



MARKETING STRATEGY FORMULATING MEKARBUANA VILLAGE TOURISM KEC. TEGALWARU REGENCY. KARAWANG

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ABSTRACT

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Mekarbuana Village, one of the villages in Karawang, has enormous tourism potential. The purpose of this study was to determine and determine the tourism marketing strategy for Mekarbuana village. This study uses descriptive qualitative with SWOT analysis techniques, through IFAS and EFAS analysis based on economic, socio-cultural, environmental and village government instruments. Data collection is based on literature study, observation and in-depth interviews with village tourism managers. Based on the results of marketing strategy research that needs to be done is potential development. Potential development can be carried out through the potential possessed by the village, one of which is natural potential, making tour packages, using social media as a means of promotion, marketing facilities, improving tourism facilities, and involving the community in developing their MSMEs to encourage innovation through the use of additional tourism such as procurement of home stays, ecotourism-based coffee village tours.

Keywords: Marketing Strategy, Mekarbuana Tourism, SWOT Analysis

INTRODUCTION

Tourism which is currently very popular is based on ecotourism, one of which is Way Kambas, to increase marketing, in this case increasing visits and competitiveness with similar tourism, there is a need for a tourism development strategy, increasing existing tourism potential and formulating alternative strategies that can be used in marketing, SWOT analysis is used to formulate marketing strategy formulations so that appropriate marketing strategies can be used (Pramono et al., 2020)

Formulating a marketing strategy is necessary for every business actor, this is the case for a tourist destination, developing the potential of a tourist village is one of the formulations of a marketing strategy in developing this tourism. The potential for tourist attractions, road access, structuring the organization of tourism village



management, creating tourism programs and marketing tourism village products are parts that must be prepared in marketing tourism (Paniyasa, 2013).

A marketing strategy in tourism development is needed, several stages in preparing a marketing strategy need to be carried out so that it can determine the right marketing strategy, the first stage is by analyzing the situation through SWOT analysis, the second stage is determining goals, the third stage is planning strategies and the fourth stage is determining tactics with strategic policies, and the fifth stage is implementation (Inzana et al., 2021).

Tourism development requires a strategy, the potential for the characteristics of a tourist village to be one of the promotions that can be developed by tourism so that it is able to attract tourists, providing innovation in the form of tour guide applications also aims to help carry out tourism activities (Putri et al., 2018).

The Bromo Tengger destination is seen as having low competitive power to deal with threats from other tourist destinations, therefore the strategy that can be applied is a defensive strategy that focuses on the tourism market, through the results of the SWOT analysis it is necessary to develop priorities, an annual tourism program, and introduce cultural attractions. (Azizah, 2021).

Formulation of a marketing strategy with a SWOT analysis on the top tourist attraction of PASAPA, provides an external advantage in the form of the tourism trend "Back To Nature" The turn around strategy can be applied in PASAPA tourism marketing (Triangga et al., 2020).

Mekarbuana Village has a huge tourism area potential. This tourist area in the village of Mekarbuana, Tegalwaru District, Karawang Regency, is a location in the south of Karawang Regency, this tourist location with the main object, namely the natural tourism of Mount Sanggabuana with an altitude of 1,074 meters above sea level. Apart from the tourism potential, there are other potentials in Mekarbuana Village such as the potential for agriculture, plantations and industry. One of the potentials in Mekarbuana Village is the agricultural potential, for an area of 1.71 km² of available rice fields, 6.01 km² of plantations with 1.2 km² of forest and 0.02 km² of ponds or ponds. Mekarbuana Village is also one of the villages that has forest with state-owned status covering an area of 10.81 Ha. The industrial potential of wood is 3 industries and woven industry is 5 industries, cloth industry is 3 industries (Source: KCDA Tegalwaru, 2016).

Based on the above phenomena, it is necessary to formulate the right marketing strategy formulation for tourism in Mekarbuana Village. Copy-paste (with the keep text only option, right-click and paste, select the one indicated with A) to make it easier for you to use this template. Alternatively, block the copy before selecting the "primary content" style) from your original paper document into this template. Make sure that your content adheres to the Gastronary style.

LITERATURE REVIEW

Strategic Management

Strategic Management can be interpreted as a managerial effort to develop the strength of the company to exploit business opportunities that arise in order to

achieve company goals that have been set in accordance with a predetermined mission. This understanding also implies that the company is trying to reduce its weaknesses and trying to adapt to its business environment. (Suwarsono, 2018).

In a company, especially in the commercial business, of course, strategic management is needed. The following are several stages in the process of developing strategic management, (Suwarsono, 2018):

Formulate a Strategy

At this stage, the organization will develop a vision and mission, conduct a SWOT Analysis, determine and determine the organization's long-term goals, and several other alternative strategies.

Implementing Strategy

At this stage, the strategies that have been determined are then implemented, for example designing organizational structures, distributing resources, making policies, developing decision-making processes, and managing human resources, marketing efforts and others.

Evaluating Strategy

The environment continues to change over time so periodic evaluation is required. The aim is to look at factors both internal and external to the compan

Marketing strategy

Marketing strategy relates to determining the form of offerings in certain market segments. This can be fulfilled by providing a marketing mix which is the core of the marketing system (Kotler, 2017).

Strategy is an effort that is continuous and carried out based on the point of view of what is expected and desired by customers in the future. According to (Rangkuti, 2016) strategy is the long-term goal of a company, as well as the utilization and allocation of all important resources to achieve that goal.

According to (Rangkuti, 2016) strategies are divided into 3 types, namely:

Corporate level strategy, determining what business to develop, sustain, or produce, Business unit level strategy, the strategy emphasizes certain business lines in achieving competitive advantage, Functional level strategy, which is operational in nature, is directly implemented by management functions such as HRM, finance, marketing and others.

SWOT analysis

SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. This involves defining the objectives of the business venture or project and identifying good and favorable internal and external factors for achieving the goals. This technique was devised by Albert Humphrey, who led a research project at Stanford University in the 1960s and 1970s using data from Fortune 500 companies.

SWOT Analysis Theory is a theory that is used to plan something to do with SWOT, which is an abbreviation of (S) stands for Strengths or Strengths, (W) stands for Weaknesses or Weaknesses, O stands for Opportunities or Opportunities, and

(T) stands for Threats or Threat. This SWOT is commonly used to analyze a condition where a plan will be made to do something, for example to make a work program.

According to Rangkuti, (2016) SWOT is the identity of various factors systematically to formulate a service strategy. This analysis is based on logic that maximizes opportunities but simultaneously minimizes weaknesses and threats. SWOT analysis compares between external factors and internal factors. This involves defining the objectives of the business venture or project and identifying good and beneficial internal and external factors for achieving those objectives. This SWOT analysis analyzes two business environment factors where the environment is in the form of:

Internal Environment, is a force, a condition, a situation, an event that is interconnected where the organization has the ability to control it. External Environment, is a strength, a condition, a circumstance, an event that is interconnected where the organization has no ability or little ability to control or influence it.

In making organizational decisions, it is necessary to consider internal factors which include strengths and weaknesses as well as external factors which include opportunities and threats. In this case the SWOT analysis is used by the determinants of organizational strategy to be able to maximize the role of strength factors and take advantage of opportunities while at the same time acting as a tool to minimize weaknesses that exist in the organization's body and suppress threats that arise and must be dealt with appropriately. In making and determining the goals, objectives and strategies to be taken, an in-depth and thorough analysis of the environment in which the organization/institution is located is required.

This SWOT Analysis technique is applied to determine the objectives of the marketing strategy that can be used before determining organizational goals. For this reason, organizations/institutions need to analyze their strengths and weaknesses, as well as obstacles that may arise. An organization's strategic planning must analyze the company's strategic factors (strengths, weaknesses, opportunities and threats) in the current conditions.

METHOD

This research is a qualitative descriptive study, using SWOT analysis through internal and external environmental analysis IFAS and EFAS (Samtono, & Ardi, R. P, 2021; Mulyantari, E, 2021; Manalu, S. H, 2021) . So that it can know the strengths, weaknesses, opportunities and threats of the Mekarbuana Village Tourism Object, which in the end can find the position of the tourism quadrant. So that it can be concluded that the determination of the Mekarbuana village tourism marketing strategy. The object of research is Mekarbuana Village Tourism, with key information on the tour manager. Data collection techniques using literature study, observation and in-depth interviews. The research was conducted in the period from October 2021 to May 2022. The instruments in the IFAS and EFAS analysis used economic, socio-cultural, environmental and village government aspects.

RESULTS AND DISCUSSION



Figure 1. Mekarbuana Nature Tourism along with tour packages

Based on the analysis of IFAS and EFAS with instruments on economic, social, cultural, environmental and village government aspects, the following are obtained:

Internal Factor Matrix (IFAS)		
Instrument	Strength	Weakness
Economy	Huge agricultural potential, one of which is coffee, bananas, durian Various natural attractions: Curug, Mount Sanggabuana, Tourist Village	The management of coffee farming is still not optimal enough to support coffee plantation tourism objects Promotions that are not optimal in promoting existing tourism There is no proper marketing strategy in tourism marketing There is no good cooperation with SMEs and or the local community
Socio-cultural	The cultural uniqueness that is still maintained is in the form of mutual cooperation	Lack of reliable human resources in the field of tourism in managing its tourist objects. The level of education is still low
Environment	Huge natural potential Coffee farms or plantations that can be used as ecotourism-based coffee garden attractions or coffee villages	Some of the road routes are still a lot of potholes
Village government	The great desire of the village government to advance village tourism Recognizing the importance of infrastructure development in preparing village tourism facilities and infrastructure Tourism management that has	Lack of coordination with central government There is still no good cooperation with MSMEs and village parties

been handled by Pokdarwis
(Tourism Awareness Group)

External Factor Matrix (EFAS)		
Instrument	Opportunity	Threat
Economy	Many tourists are more interested in nature tourism Rapidly developing technology can be utilized as a means of promotion and marketing	Increasingly rising prices are burdening the community in terms of buying and selling
Socio-cultural	Tourist interest in new tourist objects is very high	There is a negative thought that rural areas tend to be prone to crime
Environment	Natural potential can be developed into a new tourist attraction	Damaged access road Air pollution due to limestone mining causes tourists to be reluctant to visit Mekarbuana tourism
Village government	The full support of the local government is very high	Managers still do not understand the concept of tourism, both ecotourism and other tourism concepts.

SWOT Matrix

Strenght	Weakness
<p>Huge agricultural potential, one of which is coffee, bananas, durian</p> <p>Diverse natural attractions: Curug, Mount Sanggabuana, Tourist Village,</p> <p>The cultural uniqueness that is still maintained is in the form of mutual cooperation</p> <p>Huge natural potential</p> <p>Coffee farms or plantations that can be used as ecotourism-based coffee garden attractions or coffee villages</p> <p>The great desire of the village government to advance village tourism</p> <p>Recognizing the importance of infrastructure development in preparing village tourism facilities and infrastructure</p> <p>Tourism management that has been handled by Pokdarwis (Tourism Awareness Group)</p>	<p>The management of coffee farming is still not optimal enough to support coffee plantation tourism objects</p> <p>Promotions that are not optimal in promoting existing tourism</p> <p>There is no proper marketing strategy in tourism marketing</p> <p>There is no good cooperation with SMEs and or the local community</p> <p>Lack of reliable human resources in the field of tourism in managing its tourist objects.</p> <p>The level of education is still low</p> <p>Some of the road routes are still a lot of potholes</p> <p>Lack of coordination with central government</p> <p>There is still no good cooperation with MSMEs and village parties</p>
Opportunity	Threat

Many tourists are more interested in nature tourism	Increasingly rising prices are burdening the community in terms of buying and selling
Rapidly developing technology can be utilized as a means of promotion and marketing	There is a negative thought that rural areas tend to be prone to crime
Tourist interest in new tourist objects is very high	Damaged access road
Natural potential can be developed into a new tourist attraction	Air pollution due to limestone mining causes tourists to be reluctant to visit Mekarbuana tourism
The full support of the local government is very high	Managers still do not understand the concept of tourism, both ecotourism and other tourism concepts.

Based on the results of the research above, strategies that can be carried out based on the SWOT Analysis Matrix are:

Offensive/Competitive Strategies (SO)

This strategy is a strategy to take advantage of existing opportunities and strengths, this strategy is included in a strong strategy. As for what can be done is:

Utilizing the potential that exists in Mekarbuana Village, with the large agricultural potential, it can be utilized by creating a new tourist object in the form of a coffee plantation as a nature tour, establishing an ecotourism-based coffee village.

Utilizing increasingly sophisticated technology through social media can make promotion and marketing concepts easier, wider and quickly accessible to tourists.

Optimizing infrastructure development and road access to the location.

Focusing on tourism activities by involving the community, the community can be invited as UMKM by making home stays, utilizing existing agricultural products such as bananas by making processed banana products.

Tourism management that has been handled by Pokdarwis is made into a measurable and directed organization and management, so that tourism management is more integrated.

Diversification Strategies (ST)

This strategy is expected to reduce existing threats, so this strategy is a development and diversification strategy not only in products but also in concepts, while the strategies that can be implemented are:

Making innovative steps by making coffee villages as an alternative natural tourism product.

Make the development of processed coffee products from coffee farming, as a characteristic of Mekarbuana Village which has produced KoSa (sanggabuana coffee), which can be developed with other processed coffee products, such as coffee desserts, cosmetic products (coffee scrubs or coffee scrubs), room fresheners coffee aroma.

Create a pattern or concept of a tour package, both educational tours and nature tours.

Building more and greater coordination patterns, both with the local community and with related agencies, in this case the tourism and agriculture offices, so that they can create superior programs through their respective fields.

Overview Strategies (WO)

This strategy is expected to minimize the weaknesses of Mekarbuana Village tourism, while the strategies that can be implemented are:

Improving the educational capacity of the majority of the community. Especially for tourism managers in Mekarbuana Village, at least they have appropriate education and knowledge in the field of tourism, management, and other areas of expertise in supporting tourism development.

Collaborate with experts or universities to create concepts or formulations in the form of promotion, marketing and others in order to promote sales or attract tourists.

Collaborating with district and central governments to improve road access to tourist sites and sustainable development in creating accommodation facilities, permitting tourism development.

Defensive Strategies (WT)

This strategy is aimed at reducing weaknesses while avoiding existing threats. The strategies that can be carried out by Mekarbuana Village tourism:

Improving the quality of existing human resources through various trainings for human resources managing tourism with all types and techniques of tourism training.

Invite the whole community to be able to participate in tourism development.

By looking at the analysis above, Mekarbuana Village's tourism marketing strategy can develop not only tourism product development, but other programs that can be developed in a sustainable manner. So that sustainable tourism is expected to be achieved by Mekarbuana Village.

In line with previous research by Habita (2019) in the title SWOT Analysis of Tourism Development Policies for the Province of Bali, where it is stated that SWOT is the basis for analysis for developing tourism in Bali so that tourism marketing can always be developed. By looking at the results of previous research, where tourism development in marketing can be carried out through a SWOT analysis, in this study, of course, the right marketing strategy based on SWOT analysis can be applied to market Mekarbuana tourism products. Likewise with Kartini's research (2021) where based on a SWOT analysis it was found that marketing strategies can be carried out through stornomics tourism promotion strategies (a case study of Kali Cisadane Tangerang tourism) where this shows that this strategy will raise awareness and experience from tourists. With SWOT analysis we can make a strategic plan (Tjiptono: 2016). SWOT analysis helps companies develop marketing strategies. Determination of the strategy will be known after the company has prepared a SWOT framework.

Based on the results of the research, it shows that the marketing strategy that can be carried out by Mekarbuana tourism is in the form of a development strategy. However, tourism development must have a tourist attraction based on the 5A tourism principles, namely: Attraction, accessibilities, amenities, activities, and accommodation (tourism support services)" Cooper on Febrina (2015). So that the tourism marketing strategy through development or diversification can be achieved, in line with Agus Hermawan's statement (2016) defining a product diversification strategy as an effort to expand the types of goods to be sold and is a company strategy to increase market penetration.

CONCLUSIONS

One of the efforts to increase tourist interest in visiting tourist attractions is to develop appropriate promotions and marketing strategies. Utilizing technology and the role of social media is much easier and faster for the public to access any information. The role of tourism managers who are well coordinated with each other between managers, the community and the government will be able to facilitate development and provide policy convenience in determining programs and permits.

The implication is that with a well-structured and comprehensive marketing strategy, it is hoped that it will increase the interest of tourists to visit Mekarbuana Village tourism, so that this increase will certainly have an impact on local regional income. And the community as part of UMKM can also be prosperous through various kinds of cooperation in building tourism.

But of course this research is not perfect so further research is needed, especially in preparing marketing strategies through SWOT analysis which is only based on four instruments, which can be developed in further research using other analyzes or SWOT analysis using the marketing mix or the seven P's).

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