



# Marketing Strategy for Development of Pananuareng Beach Tourism Destinations, Sangihe Islands Regency

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**Abstract:** *This study aims to determine the internal and external factors that influence Pananuareng Beach tourist destinations and marketing strategies that can be applied to develop Pananuareng Beach tourist destinations. The research method used in this research is descriptive qualitative because it aims to analyze the data by describing or describing internal and external conditions as well as determining the marketing strategy that will be applied to develop Pananuareng Beach tourist destinations, Sangihe Islands Regency. The results showed from the analysis of the internal environment through the IFAS matrix, the most influential Strength factors is Pananuareng Beach is still natural, and has beautiful views and the most influential Weakness factor is the road access to the beach is narrow and far from the city center. While the external environment uses the most influential Opportunity factors are favorite tourist attractions in the Sangihe Islands Regency and the support from the Sangihe Islands Regency government. The most influential Threats factor is the emergence of competitors who are more prepared. While on the results of the SWOT matrix analysis through four alternative strategies, it can be found that marketing strategies, it can be found that marketing strategies that can be applied to develop Pananuareng Beach attractions are utilizing technology to promote in electronic media or directly to attract tourist to visit Pananuareng Beach. The most influential Threats factor is the emergence of competitors who are more prepared. While on the results of the SWOT matrix analysis through four alternative strategies, it can be found that marketing strategies, it can be found that marketing strategies that can be applied to develop Pananuareng Beach attractions are utilizing technology to promote in electronic media or directly to attract tourist to visit Pananuareng Beach. The most influential Threats factor is the emergence of competitors who are more prepared. While on the results of the SWOT matrix analysis through four alternative strategies, it can be found that marketing strategies, it can be found that marketing strategies that can be applied to develop Pananuareng Beach attractions are utilizing technology to promote in electronic media or directly to attract tourist to visit Pananuareng Beach.*

**Keywords:** *SWOT Analysis, Marketing Strategy, Pananuareng Beach Tourism Destinations.*

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## INTRODUCTION

Indonesia is an archipelagic country that is rich in natural resources, where the natural resources owned are potentials that can be used as tourist attractions. The potential is in the form of mountains, parks and rivers in villages and cities. The potential for natural tourism in an area is often used as an asset that can generate substantial income and open up business opportunities as well as to preserve nature. RI Law No. 10 of 2009 states that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen and local governments. Tourism is one sector that is being seriously worked on by countries in the world in order to encourage the national economy.

Sangihe Islands Regency is one of the regencies in North Sulawesi Province, which has strategic and potential tourism objects to be managed, developed and marketed. The potential for tourism objects in the Sangihe Islands Regency is very diverse, consisting of tourist attractions in coastal areas, underwater volcanoes and mountains in several sub-districts. The development of the tourism sector in the Sangihe Islands Regency is currently unstable. This can be seen from the number of visits by foreign tourists and domestic tourists.

Table 1.1. Tourist Visit Data for the Year 2017-2019

2017				2018				2019			
foreign tourists		WISNUS		foreign tourists		WISNUS		foreign tourists		WISNUS	
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8.11 0	1,910	59,0 00	25,000	914	2.110	35,3 60	41,765	914	689	38,8 60	37,360

Source: Department of Tourism Kab.Kep. Sangihe, 2021

Table 1.1 above shows the state of tourists who travel in the Sangihe Islands Regency area. In 2017 the number of tourist visits did not reach the target. When in 2018 there was an increase in the number of visitors and exceeded the target, in 2019 there was another decrease in the number of visitors. This is because the tourism object managers in the Sangihe Islands Regency do not promote either through electronic media or directly so that the tourism objects in the Sangihe Islands Regency are not yet known by many tourists even though the Sangihe Islands Regency has many tourist destinations, especially beach tourism which is very beautiful.

One of the tourism potentials in the Sangihe Islands Regency which is a mainstay tourist attraction and is a potential tourist attraction to visit is Pananuareng Beach, which is located in Tariang Baru Village, Tabukan Tengah District. Pananuareng Beach has charm and potential. Pananuareng Beach is a tourist attraction with a background of very beautiful natural conditions. Objects and tourist attractions are one of the important elements in the world of tourism. Where objects and tourist attractions can succeed the government's program in preserving the nation's customs and culture as assets that can be sold to tourists.

Table 1.2 Data of Visitors to Pananuareng Beach in 2018-2020

No	Year	Number of visitors
1	2018	800
3	2019	400
4	2020	300

Source: Department of Tourism Kab.Kep. Sangihe, 2021

Table 1.2 shows the state of visitors to the Pananuareng Beach tourist destination from 2018 to 2020. Visitors to this tourist destination have decreased significantly every year. The decrease in the number of tourist visits occurred because the access road to tourist destinations was still narrow and there were no facilities for water sports such as snorkeling equipment, even though at the Pananuareng Beach tourist attraction, visitors who came for tours wanted to see neatly arranged coral reefs by snorkeling. With the decline in the number of tourists managing Pananuareng Beach tourist destinations, they must be able to create the right strategy for the development of Pananuareng Beach tourist destinations.

According to Rangkuti (2015: 19) in the current situation analysis, the most popular model used is the SWOT analysis. SWOT analysis is the identification of various factors systematically to formulate corporate strategy. This analysis is based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats.

In an effort to develop a tourist attraction, an analytical study is needed to explore and highlight the potential of each object, especially the Pananuareng Beach tourist attraction, so that a marketing strategy plan can be prepared to develop an attractive tourist attraction.

Based on the description of the background above, researchers are interested in conducting research on Marketing Strategies for the Development of Pananuareng Beach Tourism Destinations, Sangihe Islands Regency.

### **Formulation of the problem**

1. What are the internal conditions (strengths and weaknesses) of the marketing strategy for developing Pananuareng Beach tourism objects?
2. What are the external conditions (opportunities and threats) of the marketing strategy for developing Pananuareng Beach tourism objects?
3. What is the marketing strategy for developing Pananuareng Beach tourism objects?

## **THEORY FOUNDATION**

### ***Marketing***

Marketing is the spearhead of the company in a world of increasingly fierce competition, companies are required to survive and develop. Therefore, a marketer is required to understand the main problems in their field and develop strategies in order to achieve company goals (Sunyoto, 2014: 18).

### ***Marketing Management***

Armstrong and Kotler (2012), provide an understanding of marketing management as the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers with a view to achieving organizational goals.

### ***Marketing strategy***

According to Kotler and Armstrong (2012: 72) marketing strategy is a marketing logic in which companies hope to create value for customers and can achieve profitable relationships with customers.

### ***Marketing Mix***

Kotler and Armstrong (2012: 75) say The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market, which means that the

marketing mix is a set of marketing tools that are combined to process the response desired by the target market. .

**Tourist**

Kodhyat (2014: 28) Tourism is a temporary trip from one place to another, carried out by individuals or groups, as an effort to find balance or harmony and happiness with the environment in the socio-cultural, natural and scientific dimensions. Tourism can be defined as the whole network and phenomena associated with the stay of foreigners in a place, provided that they do not stay there to carry out an important job that provides permanent or temporary benefits.

**Tourism Potential**

According to Sujali (2008: 17) tourism potential is an ability in an area that may be used for development, such as nature, humans and the work of humans themselves.

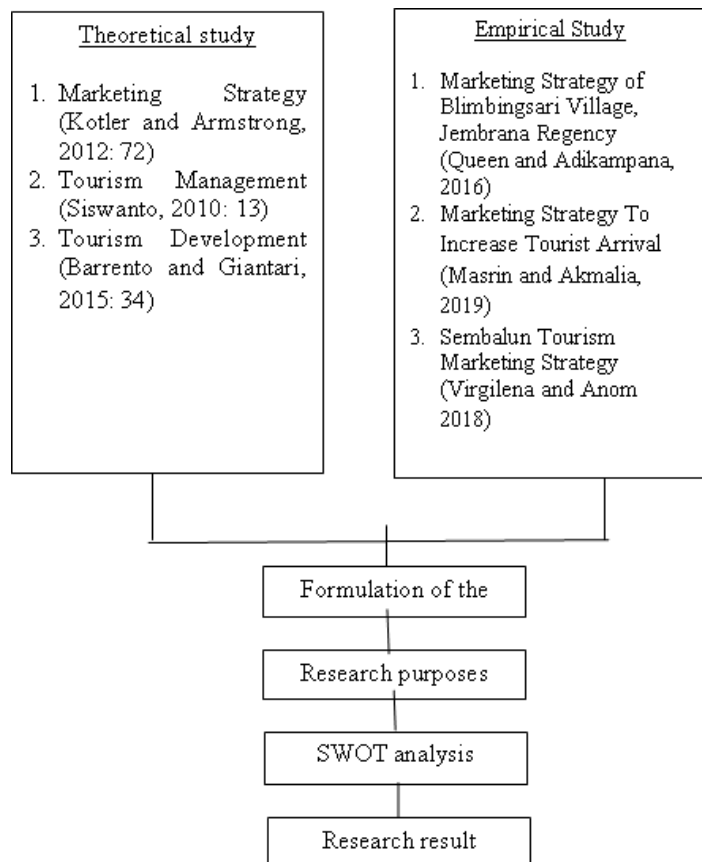
**Tourism Management**

Hunziker and Kraft (2012: 8) Tourism Management includes a process of planning, organizing, directing and supervising to achieve certain goals related to everything related to tourism and related businesses in that field.

**Tourism Development**

Barreto and Giantari (2015: 34) tourism development is an effort to develop or advance tourist objects so that these attractions are better and more attractive in terms of places and objects in them to attract tourists to visit them.

**RESEARCH FRAMEWORK**



Source: Secondary Data Results, 2022

**RESEARCH METHODS**

This research approach is descriptive qualitative. According to Sugiyono (2016: 147) descriptive research is a method used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations. The data used in this study are primary data and secondary data. According to Sugiyono (2016: 225) primary data is a data source that directly provides data to data collectors. Primary data in this study were obtained from interviews with sources and researchers made direct observations on the object of research (observation). While secondary data according to Sugiyono (2016: 225) is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data in this study is supporting data from primary data obtained from the Regional Tourism Office of the Sangihe Islands Regency. Data collection techniques used in this study were interviews, questionnaires, observation and documentation. The data analysis technique in this study used the EFAS matrix, IFAS matrix and SWOT analysis.

**RESULTS AND DISCUSSION**

**IFAS Matrix (Internal Factor Analysis Summary):**

IFAS Matrix

No	Main Factors	Weight	Rating (1-4)	Score (Weight X Rating)
	Strength			
1.	Natural beach.	0.12	4	0.48
2.	Beach beauty.	0.12	4	0.48
3.	The facilities available are in decent condition.	0.09	3	0.27
4.	Management involves the surrounding community.	0.09	3	0.27
5.	Affordable entrance fee	0.09	3	0.27
6.	Conducive security	0.09	3	0.27
No	Weakness	Weight	Rating (1-4)	Score (Weight X Rating)
1.	Narrow access road to the beach	0.03	1	0.03
2.	Lack of supporting facilities	0.06	2	0.12
3.	Lack of available culinary business	0.06	2	0.12
4.	Far from city center	0.03	1	0.03
5.	Lack of attraction facilities	0.06	2	0.12
6.	The cleanliness of the beach is not well maintained	0.06	2	0.12
7.	Budget limitations in the development of facilities and infrastructure	0.09	3	0.27
<b>Amount</b>			<b>33</b>	<b>2.85</b>

Source: Primary Data

**EFAS Matrix (External Factor Analysis Summary)**

EFAS Matrix

No	Main Factors	Weight	Rating	Score (Weight X Rating)
	Opportunity			
1.	Favorite tourist attraction in Sangihe Islands Regency	0.16	4	0.64
2.	Beach attractions with water sports facilities	0.12	3	0.36
3.	Opening job opportunities for the community around the tourist attraction	0.12	3	0.36
4.	Opportunities for cooperation with other parties in the development of tourist attraction facilities	0.08	2	0.16
5.	Sangihe County Government Support	0.16	4	0.64
No	Threat	Weight	Rating	Score (Weight X Rating)
1.	The emergence of a more prepared competitor	0.16	1	0.16
2.	Quite dangerous because of the big waves	0.08	2	0.16
3.	Frequently changing climate	0.08	2	0.16
4.	Lack of awareness in maintaining a tourist attraction	0.12	3	0.36
Amount			<b>24</b>	<b>3.00</b>

Source: Primary Data

Alternative 9 Cell SWOT Matrix Strategy

<b>Internal factors</b>          <b>External Factors</b>	<b>Strengths:</b> 1. Natural beach 2. Beach Beauty 3. The facilities available are in decent condition 4. Management involves the surrounding community 5. Affordable entrance fee 6. Conducive security	<b>Weaknesses:</b> 1. Narrow access road to the beach 2. Lack of supporting facilities 3. Lack of available culinary business 4. Far from city center 5. Lack of attraction facilities 6. The cleanliness of the beach is not well maintained 7. Budget limitations in the development of facilities and infrastructure
	<b>Opportunities:</b> 1. Favorite tourist attraction in Sangihe Islands Regency	<b>STRATEGY (SO)</b> 1. Utilizing technology to conduct promotions in electronic media or directly to attract tourists to visit

<p>2. Beach attractions with water sports facilities</p> <p>3. Opening job opportunities for people around tourism</p> <p>4. Opportunities for cooperation with other parties in the development of tourist attraction facilities</p> <p>5. Sangihe County Government Support</p>	<p>Panauareng Beach.</p> <p>2. Utilizing existing tourism products and tourist attractions such as facilities and infrastructure, security, services, and festivals to improve the quality and quantity of Panauareng Beach.</p> <p>3. Creating a quality Panauareng Beach at a relatively cheap price so that it adds to the attraction of tourists to visit.</p>	<p>attractive and simple.</p> <p>2. Expanding the network of cooperation with other parties in developing tourist attractions and facilities and infrastructure.</p>
<p><b>Threats:</b></p> <p>1. The emergence of a more prepared competitor.</p> <p>2. Quite dangerous because of the big waves.</p> <p>3. The climate changes frequently.</p> <p>4. Lack of awareness in maintaining a tourist attraction.</p>	<p><b>STRATEGY (ST)</b></p> <p>1. Developing Panauareng Beach for the better to be able to compete in a healthy manner with other beaches.</p> <p>2. Maintain the characteristics of Parangtritis Beach such as nature, religion, and education.</p>	<p><b>STRATEGY (WT)</b></p> <p>1. The manager of Panauareng Beach can propose an appropriate budget to the district government for the construction of more adequate facilities and infrastructure.</p> <p>2. Panauareng Beach Manager provides counseling about the development of tourism products in accordance with government programs</p>

Source: Data Processing Results

### Discussion

Based on the results of the research, the strength of the tourist attraction Panauareng Beach has a very beautiful panorama, an unspoiled beach and a very long stretch of white sand and very beautiful coral reefs. Panauareng Beach also has multipurpose building facilities that can be used for spiritual activities, office events and other activities. The fee to enter the Panauareng beach attraction is very cheap, that is, only by paying Rp. 2,000/person, visitors can already enjoy the beauty of Panauareng Beach.

Panauareng Beach also has a weakness (*Weakness*) namely the access road to the tourist attraction is narrow because this tourist attraction is located in a village far from the city center so that sometimes visitors who plan to travel on Panauareng beach don't do it and choose to visit a tourist attraction close to the city center in addition to Panauareng beach as well. still lacking attraction facilities such as banana booth, snorkeling equipment and also other water sports facilities. The cleanliness of the beach is also not maintained, a lot of leaf and plastic waste is not cleaned so that it

makes this tourist attraction look dirty, making visitors prefer to travel to other beach tourist destinations.

What is an opportunity in tourist destinations, Pananuareng Beach is a favorite tourist attraction in Sangihe Islands Regency, although there are many beach tourist destinations, Pananuareng Beach is an option for tourists to visit Pananuareng Beach because this tourist spot is the first beach tourism in the Sangihe Islands Regency and is already widely known. and known by tourists so that if there are relatives who come on vacation in the Sangihe Islands Regency and have never visited Pananuareng beach tourist destinations, they are curious about the natural beauty and a stretch of white sand so that they come to visit this tourist destination to enjoy the beauty of the beach. Pananuareng beach also opens up job opportunities for people who live around the coast to open a culinary business or a boat rental business, snorkeling equipment. This business can increase income for people who live in the area around the Pananuareng beach tourist attraction.

Threat (*Threats*) is a disturbing condition and includes things from an unfavorable environment. Pananuareng beach tourism destinations are quite dangerous because the waves are very large, the climate changes frequently, the lack of awareness to maintain tourist attractions, the emergence of similar beach tourist destinations make tourists choose to travel elsewhere.

### **Conclusion**

1. The strengths of the identified Pananuareng Beach are: natural beaches, beautiful beaches, available facilities in decent conditions, management involving the surrounding community, affordable entrance fees, conducive security.
2. The weaknesses of the identified Pananuareng Beach are: narrow access roads to the beach, lack of supporting facilities, lack of available culinary businesses, far from the city center, lack of attraction facilities, beach cleanliness is not well maintained, limited budget in the development of facilities and infrastructure.
3. Opportunities faced in developing Pananuareng Beach tourist destinations are: favorite tourist objects in Sangihe Islands Regency, beach tourism objects with water sports facilities creating jobs for people around tourism, opportunities for collaboration with other parties in the development of tourist attraction facilities. Sangihe District Government Support.
4. The threats faced in developing Pananuareng Beach tourist destinations are: the emergence of competitors who are more prepared, quite dangerous because of the big waves, the climate that changes frequently, the lack of awareness in maintaining the tourist attraction.
5. The right marketing strategy to develop the Pananuareng Beach tourist destination is obtained from the IFAS matrix value and the EFAS matrix value placed on the four quadrant SWOT matrix is an aggressive marketing strategy.
6. The description of the aggressive marketing strategy of the Pananuareng Beach tourist destination is: Utilizing technology to carry out promotions in electronic media and directly to attract tourists to visit Pananuareng Beach, take advantage of existing tourism products and tourist attractions such as facilities and infrastructure, security, services, and festivals to improve the quality and quantity of Pananuareng Beach. Quality Pananuareng at a relatively cheap price so as to increase the attractiveness of tourists to visit, develop Pananuareng Beach for the better to be able to compete in a healthy manner with other beaches, maintain the characteristics of Pananuareng Beach such as nature, religion, and education, improve products and attractions tourism with the existing potential to be interesting but also simple, improve tourism products and attractions with the existing potential to be attractive but also simple, the manager of Pananuareng Beach can propose an appropriate budget to the district government for the construction of more adequate facilities and infrastructure, the manager of Pananuareng



Beach provides counseling about the development of tourism products in accordance with government programs.

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