

Analysis of marketing strategies in the context of revitalizing the tourist destination of Senggigi West Lombok

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Abstract. The purpose of this study is to analyze and identify marketing strategies for the revitalization of West Lombok's Senggigi Tourism Destination. The research method used in this study is a mixed method between qualitative and quantitative. The strategy analysis pattern used in analyzing marketing strategies in the Framework for Revitalization of Senggigi Tourism Destinations is SWOT analysis. The findings of this research show that the main strengths for marketing Senggigi tourism are that "Accommodation and supporting facilities are readily available in Senggigi" and "The Senggigi tourism destination has several attractions, including beaches, hills, and forests." The main weaknesses were "Tourism management has not been optimal for all tourism objects in Senggigi" and "accessibility on public transportation is not adequate for tourists." Based on the SWOT Matrix, there were alternative marketing strategies that could be implemented, such as "improving and making attractive promotions for tourists; managing and maintaining well the tourism object area as the destination main product, and adding interesting annual events as a valuable addition to the product."

1 Introduction

The Senggigi Tourism Destination, located in Batulayar District, West Lombok Regency, is one of the priority tourist destinations in West Nusa Tenggara, which has been regulated for development as a tourist area since Regional Regulation (Perda) No. 9 of 1989, dated August 15, 1989. In the regional regulation, the West Nusa Tenggara Provincial government has determined 15 potential areas for development. There are 9 areas on Lombok Island and six areas on Sumbawa Island [1].

In 2013, the West Nusa Tenggara provincial government released regional regulation (Perda) Number 7 of 2013, which pertains to the Regional Tourism Development Master Plan for 2013–2028, with the aim of augmenting the tourism industry in the area. In the regional regulation, the existence of Regional Tourism Strategic Areas (KSPD) is mentioned.

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KSPD is an area that has the main function of tourism or has the potential for national tourism development and has an important influence in one or more aspects, such as economic, social, and cultural growth, natural resource empowerment, environmental carrying capacity, and defense and security [1].

In addition to offering marine tourism potential, Senggigi Tourism Destination also offers ecotourism, edutourism, and agrotourism. In addition, there are also religious tourism destinations, namely Batulayar Tomb and Batu Bolong Temple.

Currently, Senggigi tourism is experiencing a decline after the 2018 Earthquake and COVID-19 Pandemic. Tourism has experienced a drastic decline after the pandemic. Ecotourism, Edu tourism, and Agrotourism offered by Senggigi Tourism Destination experienced a decline. Tourist attractions that tend to be monotonous in the Senggigi Tourism Destination also contribute to the village's problems [2]. A decrease in tourist visits in tourist areas such as the Isle of Man, located in western England, can have social impacts such as reduced facilities, cultural changes, and decreased self-confidence [3]. This situation is certainly unpleasant, and a solution must be found immediately.

The development of marketing strategies is a solution offered by many experts in solving problems in Tourism Destinations [4,5,6]. Setiawan & Hamid [7], Siregar [8], and Soemanto [9] emphasized the importance of promotional strategies in marketing Tourism Destinations. Meanwhile, [10-13] advise managers of Tourism Destination Areas to implement a comprehensive Marketing Strategy and integrate all marketing factors to achieve the marketing objectives of tourism destination areas.

In the case of tourism, Senggigi is currently in a different situation from future conditions, namely conditions after the COVID-19 pandemic. For this reason, the strategy needed is different. This is considering the conditions faced are different. The outbreak of the COVID-19 pandemic has affected the sustainability of the tourism industry, including Tourist Destinations such as Senggigi. A survey conducted by the Desa Wisata Institute on the effect of the COVID-19 outbreak on the condition of people in tourism destinations shows that all respondents have closed their tourism business activities due to the COVID-19 pandemic outbreak, which threatens public health. However, there is one strength that is the advantage of tourism destinations, namely, not losing the main jobs of the community in an effort to survive during COVID-19 [14].

From the background that has been described, it is known that in order to survive the Senggigi Tourism Destination in the pandemic era and increase again after the pandemic, a Marketing Strategy is needed. For this reason, this study will discuss Marketing Strategies in the context of revitalizing the West Lombok Senggigi Tourism Destination.

2 Literature Review

2.1 Strategy Planning

According to Trout and Reis (1986) in Shafiee et al. [15], strategy is how to survive in a competitive world, how to make good perceptions in the minds of consumers, be different, recognize the strengths and weaknesses of competitors, become specialized, master one simple word in the head, and leadership that gives direction and understands market reality by being first rather than being better.

The strategy binds all parts of the organization and covers all important aspects of the organization by using all organizational resources effectively in a changing environment with a process of harmony and balance. Strategic decisions include the boundaries of the business, the products and markets to be served, the tasks to be implemented, and the key policies required [13]. So, an explicit strategy statement is the key to success in dealing with the

changing business environment. Strategy provides unity of direction for all members of the organization. If the concept of strategy is not clear, then the decision taken will be subjective or based on mere intuition and ignore other decisions [16].

The initial stage in conducting strategic planning is to conduct an environmental analysis of a business, both the internal environment and the external environment. In this study, the business that was analyzed was tourism. Gasparotti [17] mentions internal environmental factors that will be analyzed related to the functional activities of a business, including the fields of management, human resources, finance, production, marketing, and organization. This internal environment analysis will ultimately identify the weaknesses and strengths that the business has.

According to Umar (2003) in Saputro et al. [18], external environment analysis includes external factors that affect performance and strategies that must be taken by business entities. These external factors can be divided into political factors, economic factors, socio-cultural factors, and technological factors.

Every industry has an underlying structure—a set of economic and technical characteristics that give rise to competitive forces. There are five factors that must be considered, namely: (1) Buyer's bargaining power; (2) Supplier's bargaining power; (3) Threat of substitute products; (4) Threat of new entrants; and (5) Competition between existing competitors [19].

2.2 Tourism

One product that is often marketed through mass advertising by both the government and the private sector is tourism. According to the Tourism Act of the Republic of Indonesia No. 9 of 1990, Tourism is everything related to travel activities carried out voluntarily and temporarily to enjoy tourist objects and attractions, including the business of tourist objects and attractions as well as related businesses in the field.

Tourism products are service products. According to Kotler et al. [20], services are actions or activities that can be offered by a party to another party, are basically intangible, and do not result in any ownership. Service production may or may not be related to physical products. From the description above, it can be concluded that tourism products are all services provided by various kinds of tourism companies from when a tourist leaves his place of residence while at his destination until returning to his place of origin.

Tourism products are oriented to consumers (tourists); this means that tourism products must be arranged according to the conditions of tourists, including their motivation, purchasing power, characteristics, and so on. Tourism products have several characteristics that are different from products in the form of goods. The characteristics of tourism industry products are broadly intangible, non-transferable production and consumption processes that occur at the same time, cannot be stored or accumulated for accumulation, and results or products are subjective. Demand is very variable and influenced by non-economic factors, and product quality is highly dependent on human labor that cannot be replaced by machines [21].

2.3 Research Road Map

This research is a continuation of previous research on tourism. First, the first previous research, conducted by Permadi et al. [22], shows that religious tourism visitors throughout Lombok Island want qualified facilities at the location.

The second previous research is by Permadi et al. [23], entitled Analysis of Tourism Village Development Potential in East Lombok Regency. The development potential of Tourism Villages in East Lombok Regency is very good. Identification shows there are 41

possible villages to become Tourism Villages in all sub-districts in East Lombok. These villages are classified into three categories: tourism villages, ready-to-tourism villages, and Pre-Tourism Villages.

The third previous research is by Permadi et al. [24], entitled Identification of Tourism Village Potential in Jerowaru District, East Lombok. Identification shows that there are six locations: villages are villages that are most likely to be developed into Tourism Villages in the sub-district. According to the level of readiness, there are no potential Tourism Villages in Jerowaru that are included in the category of Plenary Tourism Villages.

The fourth previous research is the research of Permadi et al. [25], which found the potential for the development of Tourism Villages in Central Lombok Regency is very good, as shown by the results of identification that have been carried out in this study. Identification shows there are 34 possible villages to become Tourism Villages in all sub-districts in Central Lombok.

The fifth previous research is Darwini et al.'s [2] research that found the potential for the development of Tourism Villages in West Lombok Regency is very good, as shown by the results of identification that have been carried out in this study. Identification shows there are 25 possible villages to become Tourism Villages in all sub-districts in West Lombok. Senggigi Village is one of the high-potential villages.

Previous studies (activities that have been carried out) have revealed the potential of Tourism Destinations and tourism marketing activities in other regions of Lombok Island. However, previous studies have not focused on discussing the Senggigi Tourism destination; more in-depth and comprehensive studies related to the marketing strategy of the tourism destination area based on environmental conditions both from the external and internal sides are needed.

3 Methods

This research is a type of descriptive research that aims to describe the nature of a situation that is temporarily running at the time the research is conducted and examine the causes of a particular symptom [26]. The descriptive research tries to discuss "How" and "Who" patterns of symptoms in detail, and on several pieces of information, the data collected is not in the form of numbers but words and pictures.

The design of this study is descriptive research with a mixed-methods approach consisting of qualitative and quantitative methods. The object of this study is a marketing strategy analysis within the Framework of revitalizing West Lombok's Senggigi Tourism Destination.

This research leads to the disclosure of a problem or circumstance as it is and reveals the facts that exist, sometimes given interpretation or analysis. This research was carried out in two stages. The first stage identifies internal (strength and weakness) and external (opportunity and threat) factors.

The chosen research location is in the Senggigi Tourism Destination Area, Batulayar District, West Lombok Regency. The reason the researchers chose the research location is because first, the potential location to be developed to become a professional and international standard tourist location; second, the Senggigi Tourism Destination is located in Batulayar District, one of the connecting areas of Mataram city with the Gili Region in North Lombok; and third, West Lombok's Senggigi Tourism Destination is a marine and mountainous nature conservation area that has environmental, economic, and socio-cultural impacts for the people in the surrounding area.

Population is a combination of all elements that make up events, things, or people that form similar characteristics that are central to research and are, therefore, seen as a universe of research [27].

The population in this study is made up of individuals who have visited the Senggigi Tourism Destination at least once. In order to make it easier for researchers to get respondents, the distribution of questionnaires is carried out in two ways:

1. Deployment in strategic locations in the Senggigi Tourism Destination in West Lombok
2. Deployment with online methods through Google Forms

Given that the population size cannot be known with certainty, the number of samples to be used as respondents is determined using Bernoulli's formula [28] as follows:

$$n \geq \frac{[Za/2]^2 p \cdot q}{e^2} \quad (1)$$

If the proportion of the comparison value of the infinite population is known, then the p -value = $q = 0.5$ approach is used. In this study, the confidence interval used was 95%, or $\alpha = 0.05$, so that $Za = 1.96$, and the acceptable estimate was 10%. So, the minimum sample number is 97 respondents, but the author rounded up to 100 respondents to reduce questionnaire filling errors.

The method used in sampling uses the non-probability sampling method with purposive sampling techniques. According to Sugiyono [29], the purposive sampling method is a sampling technique with certain considerations. Thus, the selected sample is visitors who come to the Senggigi Tourism Destination, both men and women, with a minimum age of 15 years. The sample taken in this type of sampling is determined not based on the representation of the sample in the overall number of a population but based on the needs of data or information to be collected, namely, to obtain an outline of the needs and desires of tourists regarding the development of Senggigi tourist destinations.

The data sources of this study are primary data and secondary data. The types of data used in this study are qualitative data and quantitative data. Data collection techniques in this study consist of the observation method and the interview method. The data analysis techniques used in this study are quantitative descriptive analysis, qualitative descriptive analysis, and SWOT analysis.

The analysis techniques used to process primary and secondary survey data are descriptive analysis and descriptive statistics. Descriptive statistical analysis was used to analyze data on travelers' characteristics, perceptions, and preferences resulting from questionnaire distribution. The analysis result is then matched again with the results of the literature study to be used to determine the Marketing Strategy of the Senggigi Tourism Destination during and after the pandemic.

In order to determine the strategy for developing tourist attractions, a SWOT analysis is carried out (Strengths, Weaknesses, Opportunities, and Threats). SWOT analysis is carried out to systematically identify the strengths and weaknesses of internal factors and opportunities and threats from external factors faced so that an alternative strategy can be made. SWOT analysis was chosen because it can determine the tourist situation by identifying external and internal factors that affect the attraction and knowing the opportunities and strengths possessed to determine plans and overcome weaknesses and threats with improvement plans.

4 Results and Discussion

4.1 Internal and External Environmental Analysis

4.1.1 Analysis of the internal environment

Internal environment analysis is carried out to obtain an overview of aspects of the internal environment used to identify and analyze the Strengths (S) and weaknesses (W) factors of

Senggigi tourism in West Lombok Regency, especially in the field of natural tourism marketing.

The Senggigi tourism Strengths

The following is the result of interviews with the stakeholders of Senggigi Village and tourists who came to Senggigi as informants, which have been summarized in the form of strength factors in Senggigi tourism destinations.

1. Accommodation and supporting facilities are readily available in Senggigi. Senggigi has 62 hotels and other types of accommodation, of which 22 are star hotels [30].
2. Attractions to tourist destinations
The Senggigi tourism destination has several attractions, including beaches, hills, and forests.
3. The annual event of the attraction
4. The local culture around tourist objects is still well maintained, such as customs in weddings, art, *Gendang Beleg* traditions, and so on. With this local culture, it becomes a tourist attraction for tourists to visit Senggigi tourism objects.

Weaknesses of Senggigi Tourism Destination

The weak factors in marketing and developing Senggigi tourism destinations, which have been summarized based on the results of informant responses, can be seen in the following explanation:

1. Tourism management has not been optimal for all tourism objects in Senggigi.
2. Accessibility to public transportation is not adequate for tourists.
3. The development of Senggigi as a tourism destination is mostly focused on the beach area of Senggigi, while other areas like the forest and hill sites are less touched by tourism.

4.1.2 Analysis of the external environment

External environmental analysis was conducted to identify and analyze the Opportunities (Opportunities-O) and Threats (Threats-T) factors of the Senggigi tourism destination.

External factors were identified through direct interviews with the Senggigi Tourism Stakeholders and 100 visitors with the types of criteria that have been determined and mentioned in the previous chapter. Based on the results of the interview, three opportunity factors and three threat factors have been summarized.

Tourism opportunities of Senggigi tourism destination

The factors that become opportunities for Senggigi tourism are:

1. The role and commitment of the local government in developing and promoting Senggigi tourism objects.
2. The development of *Mandalika Special Economic Zone* and *Mandalika International Circuit*.
3. The fast boats that land at the Port of Senggigi provide sea access for tourists.

Tourism threats to Senggigi tourism destination

The factors that pose a threat to the marketing and development of Senggigi tourism are:

1. Natural disasters like earthquakes and landslides
2. Land, air, and water pollution
3. Natural attractions like Senggigi are also found outside West Lombok, such as Central Lombok and North Lombok. On the other hand, Bali is recognized as a great threat to Lombok tourism, especially Senggigi.

4.1.3 IFE and EFE matrix

Internal Factor Evaluation Matrix (IFE Matrix)

Based on the results of the Internal Evaluation Matrix, there is the most important strength factor for Senggigi tourism, namely "Accommodation and supporting facilities are readily available in Senggigi," with a weight of 0.114 and a rank value of 4. The most prominent weakness is that "Tourism destination management has not been optimal in managing Senggigi tourism objects," with a weight of 0.106 and a rank value of 2.

IFE's total weighted score of 2,459 shows it is slightly above average, which indicates that the internal position of Senggigi Tourism is quite good in carrying out marketing programs. Current conditions show that Senggigi tourism can overcome its weaknesses by utilizing its strengths.

External Factor Evaluation Matrix (EFE Matrix)

Based on the results of the External Factors Evaluation Matrix, the most important opportunity factors in Senggigi tourism marketing were obtained, namely "The role and commitment of local governments in developing and promoting tourism objects," with a weighted score of 0.278. These factors can be key to creating strategies for dealing with them.

The EFE total weighting score of 3,078 shows that it is above average, which indicates that the external position of Senggigi Tourism is good at responding to opportunities and threats when running the Senggigi Tourism marketing program.

4.1.4 Internal - External (IE) Matrix

The Internal-External Matrix (IE Matrix) is used to show the divisional positions of an organization in a systematic diagram consisting of nine cells. The total bobbing scores on the IFE and EFE Matrix are used as inputs for the x and y axes.

Based on the previous IFE Matrix calculation, a total weight of 2.459 was obtained and used as the x-axis, while the total weight score on the EFE Matrix of 3.071 became a point. So, Senggigi's position can be seen in the following figure.

Figure 1 IE Matrix of Senggigi Tourism Marketing Field

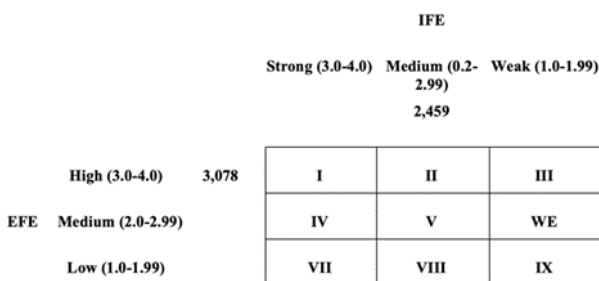


Fig. 1. IE Matrix of Senggigi Tourism Marketing Field

In Figure 1 above, the marketing strategy of Senggigi tourism is in cell II. According to [31], organizational divisions in cell II can be handled properly through Growth and Build strategies. Common strategies are intensive strategies (market penetration, market development, and product development) or integrative strategies (backward integration, forward integration, and horizontal integration).

Market penetration is a growth strategy in which a company concentrates on expanding its market share for existing products in the current market. This is done by seizing customers from competitors or attracting customers who are not currently using the product. One

strategy that can be used is to offer economical tour packages to attract tourists, increase tourist choices, and provide peace and comfort while on vacation or travel.

Market development is a growth strategy by attracting more new customers to existing products. By finding new markets, the company seeks to enlarge its marketing territory. The strategy that can be used is to make promotions and hold interesting events at Senggigi Tourism Destination. By creating attractive and strategically promoted events that are planned both inside and outside the area, we will attract many tourists who come to Senggigi Tourism Destination and expand the marketing area so that the number of visits can increase.

Product development is a strategy and process carried out by a company in developing products, improving products, or multiplying product uses to market segments. The strategy carried out is to increase the number of annual events at tourism objects in West Lombok, as well as offer attractive tour packages and affordable prices to tourists.

4.1.5 SWOT Matrix

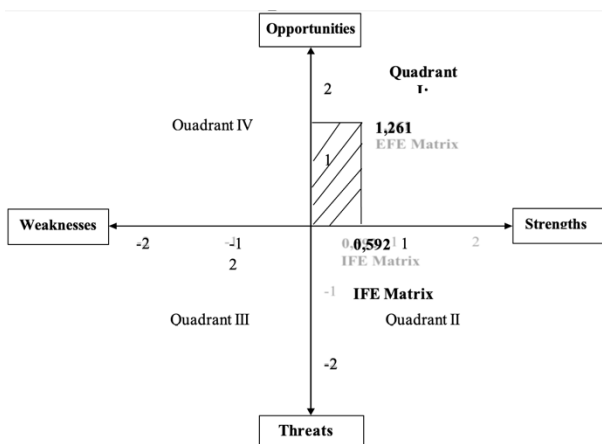


Fig. 2. SWOT Analysis

Figure 2 above shows that the Senggigi tourism object is in quadrant one position by implementing a marketing strategy, namely an aggressive strategy, where the company is in a favorable situation because it has opportunities and strengths so that it can take advantage of existing opportunities by covering its weaknesses. The strategy that must be applied in these conditions is the opportunity to cover weaknesses while strengths are used to deal with threats.

The SWOT matrix is used as a tool to compile the previously identified internal and external factors of Nature Tourism Marketing in West Lombok, which are needed to develop four types of strategies. The four types of strategies are SO Strategy (Weaknesses), WO Strategy (Weaknesses-Opportunities), ST Strategy (Strengths-Threats), and WT Strategy (Weaknesses-Threats).

The substance of the strategy developed is that it is projected that there will be a large increase in West Lombok tourism marketing figures. The analysis scheme of the West Lombok tourism marketing strategy can be seen in the following table:

Table 1. SWOT Analysis Matrix of Senggigi Tourism Marketing Strategy in West Lombok Regency

Internal (IFAS)	Strengths (S)	Weaknesses (W)
	<ol style="list-style-type: none"> 1. Accommodation and supporting facilities are readily available in Senggigi. 2. Attractions to the tourist destination 3. The annual event of the attraction 4. Local cultural wisdom in the tourism object area 	<ol style="list-style-type: none"> 1. Tourism management has not been optimal for all tourism objects in Senggigi. 2. The development of Senggigi as a tourism destination is mostly focused on the beach area of Senggigi, while other areas like the forest and hill sites are less touched by tourism. 3. Accessibility to public transportation is not adequate for tourists. 4. Beach's security guard
External (EFAS)	S-O Strategy	W-O Strategy
<ol style="list-style-type: none"> 1. The role and commitment of local governments in developing and promoting tourism. 2. Senggigi is an interesting MICE (Meetings, incentives, conferences, and exhibitions) destination. 3. The development of Mandalika Special Economic Zone and Mandalika International Circuit. 4. The fast boats that land at the Port of Senggigi provide sea access for foreign tourists. 	<ol style="list-style-type: none"> 1. Improve and create attractive promotions for travelers. (S1, S2, S3, S4, O1) 2. Manage and maintain the tourism object area well so that tourism objects become quality tourist destinations. (S1, S2, S4, O1, O2) 3. Add an interesting annual event to the Senggigi tourism object. (S1, S3, O3, O4) 	<ol style="list-style-type: none"> 1. Maintenance of key amenities and support facilities of MICE. (W1, W2, W3, W4, O1, O2) 2. Improve facilities and infrastructure not only on the beach but also in the hills and forests (W2, W3, O1) 3. Planned to upgrade the local beach security guard to improve professionalism. (W4, O1)
Threats (T)	S-T Strategy	W-T Strategy
<ol style="list-style-type: none"> 1. Natural disasters like earthquakes and landslides 2. Land, air, and water pollution 3. Nature tourism is also available outside West Lombok Regency, such as Central Lombok, East 	<ol style="list-style-type: none"> 1. Building awareness of natural disasters and pollution conditions among the accommodation managers (S1, T1, T2) 2. Developing product differentiation with natural tourism attractions that are different and unique compared to other natural 	<ol style="list-style-type: none"> 1. Provide public transportation that can reach tourism objects such as buses, etc. (W3, T3) 2. Improve existing facilities in Senggigi tourism objects. (W2, W3, T3) 3. Branding that shows the advantages of Senggigi as a leading tourist destination compared to

<p>Lombok, and North Lombok. Bali is still considered to be a big threat.</p>	<p>3. Maintaining the beauty and uniqueness of Senggigi natural tourism objects, which are the leading attraction for natural tourism destinations. (S1, S2, T3)</p>	<p>other destinations in Indonesia. (W1, W2, W3, T3)</p>
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Source: 2023 analysis results

From the table above, there are several alternative strategies that can be developed to optimize Senggigi Tourism Marketing. The output of the resulting SWOT Matrix is as follows:

1. SO (Strength-Opportunity) Strategy
 - a. Improve and create attractive promotions for travelers.
 - b. Manage and maintain the tourism object area well so that the tourism object becomes a quality tourist destination.
 - c. Add an interesting annual event to the Senggigi tourism object.
2. WO Strategy (Weaknesses and Opportunities)
 - a. Improve the main or supporting facilities in tourism objects.
 - b. Improve facilities and infrastructure, as well as good tourism management.
 - c. Planned to upgrade local tourism staff to improve professionalism.
 - d. Development evenly distributes routes or alternative land routes that are evenly distributed to tourism objects so that tourism objects are easily accessible to tourists.
3. ST (Force-Threat) Strategy
 - a. Building awareness of natural disasters and land conditions among accommodation managers.
 - b. Developing product differentiation with natural tourism attractions that are different and unique compared to other natural tourism destinations in Indonesia.
 - c. Maintaining the beauty and uniqueness of Senggigi tourism objects that become
4. WT Strategy (Weakness-Threat)
 - a. Provide public transportation that can reach tourist destinations, such as buses, etc.
 - b. Improve existing facilities in Senggigi tourism objects.
 - c. Doing branding that shows the advantages of Senggigi as a leading tourist destination compared to other destinations in Indonesia.

4.2 Discussion

The first activity that must be carried out in tourism marketing is to conduct market research to identify the needs and desires of tourists so that with the knowledge of tourist characteristics, tourism businesses can more easily offer their products according to their wants and needs. However, in fact, it is suspected that Senggigi Destination's marketing strategy has not been optimal, meaning that internal and external variables need to be considered again so that tourists can enjoy Senggigi Destination.

Based on data on the number of tourist visits to Senggigi, it can be concluded that the tourism marketing strategy implemented by the West Lombok Tourism Office has been able to increase the number of tourist visits, but fluctuations still mean that the right tourism marketing strategy is required in every condition encountered so that the level of tourist visits continues to increase.

Compared to previous research, the current research on internal variables is in a good category, where there are prominent strengths and weaknesses that affect the tourism marketing strategies of Senggigi destinations. The first strength of Senggigi is that accommodations and supporting facilities are readily available. The second is Senggigi destinations as a natural tourism destination object, namely, "Attractions of Tourism Destinations.". The Senggigi tourism destination has several attractions, including beaches, hills, and forests. The third is the annual event of the attraction. The Senggigi Jazz Festival is intended so that tourists can carry out unique activities such as camping ground activities, holding folk competitions, displaying regional arts, music performances, and performances by local and international musicians. Tourists may extend the length of their stay with tourist objects. The event is very attractive for tourists, and by utilizing the huge potential of Senggigi tourism objects, managers can hold more varied activities in tourism objects. It can be seen from the regional art performances at the time of organizing the event and can also be seen from the activities of the surrounding community in working together and others.

The fourth is "local cultural wisdom in tourism objects." Local cultural wisdom can be seen in regional art performances when organizing events and in the activities of the surrounding community in cooperation, work, and others. The local culture around tourism objects is still well maintained, such as customs in weddings, Sasak art, *Gendang Beleg* traditions, and so on. With this local culture, it becomes a tourist attraction for tourists to visit Senggigi tourism objects.

Furthermore, a prominent weakness that affects Senggigi's tourism marketing strategies is that "Tourism management has not been optimal for all tourism objects in Senggigi." Based on the survey, Senggigi tourism objects have not been managed properly. Next: "Accessibility on alternative land routes is not adequate for tourists." The development of accessibility to tourist objects is not evenly distributed; this development really needs to be done so that tourist mobility is fast and easy to reach.

About the closure of recreational and tourist parks and the elimination of activities in meeting halls, hotels, and convention centers. Furthermore, "Nature tourism is also available outside Senggigi destinations, such as Central Lombok, East Lombok, and North Lombok." Through an interview with some stakeholders, it is known that other regencies also have natural tourism destinations such as Central Lombok, East Lombok, and North Lombok, which is a threat to the number of tourist visits to Senggigi. And they also considered Bali to be a big threat.

In the results of the Internal Factor Evaluation Matrix (IFE Matrix) and External Factor Evaluation Matrix (EFE Matrix), the total weight score on the IFE and EFE Matrix is then used as input for the x and y axes on the Internal-External Matrix. In the IFE Matrix, a total weight score of 2.459 is obtained, which is used as a point on the x-axis, and an EFE Matrix total weight score of 3.078 is a point on the y-axis. The organizational divisions in cell II can be handled properly through the Growth and Build strategy. Looking at the position that is above average, the recommended strategy is the market penetration strategy by offering economical tour packages to attract tourists, expand tourist choices, and provide peace and comfort while on vacation or travel. Furthermore, the market development strategy involves promoting and holding interesting events in Senggigi destinations. Product development strategy by increasing the number of annual events at tourism objects in Senggigi destination, as well as offering attractive tour packages and affordable prices to tourists.

The Senggigi Destination is in the position of quadrant I, which is to support an aggressive strategy. This means that the company is in a favorable situation because it has opportunities and strengths, so it can take advantage of existing opportunities by maximizing the strengths it already has. Senggigi tourism destination can be said to have great business opportunities where the company has enough strengths and opportunities.

The government that plays an active role in the development of tourism in Senggigi tourism destination is the West Lombok government, West Nusa Tenggara Provincial government, and the Indonesian Ministry of Tourism, as well as other parties who synergize with each other in the development of tourism in West Lombok Regency who are also tasked with providing input or ideas and making regional regulations related to the development of Senggigi tourism objects.

The commitment of the West Lombok government to building and promoting Senggigi tourism objects greatly helps the development of tourism objects. By utilizing natural beauty and local cultural wisdom in tourism objects, Senggigi has become a leading tourist destination in West Nusa Tenggara province and in Indonesia.

Promoting Senggigi tourism objects to tourists based on observations and responses of respondents has been done well by the West Lombok government and tourism management. The promotional media used are the website of West Lombok Regency, Instagram, and other social media platforms. In addition to social media, print media is also used, namely in the form of brochures and banners scattered in strategic places. Then, direct marketing to prospective tourists is also carried out by the management of Senggigi tourism objects.

Promotional activities continue to be carried out by the West Lombok Regency government to make Senggigi tourist attractions not only local tourism icons but also national tourism icons. Infrastructure development continues to be carried out by the local government to take advantage of the potential possessed by Senggigi tourism objects to attract the attention of local and foreign tourists to come to West Lombok.

Thus, to improve Senggigi tourism marketing, the SWOT Matrix is used as a tool to create alternative strategies by looking at the strengths, weaknesses, opportunities, and threats of Senggigi tourism marketing. Based on the SWOT Matrix analysis, a strategy that can be implemented is obtained, namely the SO Strategy. First, the SO (Strength-Opportunity) strategy by seeing opportunities and having strengths; strategies that can be developed to take advantage of these conditions are "improving and making attractive promotions for tourists, managing and maintaining well the tourism object area so that tourism objects become quality tourist destinations, and adding attractive annual events to Senggigi tourism objects."

The substance of the strategies developed in the above discussion is projected to increase the number of domestic and especially foreign tourist arrivals if there is a firm government and other interested parties to implement these strategies. And, of course, in determining the tourism marketing strategy, Senggigi Destination will achieve its mission and goals.

5 Conclusion and suggestions

5.1 Conclusion

Based on the results of the study, it can be concluded, among others:

1. Based on survey data on tourists' understanding of the term Tourism Marketing Strategy of Senggigi destination, tourists tend to understand the dimensions of attractions, amenities, institutions, accessibility, and promotion
2. Based on the IFE Matrix, the main strengths of Senggigi tourism are "Accommodation and supporting facilities are readily available in Senggigi" and "Attractions of tourism destinations.". While the main weaknesses are "Tourism objects have not been optimal in managing Senggigi tourism objects" and "The development of Senggigi as a tourism destination is mostly focused on the beach area of Senggigi, while other areas like the forest and hill sites are less touched by tourism."

3. According to the EFE Matrix, the main opportunity is "The role and commitment of local governments in developing and promoting objects.
4. The results of the IE Matrix show that the marketing strategy of Senggigi Destination is in Cell II, namely the Growth and Build strategy.
5. The Senggigi Tourism Marketing Strategy is in Quadrant 1, which is to support an aggressive strategy. This means that the company is in a favorable situation because it has opportunities and strengths, so it can take advantage of existing opportunities by maximizing the strengths it already has.
6. Based on SWOT Matrix, there are alternative marketing strategies that can be implemented, "improving and making attractive promotions for tourists; managing and maintaining well the tourism object area as the destination main product and adding interesting annual events as a valuable addition to the product."

5.2 Suggestion

Based on the results of research and discussion that has been put forward, there are several suggestions and considerations for marketing Senggigi, namely as follows:

1. West Lombok Regency should be more intensive in organizing events such as the Senggigi Jazz Festival and displaying regional arts to introduce Senggigi tourism objects to tourists.
2. The development of Senggigi as a tourism destination must cover all areas of Senggigi, including all other potential objects in the forest and hilly areas, which are less touched by tourism.
3. Involving all stakeholders in an integrated manner in every stage of marketing and management of Senggigi tourism destination management. The active participation of all stakeholders will further ensure the achievement of Senggigi's tourism marketing objectives by minimizing the downside.
4. Providing training to the community to create and make people aware of the importance of quality human resources in Senggigi tourism objects and utilize the potential of Senggigi tourism objects to increase local income.
5. For Further Researchers: this research only uses a SWOT Matrix and Internal-External (IE) Matrix analysis at the matching stage, so it should be SPACE, BCG Matrix, and Grand Matrix.

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