

ABSTRACT

THE ANALYSIS OF MARKETING STRATEGIES ON MUNCAK TEROPONG LAUT TOURISM PESAWARAN IN THE NEW NORMAL ERA

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The tourism sector in Indonesia is currently considered to have an effective role in increasing the country's foreign exchange. Indonesia has great potential in tourism development because of the diversity of culture, language, customs, and natural conditions it has. The development of the tourism sector is currently growing in various regions of Indonesia which has an impact on the economy of local communities. The current COVID-19 pandemic has an impact on all aspects of human activity. The major impact of the pandemic on the tourism sector was a significant decline in the number of visitors. Total tourist visits decreased by 75% in 2020 compared to 2019. The purpose of this study was to formulate a strategy to increase tourist visits to the Muncak Teropong Laut tourism object through marketing strategy planning by analyzing the internal and external environment. This study included an applied study with a descriptive approach and a qualitative method, with the data source obtained through interviews which were then analyzed using IFAS and EFAS. Based on the result of the study that was done, it was concluded that the Muncak Teropong Laut tourism object was in quadrant 1 position (Aggressive Strategy). The strategy that needed to be carried out by the manager of the Muncak Teropong Laut tourism object was the SO strategy by combining strengths and opportunities.

Keywords: Marketing Strategy, Internal Factors, External Factors