

ABSTRACT

ANALYSIS OF MARKETING STRATEGIES FOR EDUCATIONAL TOURISM AT LEMBAH SUHITA BEE FARM BANDAR LAMPUNG

By:

ANISA NABILA

E-mail: anisanabilaa43@gmail.com

This research aimed to identify the most effective marketing strategy to enhance the competitive advantage of educational tourism at Lembah Suhita Bee Farm. A descriptive quantitative research approach was used to describe and analyze the marketing strategies employed by Lembah Suhita Bee Farm. The primary data source was collected through questionnaires completed by respondents. The research population consisted of visitors and managers of Lembah Suhita Bee Farm. Sampling was conducted using the convenience sampling method based on the accessibility and availability of participants. The data were analyzed using the SWOT Matrix Analysis. Therefore, the findings showed that Suhita Bee Farm fell within Quadrant III of the SWOT matrix, indicating a turn-around strategy. This suggested that the farm had strong external factors, such as the use of online media to support business promotion and the emergence of new tourist attractions referring to distinctive features. At last, these factors pointed that Suhita Bee Farm was able to take advantage of existing opportunities to address various external threats. However, on the internal side, the farm struggled to leverage its strengths due to notable weaknesses—particularly the lack of public facilities around the tourist site.

Keywords: Marketing Strategy, Educational Tourism, SWOT, Lembah Suhita Bee Farm

