ABSTRACT

This research was conducted to formulate a marketing strategy to increase tourist visits to the Three Colors Lake (Danau Tiga Warna), Mount Kelimutu in Ende Regency, East Nusa Tenggara. This research used purposive sampling of 20 informants and data collection methods used observation, interviews, questionnaires, documentation, and used SWOT analysis to formulate strategies. Based on research, internal factor analysis obtained 14 indicators of strength and 5 indicators of weakness. Meanwhile, external factors obtained 4 opportunity indicators and 3 threat indicators. Through IFAS and EFAS analysis, an internal factor score was obtained with a total score of 3.09 and a total external factor score of 2.80. The scores obtained are then translated into an IE matrix so that it is known that the position of Mount Kelimutu's Three Color Lake is in the Grow and Build position. The strategy implemented from the results of this analysis is the Grow and Build strategy, which means that the incentive strategy requires the Mount Kelimutu Three Color Lake Tourist Attraction to focus more on market penetration and product or market development. Through SWOT analysis, SO (Strengths Opportunities), WO (Weaknesses Opportunities), ST (Strengths Threats), and WT (Weaknesses Threats) strategies were obtained. The strategy formulated is expected to maximize opportunities in order to prevent threats that could hinder marketing objectives in increasing tourist visits. The Mount Kelimutu Three Color Lake Tourist Attraction in order to carry out marketing objectives optimally.

Keywords: Strategy, Marketing, Three Color Lake, Mount Kelimutu, SWOT Analysis

ABSTRAK

Penelitian ini dilakukan untuk merumuskan strategi pemasaran dalam meningkatkan kunjungan wisatawan ke Danau Tiga Warna Gunung kelimutu di Kabupaten Ende Nusa Tenggara Timur. Penelitian ini menggunakan purposive sampling sebanyak 20 responden dan metode pengumpulan data menggunakan observasi, wawancara, kuesioner, dan dokumentasi serta dengan menggunakan analisis SWOT yang didalamnya terdiri dari matrik IE, IFAS/EFAS, dan matrik SWOT. Berdasarkan penelitian, indikator internal diperoleh 14 indikator kekuatan dan 5 indikator kelemahan, Indikator eksternal diperoleh 4 indikator peluang dan 3 indikator ancaman. Melalui penelitian hasil IFAS dan EFAS diperoleh skor internal dengan total skor 3,09 dan untuk total skor eksternal yaitu 2,80. Skor yang diperoleh kemudian dijabarkan kedalam matrik IE sehingga diketahui posisi Danau Tiga Warna Gunung Kelimutu berada pada posisi *Grow* and *Build* . strategi yang diterapkan dari hasil dari penelitian adalah Strategi ini bermakna bahwa strategi yang insentif yang mengharuskan Obyek Wisata Danau Tiga Warna Gunung Kelimutu lebih fokus pada penetrasi pasar dan pengembangan produk/pengembangan pasar. Melalui analisis SWOT diperoleh strategi SO (*Strengths Opportunities*), WO (*Weaknesses Opportunities*), ST (*Strengths Threats*), dan WT (*Weaknesses Threats*). Sehingga dapat memaksimalkan peluang agar dapat mencegah ancaman yang dapat mengganggu strategi pemasaran dalam meningkatkan kunjungan wisatawan ke Danau Tiga Warna Gunung Kelimutu agar dapat menjalankan tujuan pemasaran dengan secara maksimal.

Kata Kunci: Strategi Pemasaran, Danau Tiga Warna Gunung Kelimutu Analisis SWOT