

ABSTRAK

STRATEGI PEMASARAN MELALUI ANALISIS SWOT PADA OBJEK WISATA PUNCAK MAS BANDAR LAMPUNG

Oleh

ADITYA MANDALA PUTRA

Sektor pariwisata di Indonesia saat ini dinilai efektif peranannya dalam menambah devisa negara. Pandemi Covid-19 yang terjadi saat ini berdampak terhadap kegiatan sektor pariwisata, dan tercatat mengalami kerugian hingga Rp10 triliun selama penerapan aturan Pembatasan Sosial Berskala Besar. Laporan tahun 2020 menyebutkan bahwa jumlah wisatawan berkurang sebesar 75% jika dibandingkan tahun 2019. Pada penelitian ini data didapatkan melalui penyebaran kuesioner kepada pengunjung wisata Puncak Mas, yang kemudian diolah menggunakan teknik analisis SWOT. Hasil penelitian menunjukkan bahwa Objek Wisata Puncak Mas sudah memiliki kekuatan pada Faktor Internal, akan tetapi belum dapat memaksimalkan peluang yang berasal dari faktor Eksternal dikarenakan terdapat berbagai ancaman yang cukup menghambat. Diversifikasi harus dilakukan agar terjadinya pengembangan di daerah wisata serta pembaruan wisata yang memberikan inovasi serta keamanan dan kenyamanan objek wisata Puncak Mas.

Kata Kunci : Strategi Pemasaran, SWOT, Pariwisata

ABSTRACT

MARKETING STRATEGY THROUGH SWOT ANALYSIS ON PUNCAK MAS TOURISM ATTRACTION BANDAR LAMPUNG

By:

ADITYA MANDALA PUTRA

The tourism sector in Indonesia is currently considered to have an effective role in increasing the country's foreign exchange. The Covid-19 pandemic has an impact on tourism sector activities and recorded losses of up to IDR 10 trillion during the implementation of the Large-scale social restrictions or LSSR (Indonesian: Pembatasan Sosial Berskala Besar or PSBB). The 2020 report states that the number of tourists has decreased by 75% compared to 2019. In this study, data was obtained through distributing questionnaires to visitors in Puncak Mas tourism attraction. It was processed using a SWOT analysis technique. The result of this study showed that Puncak Mas tourism attraction had strength in Internal Factors, but it had not been able to maximize opportunities that come from external factors. It was because there were various threats of quite inhibiting. Diversification must be carried out so that there was development in tourist areas and tourism renewal that provides innovation, security, and comfort for Puncak Mas tourist attraction.

Keywords: Marketing Strategy, SWOT, Tourism