



**INTERNASIONAL CONFERENCE & CALL FOR PAPER**

**ECONOMICS, BUSINESS, INNOVATION AND CREATIVITY (EBIC), 30<sup>th</sup> April 2025**

Vol: 2

No.: 1

No. E- ISSN: 3025-4086

**ANALYSIS OF MARKETING STRATEGIES OF THE MOUNTAIN HALIMUN SALAK NATIONAL PARK HALL IN INCREASING THE NUMBER OF VISITS**

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**ABSTRACT**

Tourism, as a profitable industry and the largest contributor to foreign exchange, has promising prospects in fulfilling human needs. Tourism attraction is the main factor that encourages tourists to visit tourist attractions. This study aims to determine the marketing strategy of Salak Balai Gunung Halimun Salak National Park (TNGHS) in Sukabumi, West Java, using IFE, EFE, IE Matrix, and SWOT analysis. The sample in this study used a non-probability method consisting of 4 people. The results showed that TNGHS is in quadrant II (Growth and Build), which indicates that TNGHS is growing and developing. The recommended strategies are market penetration, market development, and product development.

**Keywords:** Marketing Strategy, Mount Halimun Salak National Park, SWOT Analysis, Tourist Increase.

**ABSTRAK**

*Pariwisata, sebagai industri yang menguntungkan dan kontributor terbesar devisa, memiliki prospek menjanjikan dalam memenuhi kebutuhan manusia. Daya tarik wisata adalah faktor utama yang mendorong wisatawan untuk mengunjungi objek wisata. Studi ini bertujuan untuk menentukan strategi pemasaran Taman Nasional Gunung Halimun Salak (TNGHS) di Sukabumi, Jawa Barat, menggunakan analisis IFE, EFE, Matriks IE, dan SWOT. Sampel dalam penelitian ini menggunakan metode non-probabilitas yang terdiri dari 4 orang. Hasilnya menunjukkan bahwa TNGHS berada di kuadran II (Pertumbuhan dan Pembangunan), yang menunjukkan bahwa TNGHS sedang tumbuh dan berkembang. Strategi yang direkomendasikan adalah penetrasi pasar, pengembangan pasar, dan pengembangan produk.*

**Kata Kunci:** Strategi Pemasaran, Taman Nasional Gunung Halimun Salak, Analisis SWOT, Peningkatan Wisatawan.

**INTRODUCTION**

Indonesia is a country rich in cultural diversity and natural resources. The tourism sector has become one of the main sectors that support national economic growth, making significant contributions in the form of job creation, income generation, and infrastructure development. Based on data from the Central Bureau of Statistics (2023), the tourism sector contributes around 4.1% to the national Gross Domestic Product (GDP).



Gunung Halimun Salak National Park (TNGHS) is one of the largest conservation areas in West Java, with an area of approximately 113,357 hectares. TNGHS has high biodiversity, including endemic flora and fauna and a variety of fascinating natural landscapes, such as the Curug Nangka waterfall and the Mount Halimun hiking trail. However, challenges such as lack of accessibility, suboptimal promotion, and lack of cooperation with the private sector have resulted in a decline in tourist arrivals from 150,000 people in 2019 to only 95,000 people in 2023.

By reviewing the ecotourism-based marketing strategy, this study aims to design a new approach to increase the tourist attractiveness of TNGHS while supporting environmental sustainability.

## **REVIEW OF THEORY AND LITERATURE**

### **Definition of Marketing**

The achievement of company goals, namely to increase sales that can generate profits by satisfying customer needs and desires for products and services that will benefit from the exchange process profit from the exchange process.

Malau (2017) explains that marketing is a value exchange transaction activity owned by several parties, for example the exchange of products owned by the company.

### **Definition of Marketing Management**

Marketing management is a series of processes that include analyzing, planning, implementing, and controlling marketing activities with the aim of achieving company targets effectively and efficiently. Marketing management can also be interpreted as a tool for analyzing, planning, implementing, and controlling programs designed to create, build, and maintain exchanges that generate profits. This profit is used as a means to achieve the main objectives of the business or company (Indrasari, 2019).

### **Marketing Management Concept**

The concept of marketing management aims to provide satisfaction to the wants and needs of buyers/consumers. All activities in a company that follows the marketing concept must be directed to meet these objectives. The marketing concept is a business philosophy which states that fulfilling consumer needs is an economic and social condition for the survival of the company. According to Kotler and Keller (2018), the core concepts in marketing are as follows:



**1. Needs, Desires, and Demand:**

Needs are basic human requirements. Humans need air, food, water, clothing, and shelter to survive. In addition, they also have needs for recreation, education, and entertainment. These needs become wants when directed at specific objects that can fulfill them. Demand is the desire for a particular product backed by the ability to pay.

**1. Target Market, Market Positioning, and Segmentation:**

After identifying the market segments, the company decides which segment provides the greatest opportunity. The segment then becomes the target market. For each segment, the company develops a market offer that is positioned to attract target buyers with key benefits.

**2. Offer and Brand:**

Companies fulfill needs by offering value, i.e. the set of benefits they offer to customers to fulfill their needs. This intangible offering of value is known as an offering. Offerings can be a combination of products, services, information, and experiences. A brand is an offer that comes from a known source.

**3. Value and Satisfaction:**

Value reflects the sum of benefits, both tangible and intangible, and costs incurred by the customer. Value is a combination of quality, service, and price, often referred to as the “three elements of customer value”. Satisfaction reflects the customer's assessment of the product's performance (or results) against their expectations.

**Marketing Strategy Concept**

Marketing strategy is an integrated effort to create value for customers through a combination of product, price, place, and promotion (Kotler & Keller, 2016). In the context of tourism, a marketing strategy includes not only delivering information to tourists, but also creating memorable experiences that meet market needs (Middleton et al., 2009). TNGHS should be able to adopt an ecotourism-based marketing approach to attract tourists who care about environmental sustainability.

**SWOT Analysis**

SWOT is a strategic analysis framework used to identify strengths, weaknesses, opportunities, and threats (Gürel & Tat, 2017). By using SWOT, organizations can formulate strategies that are appropriate to internal and external conditions. In this research, SWOT analysis is applied to understand how TNGHS can capitalize on its natural advantages while overcoming its challenges.



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**Digital Marketing in Tourism**

In the digital age, the use of social media and online platforms has become an important element in marketing strategies (Xiang & Gretzel, 2010). Digitalization allows TNGHS to reach a wider audience in a more cost-efficient manner. An effective social media campaign can increase awareness of TNGHS as a leading ecotourism destination.

**Tourist Behavior**

Tourist behavior is influenced by motivational factors, perceptions, and previous experiences (Pearce, 2005). Therefore, the marketing strategy of TNGHS must include considering the preferences of modern tourists who tend to seek authentic, educational, and sustainable experiences.

**RESEARCH METHODS**

This research uses a descriptive qualitative approach with the following steps:

**1. Data Collection:**

- **Primary Data:** Data were collected through in-depth interviews with TNGHS managers, surveys to tourists, and direct observation in the field.
- **Secondary Data:** This data includes statistical reports on tourist visits, government policies related to tourism, and other supporting literature and documents.

**2. Research Instruments:** The main instruments included interview guidelines, closed-ended questionnaires, and observation checklists.

**3. Data Analysis:**

- **Internal Factor Evaluation (IFE):** To identify internal strengths and weaknesses by assigning weights and scores to each factor.
- **External Factor Evaluation (EFE):** To evaluate external opportunities and threats in a similar way.
- **Internal-External (IE) Matrix:** Classifies the strategic position of TNGHS in a matrix based on the total score of IFE and EFE.
- **SWOT Analysis:** Combines internal and external factors to formulate relevant strategies.

**4. Analysis Techniques:**

- A SWOT matrix was used to generate four groups of strategies (SO, ST, WO, WT).
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- Quantitative data from the survey was analyzed using descriptive statistics to provide an overview of the tourist profile and their preferences.

**5. Data Validation:** Data triangulation was conducted by comparing the results of interviews, observations, and document analysis to ensure the reliability of the findings.

## **RESEARCH RESULTS AND DISCUSSION**

### **1. Internal and External Factor Analysis**

- Internal Factors (IFE):** The total IFE score is 3.2, indicating the main strengths of TNGHS in the form of natural beauty, biodiversity, and high ecotourism potential.
- External Factors (EFE):** The total EFE score is 2.8, indicating opportunities from nature tourism trends and government policy support for sustainable tourism, although there are threats from competition from other tourist destinations.

**2. IE Matrix and Strategic Position:** Based on the IE matrix, TNGHS is in quadrant II (Grow and Build). Strategies that can be implemented include market penetration by expanding digital marketing campaigns and market development through cooperation with tour agents.

### **3. SWOT-based Marketing Strategy**

- Strength-Opportunities (SO):** Use natural beauty to promote ecotourism tour packages.
- Strength-Threats (ST):** Increase cooperation with local communities to strengthen competitiveness.
- Weakness-Opportunities (WO):** Improve infrastructure and accessibility to tourist sites.
- Weakness-Threats (WT):** Utilize digital platforms to reach more tourists.

## **CONCLUSIONS**

An effective marketing strategy is essential to increase the number of tourist visits to TNGHS. Key recommendations include:

- Development of promotional campaigns through social media and digital platforms.
- Improving accessibility to tourist sites.
- Development of innovative tour packages that combine natural beauty and local culture.



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**SUGGESTIONS**

1. The TNGHS needs to organize training for local communities to support community-based tourism.
2. Allocate a special budget to improve tourism infrastructure and supporting facilities.
3. Develop a digital-based application to facilitate tourists in planning their visit.

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