

## Swot Analysis For Marketing Strategy Of Tourism Destination

Yanto Effendi<sup>a</sup>, Sri Narti<sup>b</sup>

<sup>a,b</sup>Universitas Dehasen Bengkulu, Indonesia  
[yantoeffendi357@gmail.com](mailto:yantoeffendi357@gmail.com)

### Abstract

*Purpose of this study aims to examine the SWOT analysis for the marketing strategy of tourism destination Mas Harun Bastari Lake, Mujerejo Village, Rejang Lebong Regency. The method of analysis used in this study is a SWOT analysis and sampling this study amounted to 200 respondents. Collecting data with observation, questionnaire and secondary data. The result of SWOT analysis are obtained IFAS value shows that Strength (S) is greater than Weaknesses (W), where Strength can further strengthen to attract public interest in visiting the Lake Mas Harun Bastari is sustainable. EFAS value show that opportunity (O) value is greater than Threats (T). In the analysis diagram SWOT, this study shows that are in quadrant I which supports aggressive strategies. Marketing strategy of tourism destination Mas Harun Bastari Lake, Mujerejo Village, can contribute to the Regional Original Income (PAD) of Rejang Lebong Regency, that can be done are renovating the lake area, adding facilities such as fishing and outbound making agro tourism. making a unique arrangement and which differentiates it from other tourist attractions, providing comfort for visitors while in the lake area.*

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## 1. Introduction

Bengkulu Province is one of the provinces with the smallest area compared to other provinces on the island of Sumatra (Nusantara Tourism Information) , but Bengkulu province has a variety of very attractive tourism destinations, one of which is located in Rejang Lebong Regency, supported by Natural conditions are cool and natural makes Rejang Lebong district have many attractive tourist destinations to visit, so that the local government expects a large contribution to local revenue from the tourism sector. As a complex industry, tourism significantly both positively and negatively influenced by Government policies such as security policies, public facilities and service prices will affect service offerings which have a positive and negative impact on marketing and community efforts. A successful tourism business marketing has at least four important philosophies, namely having a visitor-guest orientation, having clear analytical concepts and procedures, strategic decisions supported by the right structure and planning functions that are integrated with various destination environments (Hasan 2015). Rapidly increasing technological developments, new tourism products and analyzing existing and potential competitors, which must be known by implementing the right marketing strategy.

Mas Harun Bastari Lake, which is located in Mujerejo Village, Selupu Rejang District, Rejang Lebong Regency, which has a special attraction for visitors, has a very beautiful view with a cool natural and cultural panorama. Mas Harun Bastari Lake is included in the wonderful tourism owned by Rejang Lebong Regency. As for the development of physical and non-physical activities carried out in the tourism sector in the Rejang Lebong area, it is hoped that it will have a positive impact and make a tourism destination, so that it can increase the contribution of Regional Original Income (PAD) in the tourism sector and assist the community in offering handicrafts and agricultural products into leading tourist destination program in Rejang Lebong Regency (Tourism Office of Rejang Lebong Regency). To realize all of this, it must be supported by the existence of a tourism destination marketing strategy for Lake Mas Harun Bastari by looking at the opportunities, strengths, threats and weaknesses it has. The tourism destination marketing strategy has a very strategic role in sustainable tourism development.

Based on the background that has been described, the formulation of the problem in this study is how SWOT analysis is to determine for marketing strategy of tourism destination at Danau Mas Harun Bastari lake Mujerejo Village Rejang Lebong Regency. Purpose of this study aims to examine the SWOT analysis for the marketing strategy of tourism destination Mas Harun Bastari Lake, Mujerejo Village, Rejang Lebong Regency. Based on the main problems above, in determining the tourism marketing strategy using a SWOT analysis consisting of Internal factors Analysis (Strengths, Weaknesses) and external factors analysis (Opportunities, Threats), thus the research questions are :

1. How about the internal factors (Strengths, Weaknesses) owned by Danau Mas Harun Bastari Lake.
2. How about the external factors (Opportunities, Threats) owned by Danau Mas Harun Bastari Lake



## 2. Literature Review

Tourism comes from the Sanskrit language which consists of two words, namely "pari" which means full, all or all and the word tourism which means travel (Utama, 2017) RI Law No. 9 of 1990 concerning tourism (in Main 2016) tourism is an activity that aims to provide tourism services, provide or commercialize tourist objects and attractions, tourism business facilities and other businesses related in that field. Hasan (2015) explains that tourism is human, cultural and hospitable, requiring human resources with skillful positions and proper jobs.

Kotler in Ginting (2015) defines marketing as: "marketing is a social and managerial process by which individuals and group obtain what they need and want through creating, offering, and exchanging product of value with others". Tourism marketing is a continuous process oriented towards interrelated and integrated activity relationships (Utama, 2017). Evan and Berman (1990) in Ginting (2015) marketing strategy summarizes the ways in which the marketing mix is grateful to attract and satisfy target markets and simultaneously realize company goals, which are grouped into core strategies, basic strategies (basic strategy) and strategic position (strategic position). Tracey Firth from the University of Western Sydney in Utama (2016) states that the tourism destination marketing strategy is divided into four stages, namely: 1) the identification stage, 2) the formulation stage, 3) the implementation stage of the strategy and 4) the monitoring stage and evaluation of the results achieved. Utama (2016) there are 3 (three) things that need to be considered in formulating a marketing strategy at the destination level, namely:

- a. Determine the vision and mission of the tourism destination concerned
- b. Based on the intended tourism vision, the marketing executive at the destination formulates a marketing and promotion strategy that will be carried out by the tourism destination.
- c. The formulation of a marketing strategy at the destination level involves all existing stakeholders.

Hasan (2017) so that tourism marketing strategies can work well, resource allocation is not in vain, marketers must consider the following aspects:

1. Human resources and quality control
2. Demand that fluctuates while supply is rigid
3. Impact on society and the environment
4. Non-business organization involvement
5. Coordination of marketing planning
6. Establishment of destination reputation
7. Strengthen understanding of tourism marketing strategies
8. Strengthening the synergy of tourism stakeholders
9. Strengthening the mobility of tourism marketing

### **Tourism Marketing Strategy Framework**

Tourism marketing concepts and strategies are the key to success in building inspiration for destination marketers in driving marketing activities as follows (Hasan 2015):



1. Build marketing intelligence
2. Develop a strategic marketing plan
3. Develop an effective and consistent destination brand and image
4. Identify and target the right tourist market
5. Develop advertising, promotion and sales
6. Provide quality information for tourists
7. Organizing festivals and events
8. Develop crisis management
9. Develop local values
10. Applying high quality service standards

### 3. Research Methods

The location of this research is located in Mujerejo Village, Rejang Lebong Regency. By distributing questionnaires to internal respondents (Tourism Office Rejang Lebong) and external respondents, namely visitors who come to Mas Harun Bastari Lake, Mujerejo Village, Rejang Lebong Regency. The study consisted of internal respondents, namely the tourism office of Rejang Lebong Regency as many as 175 people and external respondents, namely 25 visitors, so the sample in this study amounted to 200 respondents.

#### Collecting Data

1. Observation, Conducting direct observations to the location of the research object.
2. Questionnaire, data collection is done by using a list of questions that have been prepared by the previous researcher. The questionnaire assessment uses a Likert scale (Sugiyono, 2017 p.165) 7, namely:
  - a. Strongly agree, score : 5
  - b. Agree, score : 4
  - c. Doubtful, score : 3
  - d. Disagree, score : 2
  - e. Strongly Disagree, score : 1
3. Secondary data, data obtained from the Rejang Lebong Regency Tourism Office.

#### Analysis SWOT

The method of analysis used in this study is a SWOT analysis. According to Rangkuti (2017 p20) SWOT stands for Internal Strengths and Weaknesses environment as well as the external environment of Opportunities and Threats to be faced. SWOT analysis compares the external factors of Opportunities and Threats to compile a representative SWOT formula by placing the following stages:

1. Compile and determine the external and internal strategic factors of a company. In compiling and calculating the weight value, rating and score for external and internal tables are made using the scale technique.
2. Analyze and determine strategic decisions using the SWOT matrix approach. At this stage, analysis and decision making are carried out by placing a SWOT



matrix approach, where each relationship is given a strategic solution that must be carried out.

3. Determine the diagram, namely:
  - a. Quadrant 1 is a very favorable situation for managers, because they have the opportunities and strengths that exist.
  - b. Quadrant 2 is that despite facing various threats, the company still has the strength to take advantage of long-term opportunities
  - c. Quadrant 3, namely the company facing a very large market opportunity, but on the other hand there are several internal weaknesses.
  - d. Quadrant 4, which is this position is the least profitable, where the company faces various kinds of threats.

#### 4. Result

Mas Harun Bastari Lake is located in Mujerejo Village, Rejang Lebong Regency. The Lake Mas Harun Bastari tourist area has been stated in the RTRW of Rejang Lebong Regency 2012-2032 and is contained in Perda RTRW Number 8 of 2012. In the RTRW, it is stated that the Lake Mas Harun Bastari area of Rejang Lebong Regency is one of the tourist destinations in Rejang Regency, with an area of Mas Harun Bastari Lake area about 28.57 Ha. At first, Lake Mas Harun was named Danau Kasnah which means "Mirror", this is because its shape is in a hilly valley and has clear water with an area of approximately 14 m<sup>2</sup> at that time. At that time, Panglima Harun Sohar was the first to contribute for the cost of making Pematang or Dam, so that the lake area was wider and could be used by the community both for water storage and for tourist attractions. At this stage, Lake Kasnah is better known as "Pematang Danau Harun Sohar". Since the Age of Autonomy Government, the name of this lake has been established as "MAS HARUN BASTARI LAKE", which is to commemorate the services of the pioneers / predecessors who have contributed to the forerunner of Mas Harun Bastari Lake which was established based on Regent Decree Number 461 of 2002, this area is stipulated as a tourist attraction area with the name of a tourist attraction.



Picture 1. Mas Harun Bastari Lake, Rejang Lebong Regency

#### Internal Factor Analysis Summary (IFAS)

##### 1. *Strength*

Owned strengths that can provide a special attraction to attract visitors, where these strengths consist of:

- a. Has a beautiful view
- b. Strategic location
- c. Apart from traveling, visitors can do fishing around the lake



- d. There are many rides around the lake location
  - e. There are games for visitors
2. **Weaknesses**  
Weaknesses is an existing drawback, so it still needs more serious handling such as:
- a. Inadequate public facilities
  - b. There is no supervision of visitors on site
  - c. Less security personnel
  - d. Events are rarely done at the lake location
  - e. Lack of Government support

Internal IFAS strategic factors identified in Mas Harun Bastari Lake in Mujerejo Village, Rejang Lebong Regency, an IFAS table in Strength, weaknesses (Weaknesses), namely:

**Table 1. IFAS Mas Harun Bastari Lake**

	<i>Strength</i>	Total	Quality	Rating	Score	Comments
1	Has a beautiful view	114	0,13	4,6	0,60	Still cool and natural
2	Strategic location	120	0,13	4,8	0,62	Terjangkau
3	Apart from traveling, visitors can do fishing around the lake	107	0,12	4,3	0,51	Have additional interesting destinations
4	There is many home stay around the lake	111	0,12	4,4	0,53	Visitors can spend the night at a tourist location
5	There is rides to play for visitors	114	0,13	4,6	0,60	Make visitors feel at home at the location
<b>Sub Total</b>		<b>566</b>	<b>0,63</b>	<b>22,7</b>	<b>14,30</b>	
<i>Weaknesses</i>						
1	Inadequate public facilities	92	0,10	3,7	0,37	Needs renovation
2	There is no supervision of visitors on site	68	0,08	2,3	0,18	High crime needs to be secured
3	Less security personnel	66	0,07	2,6	0,18	Government support is needed for the placement of security personnel
4	Events are rarely done at the lake location	55	0,06	2,2	0,13	Events can add to the attraction of visitors
5	Lack of government support	55	0,06	2,2	0,13	Slow to progress forward
<b>Sub Total</b>		<b>336</b>	<b>0,37</b>	<b>13,0</b>	<b>4,81</b>	
<b>TOTAL</b>		<b>902</b>	<b>1,00</b>	<b>35,7</b>	<b>19,11</b>	

Source : Processed Data 2020

The calculation on the IFAS value in Table 1 shows that the value of Strength is 14.30 and Weaknesses is 4.81, this shows that Strength is greater than Weaknesses with a total score of 19.11 with stable strength which can further strengthen to attract public interest in visiting the Lake Mas Harun Bastari is sustainable.



## External Factor Analysis Summary (EFAS)

### 1. Opportunity

Opportunity is an opportunity that Mas Haraun Bastari Lake has to attract tourist visitors, including:

- a. Easy to reach road access
- b. In the lake area, visitors can enjoy agro tourism
- c. Lake locations can be made camping events
- d. There are tourist spots while fishing
- e. The lake area can be used for outbound activities

### 2. Threats

Threats is a condition that must be considered, among others:

- a. Many other tourist attractions are also affordable
- b. Crime is still high in tourist locations
- c. Lack of cleanliness in the tourist location environment
- d. Located in a volcanic area
- e. There is still a lack of games for visitors

## External Factor Calculation (EFAS)

Calculation of the value of EFAS at Mas Harun Bastari Lake in Mujerejo Village, Rejang Lebong Regency by calculating the weight and rating of the respondent's answers with the following stages (Rangkuti, 2017 p. 25):

**Table 2. EFAS Mas Harun Bastari Lake**

	<i>Opportunity</i>	Total	Quality	Rating	Score	Comments
1	Easy to reach road access	476	0,12	2,7	0,31	Attractiveness
2	In the lake area, visitors can enjoy agro tourism	419	0,10	2,4	0,24	Nothing in other attractions
3	The location of the lake can be made a camping area	424	0,10	2,4	0,25	The location is spacious
4	There are tourist spots while fishing	430	0,10	2,5	0,25	Clear lake water
5	The lake area can be used for outbound activities	425	0,10	2,4	0,25	Need to add new spots
	<b>Sub Total</b>	<b>2174</b>	<b>0,52</b>	<b>12,4</b>	<b>1,31</b>	
	<b>Threats</b>					
1	The number of other tourist attractions that are also affordable	437	0,11	2,5	0,26	Need to be considered
2	Crime is still high in tourist locations	360	0,09	2,1	0,18	Additional supervisory personnel
3	Lack of cleanliness in the tourist location environment	376	0,09	2,1	0,19	Increase hygiene awareness for visitors
4	Located in a volcanic area	398	0,10	2,3	0,22	Needs supervision
5	There is still a lack of rides for visitors	401	0,10	2,3	0,22	Location development
	<b>Sub Total</b>	<b>1972</b>	<b>0,48</b>	<b>11,3</b>	<b>1,08</b>	
	<b>TOTAL</b>	<b>4.146</b>	<b>1,00</b>	<b>23,7</b>	<b>2,39</b>	

Source : Processed data, 2020



Table 2 above the EFAS calculation of Mas Harun Bastari Lake in Mujerejo Village, Rejang Lebong Regency, the Opportunity value is 1.31 and Treats is 1.08, this shows that the calculation on the Opportunity value is greater than Threats with a total score of 2.39.

### SWOT Matrix

This SWOT matrix is a tool used to compose strategic factors. These matrixs clearly describe how the external opportunities and threats faced can be adjusted according to their strengths and weaknesses (Ranggkuti, 2017). The SWOT matrix in this study is to see external strengths, namely opportunities and threats as well as internal weaknesses that will be faced by the tourist attraction of Danas Mas Harun Bastari Rejang in Mujerojo Village, Rejang Lebong Regency which can be seen in the table below:

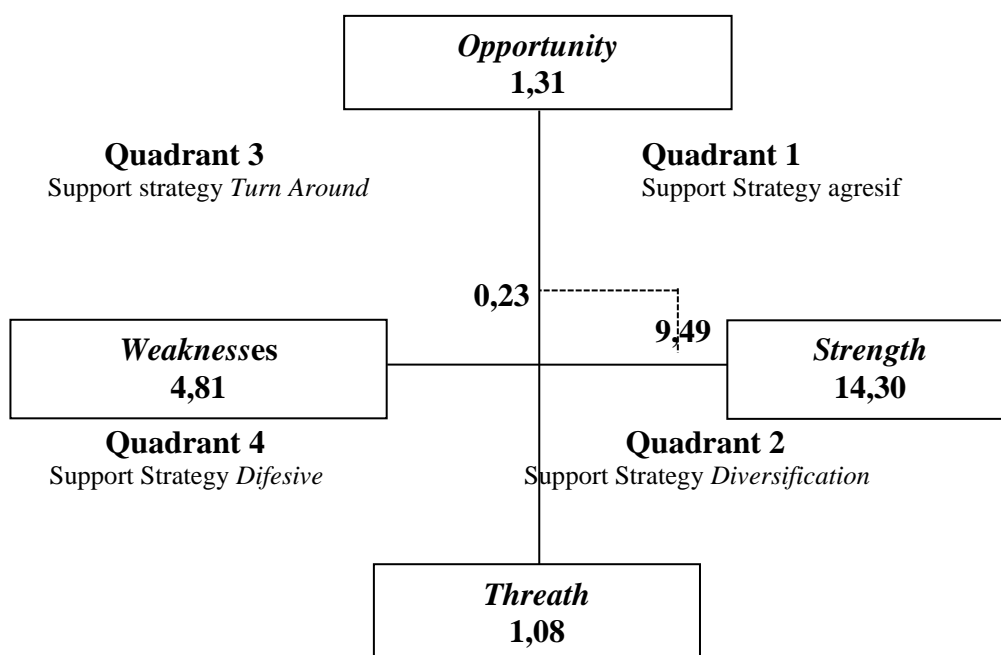
**Table 3. SWOT Matrix**

<p><b>IFAS</b></p>	<p><b>STRENGTHS (S)</b></p> <ol style="list-style-type: none"> <li>1. Have a beautiful view</li> <li>2. Strategic location</li> <li>3. Besides traveling, visitors can fish around the lake</li> <li>4. There are many inns around the lake</li> <li>5. There are playgrounds for visitors</li> </ol>	<p><b>WEAKNESSES (W)</b></p> <ol style="list-style-type: none"> <li>1. Inadequate public facilities</li> <li>2. There is no supervision of visitors on site</li> <li>3. Insufficient security personnel</li> <li>4. Events are rarely conducted at the lake location</li> <li>5. Lack of Government support</li> </ol>
<p><b>EFAS</b></p> <p><b>OPPORTUNITY (O)</b></p> <ol style="list-style-type: none"> <li>1. Easy access road</li> <li>2. In the lake area visitors can enjoy agro tourism</li> <li>3. The location of the lake can be made a camping event</li> <li>4. There are tourist spots while fishing</li> <li>5. The lake area can be used for outbound activities</li> </ol>	<p><b>STRATEGY SO</b></p> <ol style="list-style-type: none"> <li>1. Maintain the natural preservation given its beauty</li> <li>2. Doing renovations in the lake area</li> <li>3. Adding facilities such as fishing locations and outbound equipment for visitors</li> </ol>	<p><b>STRATEGY WO</b></p> <ol style="list-style-type: none"> <li>1. Locate safety personnel in the lake area</li> <li>2. Give permission for the community to make activities (events) at the location</li> <li>3. Creating agro tourism that visitors can enjoy at the lake location</li> </ol>
<p><b>THREATS (T)</b></p> <ol style="list-style-type: none"> <li>1. The number of other tourist attractions that are also affordable</li> <li>2. Crime is still high in tourist locations</li> <li>3. Lack of cleanliness in the tourist location environment</li> <li>4. Located in a volcanic area</li> <li>5. There is still a lack of games for visitors</li> </ol>	<p><b>STRATEGY ST</b></p> <ol style="list-style-type: none"> <li>1. Creating a unique arrangement in the lake area, which differentiates it from other tourist attractions</li> <li>2. Provide comfort for visitors while in the lake area</li> <li>3. Adding a place to play around the lake area</li> </ol>	<p><b>STRATEGY WT</b></p> <ol style="list-style-type: none"> <li>1. Place personnel who always maintain cleanliness on site</li> <li>2. Make a warning sign around the lake location</li> <li>3. Put up evacuation signs around the location in case of a disaster</li> </ol>

Source : Processed Data, 2020







**Picture 2. SWOT Analysis Diagram**

Source : Processed Data, 2020

The SWOT diagram above shows that the meeting point between Strength and Weaknesses is at 9.49 and the meeting point of Opportunity and Threats is at 0.23, this shows that it is in quadrant 1. Quadrant 1 is a very favorable situation for Lake managers Mas Must Bastari in Mujerejo Village, Rejang Lebong Regency, because he has opportunities and strengths that exist and can be exploited. The strategy that must be applied in this condition is the manager of Danau Mas Saja Bastari, Mujerejo Village, Rejang Lebong Regency to support aggressive growth policies..

The marketing strategies that can be done to increase visitors coming to Mas Harun Bastari Lake, Mujerejo Village, Rejang Lebong Regency are:

1. Doing renovations in the lake area
2. Adding facilities such as fishing locations and outbound equipment for visitors
3. Locate safety personnel in the lake area
4. Giving permission for the community to make activities (events) at the location
5. Creating agro tourism that visitors can enjoy at the lake location
6. Make a unique arrangement in the lake area, which differentiates it from other tourist attractions, such as Shua Photo.
7. Providing comfort for visitors while in the lake area
8. Adding a place to play around the lake area
9. Placing personnel who always maintain cleanliness at the location
10. Make a warning sign around the lake location
11. Put up evacuation signs around the location in case of a disaster

The results of this study prove that the SWOT analysis can be used in determining the marketing strategy for the tourism destination of Danau Mas Harun Bastari Lake, Mujerejo Village, Rejang Lebong Regency, where internal factors



consisting (Strengths, Weaknesses) and external factors (Opportunity, Threats) have a very strategic role in the development of Danas Mas Harun Bastari lake. So that strategies are designed to control tourism development such as development places or locations, appropriate timing, accessibility, tourism product portfolios to be developed and education and outreach for all stakeholders (Utama, 2016). The results of this study are in line with research conducted by Ratu Kristina and Adi Kampana (2016) which proves that by analyzing the strengths, weaknesses, opportunities and threats faced by Blimbingsari Tourism Village using a SWOT analysis, a marketing strategy can be applied in marketing the Tourism Village. Blimbingsari, as well as maximizing all the potential to bring in more tourists visiting this tourist village. SWOT analysis is also an important element of place marketing used by local governments to stimulate processes related to the development of business activity connected with tourism (Boleslaw Goranczewski and Daniel Puciato, 2010)

## **5. Conclusion and Suggestion**

### **Conclusion**

Marketing strateg Mas Harun Bastari Lake for tourism destinations in Mujerejo Village, Rejang Lebong Regency using a SWOT analysis consisting of strengths, weaknesses, strengths and weaknesses with an assessment of conditions and urgency for handling on the SWOT diagram showing that the meeting point between Strength and Weaknesses is at 9.49 and the meeting point of Opportunity and Threats is at 0.23, this indicates that it is in quadrant 1 which supports aggressive strategies. Quadrant 1 is a very favorable situation for the manager of Danau Mas Pasti Bastari in Mujerejo Village, Rejang Lebong Regency, because it has opportunities and strengths that exist and can be utilized.

The marketing strategy for Lake Mas Harun Bastari tourism destinations, Mujerejo Village, Rejang Lebong Regency can contribute to the Regional Original Income (PAD) of the Rejang Lebong Regency Regional Government, namely renovating the lake area, adding facilities such as fishing locations and outbound equipment for visitors, placing security personnel in the lake area, giving permission for the community to make activities (events) at the location, making agro tourism that visitors can enjoy at the lake location, making a unique arrangement in the lake area, which differentiates it from other tourist attractions, providing comfort for visitors when they are in the lake area, adding a playground around the lake area, placing personnel who always maintain cleanliness at the location, making danger warning signs around the lake location and putting up evacuation signs around the location in the event of a disaster.

### **Suggestion**

Additional security personnel were carried out at the tourist site of Mas Harun Bastari Lake Mujerejo, Rejang Lebong Regency so that visitors feel comfortable and at ease when traveling. The government, in this case, can renovate all existing facilities at the site to attract visitors, including cleaning facilities, entry facilities, facilities for adding games and land use permits for organizing community activities including campsites. The agricultural sector participates in fostering and fostering community interest in developing flower gardens, as well as agro-



agriculture around tourist sites so that it becomes a special attraction for visitors to visit Mas Harun Bastari Lake

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