particularly in terms of access to technology and environmentally friendly raw materials. Many artisans in Lombok struggle to acquire the necessary tools and materials to innovate and modernize *Wayang Sasak* performances while ensuring environmental sustainability ([Cohen, 2019](#)). The financial burden associated with adopting new technologies and sustainable materials often becomes a major obstacle, preventing local artists from experimenting with innovative storytelling techniques or enhancing the visual and acoustic elements of their performances ([Lazuardi et al., 2020](#)). Moreover, the low level of technological literacy among many traditional artisans further exacerbates the situation, as many do not possess the necessary skills to utilize digital tools for performance production, marketing, and audience engagement ([Al-Filali et al., 2023](#)). This lack of familiarity with digital technology limits their ability to leverage online

platforms for global outreach and commercialization, making it more difficult for Wayang Sasak to compete with contemporary forms of entertainment.

Despite these challenges, there are promising opportunities for the development and revitalization of Wayang Sasak. The advancement of digital technology offers a powerful medium for promoting and expanding the reach of traditional performances (Bilal As'Adhanayadi et al., 2023). Social media and online platforms can be harnessed to introduce Wayang Sasak to a global audience, attracting interest from international tourists, art collectors, and cultural enthusiasts (Netwong et al., 2024). The integration of digital storytelling, interactive content, and live streaming can transform the way audiences engage with Wayang Sasak, making it more accessible and appealing to younger generations. Furthermore, the rise of e-commerce and digital marketing platforms creates new opportunities for selling Wayang Sasak-related merchandise, such as handcrafted puppets, digital art, and educational materials that explain the history and significance of the performances.

The growing awareness of sustainability on a global scale also provides an opportunity for positioning Wayang Sasak as a cultural product that aligns with environmental and ethical values (Nur Fitria & Tira, 2023). The increasing consumer preference for sustainable and eco-friendly products can be leveraged to promote Wayang Sasak as an environmentally conscious art form. By utilizing sustainable materials in puppet-making and adopting eco-friendly performance practices, Wayang Sasak can distinguish itself as a responsible cultural product that aligns with contemporary values of environmental conservation and ethical craftsmanship. Additionally, collaborations with sustainability-focused organizations and cultural preservation initiatives could further enhance its visibility and marketability, attracting support from both local and international stakeholders.

Tourism plays a crucial role in the economic and cultural sustainability of Wayang Sasak. As Lombok continues to experience growth in its tourism sector, there is a significant opportunity to integrate Wayang Sasak into the local tourism experience (Hiswara et al., 2023). Cultural tourism has great potential to provide financial support for traditional arts, as an increasing number of tourists seek authentic cultural experiences when visiting new destinations. By incorporating Wayang Sasak performances into eco-tourism packages, cultural festivals, and heritage tours, the visibility and economic viability of this traditional art form can be strengthened. Establishing dedicated performance spaces in key tourist areas, offering interactive workshops where visitors can learn about the history and craftsmanship of Wayang Sasak, and developing partnerships with hotels and travel agencies could significantly contribute to its sustainability.

However, despite these opportunities, external threats such as competition from modern entertainment and the effects of globalization continue to challenge the preservation of Wayang Sasak. The rapid development of information and communication technology has provided audiences with an abundance of easily accessible and visually stimulating entertainment options. Younger generations, in particular, are increasingly drawn to digital media, video games, and streaming platforms, reducing their interest in traditional performance arts (Cohen, 2019). This

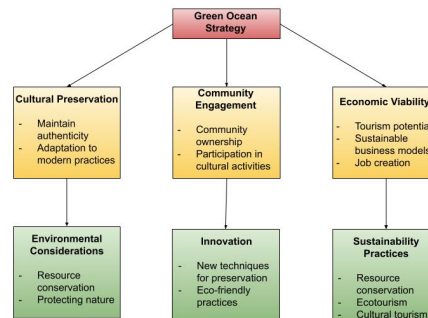
shift in entertainment consumption patterns poses a risk to Wayang Sasak, as its audience base gradually declines. Without proper innovation and adaptation, the relevance of Wayang Sasak may continue to diminish over time, making it more difficult for practitioners to sustain their craft financially.

Globalization also introduces cultural influences that may impact the authenticity and perception of Wayang Sasak within the local context (Fibiona et al., 2024). Exposure to external cultural trends can either enrich or dilute traditional art forms, depending on how they are integrated into contemporary society. While cultural exchange can lead to creative innovations that revitalize traditional performances, there is also a risk that the core essence and values of Wayang Sasak may be altered or commercialized in ways that do not align with its historical significance. To mitigate this risk, it is essential to develop strategies that preserve the authenticity of Wayang Sasak while embracing modernization in a manner that enhances rather than erodes its cultural integrity.

To ensure the long-term sustainability of Wayang Sasak, a multi-faceted approach is necessary. Efforts must be made to improve technological literacy among local artisans and performers. Training programs and digital literacy workshops can equip them with the necessary skills to leverage digital tools for performance production, marketing, and audience engagement. Government and private sector support in providing financial assistance for technological adoption and innovation would also be instrumental in overcoming resource limitations. Furthermore, collaborations between traditional Wayang Sasak practitioners and contemporary artists, filmmakers, and digital content creators could lead to innovative storytelling techniques that make the performances more relatable to modern audiences.

Policy support from cultural preservation institutions and local governments can also play a vital role in sustaining Wayang Sasak. Incentives such as grants for traditional artisans, subsidies for sustainable material sourcing, and recognition programs for cultural heritage practitioners can encourage continued engagement in the preservation and development of Wayang Sasak. Educational initiatives that introduce Wayang Sasak into school curricula can contribute to its long-term preservation by fostering appreciation and interest among younger generations. Ultimately, the success of Wayang Sasak's development and preservation depends on balancing tradition with innovation. While it is crucial to uphold the historical and cultural significance of this art form, embracing contemporary strategies such as digital integration, sustainable practices, and tourism-driven promotion can ensure its relevance in the modern era. Future research should explore the measurable impact of these interventions, particularly in terms of economic sustainability, audience engagement, and cultural preservation. By addressing these challenges and seizing available opportunities, Wayang Sasak can continue to thrive as a vital component of Lombok's rich cultural heritage.

Scheme 1. Key Factors Influencing the Green Ocean Strategy for Wayang Sasak



e.g Scheme 1 represents the interaction between economic, environmental, and cultural factors in the Green Ocean Strategy framework, illustrating how these elements combine to support sustainable outcomes.

(source : Negruşa, A. L., Toader, V., Rus, R. V., & Cosma, S. A. (2016).

<https://doi.org/10.3390/su8121269>)

Wayang Sasak holds immense potential as both a cultural heritage and an economic asset, offering unique opportunities for preservation and sustainable development. The findings of this study underscore the necessity of targeted strategies to fully harness its value, ensuring that it not only survives but thrives in the modern cultural landscape. The intersection of sustainability and cultural preservation presents a critical avenue for exploration, as integrating the Green Ocean Strategy into the development of Wayang Sasak could provide a structured and innovative framework for balancing economic viability with heritage conservation. Strengthening the theoretical contributions of this study requires a deeper synthesis of sustainability theories and cultural preservation frameworks, allowing for a comprehensive understanding of how Wayang Sasak can align with contemporary sustainability goals while maintaining its authenticity.

The importance of sustainability in cultural preservation cannot be overstated, as traditional art forms like Wayang Sasak face increasing threats from globalization, modernization, and shifts in audience preferences. Many traditional performances struggle to remain relevant, often overshadowed by contemporary entertainment options. This study suggests that integrating sustainability-focused approaches can provide a viable solution by enhancing economic resilience while safeguarding the cultural essence of Wayang Sasak. Applying the Green Ocean Strategy offers a way to create value without directly competing in saturated markets, allowing Wayang Sasak to differentiate itself through sustainable and innovative practices. This approach involves not only eco-friendly material use but also the adoption of digital technologies and community-driven initiatives that can revitalize and expand its audience reach.

To further develop the practical implications of this study, eco-tourism initiatives should be explored as a means of embedding Wayang Sasak within a broader sustainable tourism framework. Eco-tourism has been widely recognized as a tool for both cultural preservation and local economic development, providing

communities with an incentive to maintain and showcase their traditions. By positioning Wayang Sasak as a central cultural attraction, these initiatives can generate local income while fostering a sense of cultural pride and engagement among community members. This aligns with the principles of sustainable development, which emphasize economic inclusivity alongside environmental and cultural conservation. Establishing dedicated performance spaces that incorporate environmentally friendly infrastructure, promoting immersive cultural experiences for tourists, and integrating Wayang Sasak performances with educational programs are potential ways to ensure its long-term viability.

Despite the promising findings, this study acknowledges certain limitations that must be addressed to further validate and expand upon its conclusions. One of the primary limitations is its reliance on qualitative data, which, while valuable in providing rich contextual insights, does not offer the empirical rigor and generalizability afforded by quantitative analysis. While qualitative research allows for an in-depth exploration of themes, perceptions, and experiences, future studies must incorporate quantitative methodologies to measure the tangible impact of the Green Ocean Strategy on Wayang Sasak's economic and cultural sustainability. Conducting large-scale surveys, statistical modeling, and experimental research could provide more robust evidence of the efficacy of sustainability-focused strategies in cultural preservation efforts.

Expanding the geographic and cultural scope of the research would also enhance its applicability, as comparative analysis across different regions and cultural contexts would provide valuable insights into how similar strategies can be applied elsewhere. Many traditional art forms globally face comparable challenges, and drawing parallels between different cultural preservation efforts could inform best practices and policy recommendations. By examining how sustainability-driven initiatives have succeeded in other creative industries, researchers can refine their approach to Wayang Sasak, ensuring that the most effective strategies are adopted. Additionally, cross-cultural studies could highlight the role of globalization in shaping the evolution of traditional performances, shedding light on how external influences can be leveraged rather than perceived as a threat.

Another crucial aspect that warrants further exploration is the incorporation of digital technologies into Wayang Sasak's development and dissemination. The global digital economy has opened up new opportunities for cultural products to reach audiences beyond their local communities, and traditional performances can greatly benefit from strategic digital transformation. For instance, the use of NFTs (non-fungible tokens) has gained traction in the arts and entertainment industries, allowing for the monetization of digital assets while preserving artistic integrity. Wayang Sasak could explore NFT-based digital collectibles, enabling audiences to own exclusive digital representations of puppets, performances, or storylines while supporting the artists and practitioners behind the tradition. Similarly, the integration of e-commerce platforms can provide new revenue streams, allowing Wayang Sasak-related merchandise, recorded performances, and interactive content to be marketed to global consumers.

Social media and streaming platforms also present immense potential for expanding Wayang Sasak's audience base. Many traditional performances have successfully leveraged digital storytelling techniques to engage younger audiences, blending traditional narratives with modern multimedia elements. Live-streamed performances, virtual reality (VR) experiences, and interactive digital storytelling can bring Wayang Sasak to new demographics, ensuring its relevance in an increasingly digitized cultural landscape. The use of augmented reality (AR) features in educational programs can also enhance cultural literacy, making Wayang Sasak more accessible to students and global enthusiasts interested in learning about Indonesian heritage.

In considering the broader implications of this research, the findings underscore the need for policymakers, cultural practitioners, and stakeholders to adopt a multi-faceted approach in preserving and developing Wayang Sasak. Sustainable cultural entrepreneurship must be actively promoted through supportive policies, financial incentives, and educational programs that encourage innovation in traditional arts. Governments and cultural institutions should collaborate with private sector partners, technology firms, and academic researchers to create a holistic ecosystem that fosters both economic sustainability and cultural integrity. Grants, subsidies, and incubation programs for traditional artists can provide the necessary resources to experiment with new creative models while staying true to cultural authenticity.

Furthermore, local communities play a fundamental role in ensuring the sustainability of Wayang Sasak. Grassroots engagement is essential, as cultural traditions cannot be effectively preserved without the active participation of those who have historically maintained them. Empowering local artists, performers, and artisans through training programs, knowledge-sharing networks, and intergenerational mentorship can strengthen cultural transmission and innovation. Incorporating Wayang Sasak into educational curricula, museum exhibitions, and public events can further enhance its visibility and appreciation. Encouraging collaborations between traditional artists and contemporary creatives, such as musicians, filmmakers, and game developers, can also lead to new interpretations and adaptations that keep the tradition alive while catering to evolving audience preferences.

Ultimately, the long-term success of Wayang Sasak as a sustainable creative industry depends on the ability to integrate tradition with innovation in a way that respects its historical and cultural significance while embracing modern opportunities. This study provides a foundational framework for understanding how sustainability and cultural preservation intersect, but further research is necessary to refine and implement these strategies in practical settings. By adopting a research-driven, multi-disciplinary approach, future studies can continue to build upon these findings, ensuring that Wayang Sasak not only endures but thrives as a vital component of Lombok's creative economy.

As traditional performances worldwide face mounting pressures from commercialization, urbanization, and shifting consumer behaviors, the insights

gained from this research hold broader implications for the preservation of intangible cultural heritage in the 21st century. The Green Ocean Strategy presents an innovative lens through which cultural sustainability can be reimagined, moving beyond passive conservation efforts toward active and adaptive strategies that allow traditions to flourish. Wayang Sasak serves as a compelling case study for exploring how traditional art forms can navigate contemporary challenges while remaining deeply rooted in their cultural essence. Through continued exploration, investment, and policy support, the integration of sustainability principles in cultural industries can create lasting benefits for both local communities and the broader global heritage landscape.

CONCLUSION

This study has made significant contributions by providing a strategic framework through the Green Ocean Strategy to preserve and sustainably develop Wayang Sasak as part of Lombok's cultural heritage. Notably, the research highlights that a combination of environmental consciousness, technological innovation, and cultural preservation can effectively address the challenges facing traditional arts in the context of modern entertainment and globalization. Additionally, it underscores the importance of involving local communities and stakeholders in adopting sustainable practices that respect and promote cultural identity.

Despite these insights, the study has certain limitations. One key limitation lies in its scope, as the data gathered predominantly focuses on the Lombok region, which may restrict the generalizability of findings to other cultural contexts. Furthermore, the reliance on a qualitative approach limits the quantifiable impact of Green Ocean principles on Wayang Sasak's sustainability. Future research could address these limitations by including comparative analyses across different cultural settings and incorporating quantitative methods to measure the economic, social, and environmental impacts of such strategies. By expanding these dimensions, subsequent studies can provide a more holistic view of the broader applicability and effectiveness of sustainable approaches in cultural preservation.

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Author Contribution

Conceptualization, A.S.F.; Methodology, A.S.L.; Validation, A.S.F.; Formal Analysis, A.S.F.; Investigation, A.S.F.; Resources, A.S.L.; Data Curation, A.R.S.; Writing – Original Draft Preparation, A.S.F.; Writing – Review & Editing, A.F.A.; Visualization, A.S.L.; Supervision, A.F.A.; Project Administration, A.F.A.; and Funding Acquisition, A.R.S.

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