

Marketing Strategy at D'gondangrejo Point, Karanganyar, Central Java

Wisnu Yusuf Al Anshori¹⁾ & Alifah Ratnawati²⁾

¹⁾Faculty of Economy, Universitas Islam Sultan Agung (UNISSULA) Semarang, Indonesia, E-mail: wisnuyusufalanshori.std@unissula.ac.id

²⁾Faculty of Economy, Universitas Islam Sultan Agung (UNISSULA) Semarang, Indonesia, E-mail: alifahrtnawati@unissula.ac.id

Abstract. *This research aims to analyze the marketing strategy of D'Gondangrejo Point as a creative tourism destination in Karanganyar Regency, Central Java. The study is motivated by the increasing competition among visual-based tourist attractions and the growing demand for high-quality visitor experiences. A qualitative descriptive approach was employed, with data collected through observation, interviews, documentation, and questionnaires administered to four key respondents familiar with the operational aspects of D'Gondangrejo Point. Data analysis involved evaluating internal factors using the IFE Matrix and external factors using the EFE Matrix, followed by determining the strategic position through the SWOT Matrix. The results indicate that D'Gondangrejo Point's primary strengths lie in its visual appeal, innovative attractions, friendly services, and effective use of digital media. External opportunities arise from trends in social-media-driven tourism, increasing public interest in creative attractions, and potential collaboration with local communities and businesses. The IFE and EFE scores place D'Gondangrejo Point in the growth (SO) quadrant of the SWOT Matrix, implying that the destination possesses sufficient internal strengths to capitalize on available opportunities. Recommended marketing strategies include product enhancement through new photo spots and creative events, digital promotion optimization through influencer collaborations, service and facility improvements, and strengthened partnerships with local MSMEs and travel agencies. This study is expected to provide valuable insights for tourism managers in developing experience-based and sustainable marketing strategies.*

Keywords: *Destinations; Marketing; Strategy; Tourism.*

1.Introduction

Indonesia's tourism sector plays a vital role in boosting the country's economy, creating jobs, and promoting local culture and natural resources internationally. The presence of tourist attractions in various regions not only benefits the economy but also promotes Indonesia as a leading tourist destination. (Lumanau & Tunjungsari, 2022). Sustainable tourism development can improve the quality of life of local communities and encourage

economic growth in areas with tourism potential. (Rahmani et al., 2023) Tourism in Indonesia is a strategic sector that plays a vital role in increasing Gross Domestic Product (GDP), creating jobs, and increasing foreign exchange. In addition to being a major source of foreign exchange, the tourism sector reached US\$16.43 billion in 2018 and rose again to US\$4.26 billion in 2022 after declining during the pandemic, although its contribution to GDP reached 5.2% in 2018. Furthermore, tourism increased the number of workers from 19.46 million in 2018 to 22.89 million in 2022, demonstrating its important role in providing jobs for the community. (Hasibuan et al., 2023).

Table of Tourism Sector Contribution to the Indonesian Economy 2018-2022

Year	Contribution to GDP (%)	Foreign exchange (US\$ billion)	Number of workers (millions of people)
2018	5.2	16.43	19.46
2019	4.7	16.91	20.76
2020	4.0	3.31	20.43
2021	4.2	0.54	21.26
2022	3.6	4.26	22.89

Source:(Hasibuan et al., 2023)

Tourism in Indonesia not only serves as an economic driver but also plays a vital role in promoting local culture and strengthening national identity globally. With Indonesia's rich cultural diversity, the tourism sector is an effective means of introducing cultural heritage, traditions, and local uniqueness to tourists, both domestic and international. Tourism can raise awareness of local culture and support its preservation through direct interaction between tourists and local communities. (Lumanau & Tunjungsari, 2022). The Indonesian government, through the Ministry of Tourism and Creative Economy, actively supports the development of leading tourist destinations to enhance national tourism competitiveness on the international stage, including by encouraging each region to adopt innovative and sustainable marketing strategies. Effective marketing is crucial for attracting tourists and creating a positive image of Indonesia as a tourist destination. Destination managers can showcase Indonesia's natural beauty, traditions, and cultural diversity to a global audience by using engaging visual content on online platforms such as social media. The use of social media can increase visitor interest in a particular destination and strengthen the desired cultural identity.(Fitri et al., 2023).

Karanganyar Regency in Central Java has enormous natural tourism potential, which has been continuously developed over the past few decades. The natural beauty of its mountains, waterfalls, and natural springs make Karanganyar a favorite destination for both local and international tourists. One of the region's leading destinations is D'Gondangrejo Point, managed by PT Gondang Rejo Teneteram. This destination offers natural beauty and tranquility that attracts many tourists.(Widagdo & Mulia, 2022).The Karanganyar regional government is committed to improving local tourism through various infrastructure development programs and destination promotion. Developing a tourist destination information system accessible to the public and tourists is one such effort.(Sumantri et al.,

2022) The purpose of this system is to help tourists plan their trips and find interesting places in Karanganyar Regency. (Setyowati, 2023).

Based on data from Company Profile, it is revealed that D'Gondangrejo Point, strategically located next to the Gondangrejo Toll exit, Karanganyar, Central Java, offers easy access for tourists using the toll road. Located in the North Karanganyar area, this destination is an attractive alternative outside the already popular slopes of Mount Lawu. With spacious land and parking that supports large groups, this place is ideal for various events such as weddings, expos, or cultural events. Complete facilities such as the Lawuh Eco Javanese Cuisine Buffet Restaurant, D'Lawu Bistro with a Western menu, Xfornia Coffee with a unique view of the toll road, and the Terminal Foodcourt with 30 MSME tenants, make D'Gondangrejo Point a family-friendly culinary and recreation center.

D'Gondangrejo Point combines modern and aesthetic design with a touch of Javanese culture through the pendopo and carved limasan, suitable for traditional events such as traditional weddings by presenting a resort concept that blends with nature. Recreational facilities such as Morley Mini Soccer, Trans Billiard, and Waterpark that are safe for all ages add to its appeal. Affordable prices, starting from food packages of IDR 20,000 at Pendopo Venue to coffee of IDR 15,000 at Xfornia Coffee, make this place accessible to various groups. With flexible operating hours, local economic support through the Nusantara souvenir center, and easy reservations through admin contacts, D'Gondangrejo Point is ready to become an integrated tourist destination that combines comfort, culture, and entertainment (Company Profile D'Gondangrejo Point, 2025).

D'Gongdangrejo Point can maintain its appeal amidst increasingly fierce competition by understanding and analyzing SWOT analysis. Research conducted byPremiere (2021) This study used a SWOT analysis to evaluate the company's marketing strategy and focused on increasing customer satisfaction and loyalty. The results showed that the SWOT analysis was effective in identifying strengths, weaknesses, opportunities, and threats, as well as in formulating appropriate marketing strategies. Marketing strategies based on SWOT can help managers design more effective and sustainable promotional campaigns to identify strengths, weaknesses, and threats that could potentially hinder the destination's progress. To ensure the sustainable growth of D'Gongdangrejo Point tourism, collaboration with the local government and community is crucial. (Fada, 2023).

D'Gondangrejo Point in Karanganyar, Central Java, faces challenges in optimizing marketing strategies to increase visitor numbers and strengthen the image of nature- and culture-based tourism destinations. There is a research gap regarding effective marketing approaches (Kotler & Keller, 2016; Tjiptono, 2019). Previous research highlights the importance of the marketing mix (Tjiptono, 2019), relationship-based marketing for customer loyalty (Gummesson, 2017), and digital marketing to attract modern tourists (Kotler, Bowen, & Makens, 2021), but there is a lack of specific studies on the implementation of these strategies in destinations like D'Gondangrejo Point. Therefore, this

study aims to analyze the marketing strategies implemented at D'Gondangrejo Point, explore their effectiveness, and identify the best approaches to attract specific market segments to increase tourist appeal. Based on the above background, the authors are interested in conducting a study entitled "Marketing Strategy at D'Gondangrejo Point, Karanganyar, Central Java". This research aims to analyze and understand the marketing strategies implemented, identify factors that influence their success, and provide recommendations that can improve the company's marketing effectiveness.

2. Research Methods

This type of research is included in descriptive qualitative research, namely the data collected in the form of words, not numbers. Qualitative research according to Sugiyono (2020) is research based on post-positivism or entrepreneur philosophy, used to examine the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out through triangulation, data analysis is indicative/qualitative, and qualitative research results emphasize meaning rather than generalization. Thus, pQualitative research aims to understand certain events or individual behavior in a particular group, and the researcher acts as a key instrument, combining and using inductive (qualitative) analysis techniques to analyze existing data obtained based on an emphasis on certain meanings. Meanwhile, descriptive research, according to Sugiyono (2020), is a method used to describe or provide an overview of the object being studied based on the data obtained. Descriptive research does not emphasize qualitative relationships but rather allows researchers to more broadly examine an object. According to Moelong (2000), the purpose of descriptive research is to create a systematic, factual, and accurate description of the facts and characteristics of a particular population or area. This data is obtained through data collection techniques in the form of interviews, observations, and documentation, consisting of interview guidelines, observation guidelines, documentation in the form of photographs, and others. This research falls under the descriptive qualitative research category because it aims to describe and analyze the marketing strategies implemented by the company in depth. Descriptive qualitative research focuses on understanding phenomena in their natural context, by collecting rich and detailed data through methods such as interviews, observations, and document analysis. In this context, the research likely explores how marketing strategies are implemented, the challenges faced, and their impact on the company's sales and brand awareness. This approach allows researchers to gain deeper insights into the specific and unique marketing practices at D'Gongdangrejo Point and provides a comprehensive overview of the effectiveness of the strategies used.

3. Results and Discussion

3.1 History of the Establishment of D'Gongdangrejo Point Company

D'Gondangrejo Point has emerged as a new tourist destination in Karanganyar Regency, expanding recreational options in the northern region of Karanganyar. This initiative was pioneered by successful Solo entrepreneur Katno Hadi, who recognized the potential of

vacant land in Wonorejo Village. The land, originally unproductive village land, was transformed into a modern tourist area through an open bidding process. The project officially began with the laying of the first stone in August 2023, marking the first step in development. D'Gondangrejo Point was inaugurated on December 20, 2024, coinciding with the Christmas and New Year holidays. Its presence immediately attracted thousands of visitors, becoming a new tourist icon in Karanganyar. This destination is expected to increase the tourism appeal of Greater Solo, especially for travelers passing through the toll road.

The vision and mission of D'Gondangrejo Point are as follows:

Vision:

1. To become a leading and superior recreation, event and tourism destination.
2. Have quality service that prioritizes customer satisfaction and comfort.

Mission:

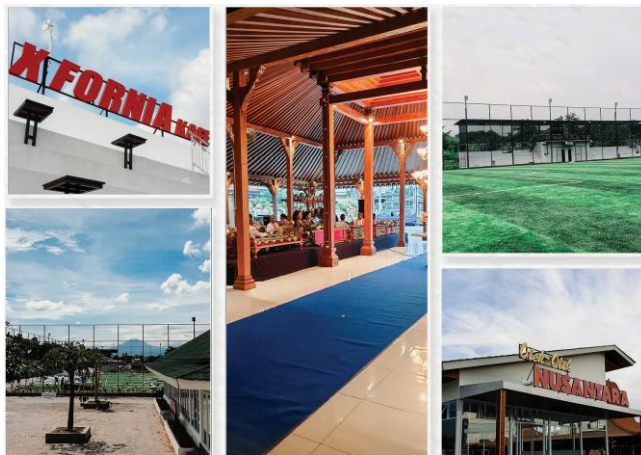
1. Providing a superior hospitality experience.
2. Providing quality and comfortable services.
3. Supporting the local economy.
4. Can continue to innovate and exist.
5. Able to be a center for recreation and education.

D'Gondangrejo Point carries the concept of an integrated resort that blends with nature, offering a complete tourism experience in one location. Culinary facilities include the Lawuh Eco Javanese Cuisine Buffet Restaurant with joglo and limasan architecture and D'Lawuh Bistro serving western dishes. The center of Indonesian souvenirs is an attraction for visitors who want to bring home local products. For recreation, there is the Morley Soccer Arena, Waterboom, and Foodcourt MSMEs that support local entrepreneurs. Xfornia Coffee provides a relaxing place to enjoy the atmosphere, while the Wedding Hall supports large-scale events. Accommodation in the form of 56 cottage units is being developed for the convenience of tourists. This "one-stop service" concept is designed to meet the needs of tourists from various groups, from families to business people.

D'Gondangrejo Point is located in Wonorejo Village, right near the Gondangrejo Toll Exit, providing easy access for tourists from outside the city. Its proximity to the Solo toll road makes it an ideal stopover for toll road users. This 4.9-hectare plot of land was previously an underutilized sugarcane field. This strategic location allows visitors to reach their destination in just minutes from the toll gate. Supporting infrastructure includes a spacious parking area and specially designed entry and exit routes to anticipate traffic congestion. Its location on

the northern side of Solo City also strengthens the region's economic potential. This superior location makes D'Gondangrejo Point a new magnet for domestic and international tourists.

D'Gondangrejo Point is designed with complete facilities to support various events, such as weddings and expos. A meeting hall with a capacity of up to 1,700 people is currently under construction, targeted for completion in June 2025. The available Wedding Hall is the main choice for weddings with a modern and natural feel. The vast 4.9 hectares of land provide flexibility to host large-scale events, such as exhibitions or festivals. A live music stage completes the facilities, creating a lively entertainment atmosphere. Collaboration with travel agencies is also encouraged to promote this destination as an event location. With these facilities, D'Gondangrejo Point is not only a tourist destination, but also a center of social and business activities in Karanganyar.



Picture of D'Gondangrejo Point

Source: Company Profile D'Gondangrejo Point, 2025

D'Gondangrejo Point is located in Wonorejo Village, Jaten District, Karanganyar Regency, right next to the Gondangrejo Toll Exit, making it a highly accessible tourist destination. Its location on the main Solo-Semarang toll road makes it easy for tourists from out of town, such as those from Jakarta, Surabaya, or other cities in Java, to stop by without having to enter the Solo city center. This location was previously a 4.9-hectare sugarcane field that was less productive, but has now been transformed into a modern tourist area. The proximity to the toll gate provides a competitive advantage, as visitors only need a few minutes from the toll road to reach the location. Supporting infrastructure such as a large parking area that can accommodate buses and private vehicles also ensures visitor comfort. This location is also strategic because it is located in the northern Karanganyar region, which is relatively rare for tourist destinations of D'Gondangrejo Point. With this position, D'Gondangrejo Point has become a new magnet for domestic and international tourists passing through the Solo toll road.

The layout of D'Gondangrejo Point is designed with an integrated resort concept that integrates various facilities in one aesthetic and functional area. This 4.9-hectare area is

divided into several zones, including culinary, recreation, accommodation, and event areas, all of which blend with natural nuances and Javanese cultural touches. The culinary zone includes the Lawuh Eco Javanese Cuisine Buffet Restaurant with pendopo and limasan architecture, D'Lawu Bistro for western cuisine, the Terminal Foodcourt with 30 MSME tenants, and Xfornia Coffee which offers views of the toll road. The recreation zone includes Morley Mini Soccer with a quality synthetic grass field, a Waterboom that is friendly for children and adults, and Trans Billiards for billiards enthusiasts. The event area is represented by the Wedding Hall and Pendopo Venue with a capacity of up to 1,800 people, suitable for weddings, expos, or other large events, with a design that combines modern and traditional Javanese elements, such as teak wood carvings. The Indonesian souvenir center is strategically placed to make it easier for visitors to buy local products. All facilities are connected by pedestrian paths and open areas that give a spacious impression, supported by an aesthetic modern design for the comfort of families, couples, or groups.

D'Gondangrejo Point is designed to blend with its surroundings, utilizing the natural landscape and local culture as its main attractions. This area maintains a natural feel through the use of teak wood materials and traditional Javanese architectural designs, such as the pendopo (pendopo) and limasan (traditional Javanese building), which give a strong Javanese impression. The layout also considers unique views, such as the toll road view from Xfornia Coffee, which adds value to a relaxing afternoon or evening experience. The large open area allows visitors to enjoy fresh air and greenery, while also supporting outdoor activities such as festivals or exhibitions. Its location close to the toll road not only facilitates access but also positions D'Gondangrejo Point as an ideal rest area for tourists traveling long distances. Integration with the local community is evident in the Terminal Foodcourt that empowers MSMEs, creating a positive economic impact for the Karanganyar community. Thus, the layout of this area not only focuses on tourism, but also on harmony with the environment and empowering the local economy.

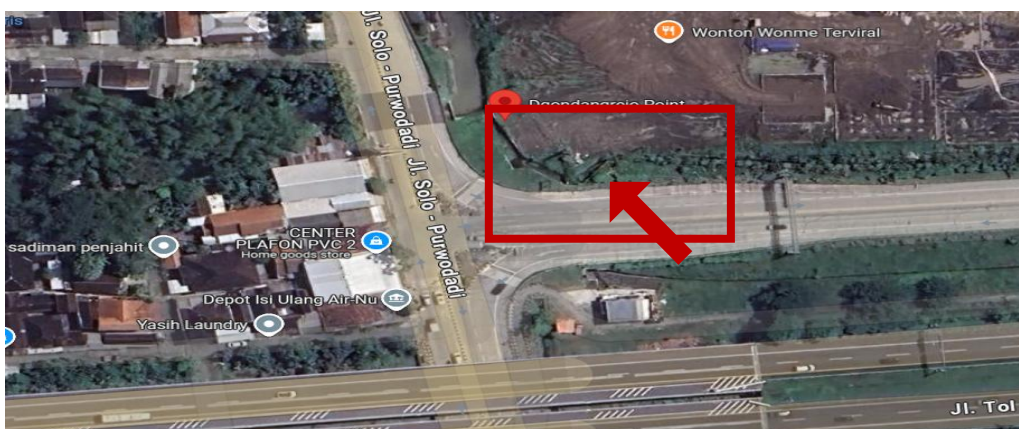




Image of D'Gondangrejo Point Location

D'Gondangrejo Point offers a variety of culinary choices which are one of the main attractions of this destination. Lawuh Eco Javanese Cuisine Buffet Restaurant serves typical Javanese dishes such as Garang Asem, Green Chili Chicken, Lombok Vegetables, and Wonogiri Tofu and Tempeh, with authentic flavors from spices and ingredients directly from their origins, operating from 6:30 AM to 7:30 PM WIB. D'Lawu Bistro serves western dishes such as Steak, Grilled Ribs, Oxtail Soup, and Spaghetti, using selected raw materials, also open from 6:30 AM to 7:30 PM WIB. Xfornia Coffee, with operating hours of 10:00 AM to 10:30 PM WIB, offers coffee and non-coffee drinks such as Athena Fornia (coffee with palm sugar milk) and Yellow Sunset Ice (espresso with lemon syrup and soda), with prices starting from IDR 15,000. The Terminal Food Court, operating from 4:00 PM to 10:30 PM WIB, has 30 MSME tenants serving a variety of local foods that have passed quality and clinical tests. The Indonesian Souvenir Center, open from 8:00 AM to 10:00 PM WIB, provides wet and dry foods from various regions, making it easy for visitors to purchase quality souvenirs. All these culinary facilities are designed to meet the needs of various visitor segments, from families to tour groups.

D'Gondangrejo Point offers a variety of recreational facilities that are friendly to all ages, making it a complete family tourist destination. D'Gondangrejo Waterpark offers safe and comfortable water rides for children and adults, with rigorously tested water quality and rides, as well as affordable entrance fees. Morley Mini Soccer provides a national-standard mini soccer field with the best synthetic grass, available for rental at a rate of Rp1,300,000 per session (2 hours) throughout the day, both weekdays and weekends. Trans Billiards offers a billiards arena with imported quality tables and balls, suitable for athletes who want to hone their skills or visitors looking for casual entertainment. This recreational facility is surrounded by other spots such as a coffee shop and food court, creating a comfortable, family-friendly atmosphere. In addition, the large open area allows for activities such as leisurely walks or enjoying the toll road views from Xfornia Coffee. This combination of facilities makes D'Gondangrejo Point an ideal place for active recreation and relaxation.

D'Gondangrejo Point has dedicated facilities for large-scale events, including weddings, expos, and community events. The Pendopo Venue, with a capacity of up to 1,800 guests, features a distinctive Javanese design with teak wood carvings on the pendopo and limasan (traditional Javanese pavilion). It is suitable for cultural events, Javanese traditional

weddings, or government events. D'Gondangrejo Wedding Hall offers a wedding venue with a blend of modern and traditional designs, complemented by luxurious wedding packages at affordable prices, making it a popular choice for couples. The 4.9-hectare site supports outdoor events such as festivals or exhibitions, with supporting facilities such as ample parking and a flexible reservation system for government, community, family, or private groups. Event packages at Pendopo Venue start from IDR 20,000 per person, including a variety of meals ranging from Javanese to Western cuisine. The facility is supported by a professional team to ensure the smooth running of the event, making D'Gondangrejo Point a hub for social and business activities. This service is enhanced by its strategic location near the Gondangrejo Toll Exit, providing easy access for guests from out of town.

D'Gondangrejo Point provides supporting services to enhance visitor comfort and satisfaction. The spacious parking area is designed to accommodate large groups, including tour buses, supporting group visits such as those from PO Bus or communities. A reservation system is available for all facilities, from restaurants and event venues to sports fields, with official D'Gondangrejo Point Admin contacts for information and reservations. Location barcodes are provided for easy navigation through map applications, ensuring visitors can easily find their destinations. Facilities such as restrooms, prayer rooms, and rest areas are scattered throughout the area, supporting visitors' needs during their visit. Lawuh Eco Resto and other facilities offer friendly service with a priority on customer satisfaction, including the ability to accommodate large groups with a diverse buffet menu. With these services, D'Gondangrejo Point is not only a tourist destination, but also an integrated service center that prioritizes comfort and convenience for all groups.

The research informants were purposively selected individuals to provide relevant and in-depth information related to the research topic, namely the marketing strategies implemented at D'Gongdangrejo Point. These employee and marketing manager informants were selected because of their knowledge, experience, or direct involvement with marketing activities at the location. Meanwhile, the selected consumers were D'Gondangrejo Point visitors who were willing to complete a questionnaire. The research informants consisted of three main groups, as described in Table 3.1 (page 4):

Research Informant Data Table

No	Informant Name	Informant Description	Informant's Position/Title	Number of Informants
1	Employees of PT Gondang Rejo Tenteram	Employees involved in D'Gongdangrejo Point marketing activities	Marketing Staff	3 people
2	Marketing Manager of PT Gondang Rejo Tenteram	Manager in charge of D'Gongdangrejo Point marketing strategy	Marketing Manager	1 person

3	D'Gongdangrejo Point Consumers	Consumers who purchase and use D'Gongdangrejo Point products/services	Consumer	50 people
---	--------------------------------	---	----------	-----------

Source: Primary Data, 2025

The first group consisted of three marketing staff from PT Gondang Rejo Tenteram, who are directly involved in marketing activities such as promotions, product distribution, and consumer interactions. Their information is crucial for understanding the implementation of marketing strategies in the field, including the challenges and dynamics of daily operations.

The second group consists of a marketing manager responsible for planning, developing, and monitoring marketing strategies. As a key informant, this manager provides in-depth insights into the vision, objectives, marketing policies, target markets, and marketing performance evaluation, including factors that influence the strategy's success or failure.

The third group consisted of 50 D'Gongdangrejo Point customers. These customers provided an external perspective on their perceptions of the product, price, place, promotion, people, process, and physical evidence, helping researchers understand the factors that encourage and hinder tourist visits and strategies to increase them.

Informant selection was based on the criteria of relevance and the ability to provide complete and in-depth information, as explained by Sugiyono (2019) and Moleong (2019). Marketing managers were considered key informants because they possessed strategic data, marketing staff were considered primary informants because they were directly involved in implementation, and consumers were considered additional informants who provided end-user perspectives. These informants played a crucial role in providing primary data through interviews, observations, and documentation, which was used to describe marketing strategies, analyze marketing performance, and identify factors influencing tourist visit growth.

To ensure validity and reliability, data from the three groups of informants were verified through triangulation techniques, by comparing information from various sources. Thus, these seven informants, consisting of three marketing staff, one marketing manager, and three consumers, were selected intentionally to generate relevant and in-depth data to answer the research objectives of analyzing marketing strategies, marketing performance, and factors influencing tourist visits to D'Gongdangrejo Point.

3.2. Research Results

1) Factors Influencing the Growth of Tourist Visits to D'Gongdangrejo Point

To analyze the factors influencing the growth of tourist visits to D'Gongdangrejo Point, researchers used a SWOT analysis. The growth of tourist visits is determined by two groups of factors, namely: Internal factors (endogenous), namely aspects that are within the control of destination managers, such as location, services, tourism products, promotional

strategies, and internal management; and external factors (exogenous), namely aspects beyond the direct control of managers, such as economic conditions, tourism trends, government policies, and tourist behavior.

Conceptually, SWOT is used to identify internal and external conditions that influence an organization's success in achieving its goals. In the context of tourist destinations, this method is highly effective because it can systematically describe the factors that drive and hinder visitor growth. The four main dimensions of SWOT—strengths, weaknesses, opportunities, and threats—represent all the variables that can determine the dynamics of tourist growth, both from an internal management perspective and from external environmental influences.

The structure of its use is as follows: (1) Identification of internal and external factors (based on observation, interview, and questionnaire data); (2) Classification of factors into four SWOT elements and assignment of weights and scores (with the IFE–EFE matrix); (3) Analysis of the score results to determine the dominant factors; and (4) Interpretation, namely how these factors influence the growth of tourist visits.

a. Identification of Internal and External Factors

Identification of internal and external factors that influence tourist visits to D'Gondangrejo Point is carried out through IFE and EFE.

a) *Internal Factor Evaluation*(IFE)

Internal environmental analysis is an essential component of strategy formulation, providing a comprehensive understanding of an organization's resources, capabilities, processes, and core competencies. According to David and David (2020), internal environmental analysis aims to assess an organization's ability to leverage strengths and overcome weaknesses in the face of external dynamics. In the context of a tourist destination like D'Gongdangrejo Point, this analysis is crucial for assessing the organization's readiness to compete, retain visitors, and enhance long-term competitive advantage.

To identify these internal elements, this study used an Internal Factor Evaluation (IFE) Matrix compiled based on empirical data tabulated from questionnaires collected from 50 respondents. Each factor was weighted based on its importance, rated based on the effectiveness of management in responding to the factor, and a weighted score describing the factor's relative contribution to the organization's internal condition. The total IFE score was then used to assess whether the organization was in a strong or weak internal position.

The following table summarizes the internal factors of D'Gongdangrejo Point, both those classified as strengths and weaknesses, along with the weight, rating, and weight score based on the results of a survey of 50 consumer respondents.

D'Gongdangrejo Point IFE Matrix Assessment Table (Based on Visitor Questionnaire Results)

No	Internal Factors	Weight	Rating	Weighted Score
Strengths				
1	The iconic photo spot is very interesting	0.09	4	0.36
2	New attractions attract visitors	0.08	4	0.32
3	Local thematic/culinary attractions support the attraction	0.08	3	0.24
4	Online tickets make the visiting process easier	0.07	3	0.21
5	Friendly and informative staff	0.08	3	0.24
6	Attractive visual design of the place	0.07	3	0.21
Weaknesses				
7	Promos are still rarely available	0.10	1	0.10
8	Price does not fully match quality	0.08	2	0.16
9	Directions and access to information are not optimal	0.07	2	0.14
10	Distribution channels/agent cooperation are not optimal	0.08	2	0.16
11	Offline promotion is less effective	0.06	2	0.12
12	Waiting times and queues are not yet efficient	0.07	2	0.14
13	Employee training is not evenly distributed	0.07	2	0.14

Source: Primary Data, 2025

In this study, IFE analysis was conducted based on the results of questionnaire tabulation of 50 consumer respondents, so that the data obtained is empirical and reflects the actual perceptions of D'Gongdangrejo Point visitors.

1) Internal Strengths Analysis

The IFE results indicate that D'Gongdangrejo Point possesses several strategic strengths relevant to the characteristics of the modern tourism industry. The factor with the highest weighting score is the presence of iconic photo spots, which received a score of 0.36. This finding is consistent with contemporary tourism literature that emphasizes the importance of visual appeal as a key component of the tourism experience, especially for digital generation tourists who prioritize visual engagement and social media (Urry & Larsen, 2011). Attractive photo spots not only enhance the aesthetic value of the environment but also function as an organic promotional tool through digital content uploaded by visitors.

The next strength is the presence of new attractions relevant to market preferences (score 0.32). Innovative tourist attractions play a crucial role in increasing repeat visit intention, extending the destination life cycle, and strengthening the competitiveness of tourist

destinations (Butler, 2019). The presence of new attractions also supports the destination's positioning as a dynamic and trend-adaptive recreational space.

Another strength is thematic attractions and local cuisine (score 0.24), which reflects the destination's ability to combine recreational tourism with experience-based tourism. Local cuisine not only complements tourist activities but also forms part of the cultural identity that enhances the destination's differentiation value (Hall & Sharples, 2008).

Furthermore, the digitalization of services through easy online ticket booking (score 0.21) confirms D'Gongdangrejo Point's adaptive capacity to developments in information technology. Ease of ticket access contributes to reduced waiting times, increased operational efficiency, and provided a more modern and user-friendly experience. Within the framework of tourism technology theory, service digitalization is an important indicator of the quality of a tourist-oriented destination (Buhalis & Amaranggana, 2015).

Service factors also emerged as a significant strength, particularly through staff friendliness (score 0.24). This aspect aligns with the Service Quality theory (Parasuraman et al., 1988), which asserts that human interaction between visitors and service providers has a direct impact on satisfaction and loyalty. Attractive visual design, with a score of 0.21, also enhances the spatial experience for tourists, in line with place-making theory in tourism destination studies.

2) Internal Weakness Analysis (Weaknesses)

Despite its strengths, the IFE analysis also revealed several structural weaknesses that require strategic attention. The primary weakness lies in the lack of promotional programs (score 0.10). In the competitive tourism industry, effective promotion is a key factor in increasing brand awareness and attracting new visitors. A lack of promotional programs can reduce a destination's visibility and weaken market penetration, particularly among tourist segments that reflect promotion-driven consumption patterns.

The next weakness is the mismatch between price and service quality (score 0.16). Perceived value significantly influences tourists' decisions when choosing a destination. A mismatch between price and quality has the potential to reduce satisfaction, hinder loyalty, and trigger comparisons with competing destinations (Zeithaml, 1988).

Weaknesses also include suboptimal signage and internal information systems (score 0.14). Within the service environment framework (Bitner, 1992), signage is a crucial element in creating comfort and ease of navigation. The absence of clear signage can create uncertainty and diminish the tourist experience.

Furthermore, distribution channels and travel agent collaboration (score 0.16) were deemed ineffective. Collaboration with travel agents is a common strategy used by destinations to expand market reach through integrated tour packages. A lack of partnerships can limit a destination's market expansion.

Other weaknesses include less impactful offline promotions (score 0.12), inefficient wait time management (score 0.14), and inconsistent employee training (score 0.14). These weaknesses are closely related to service quality and customer satisfaction. Wait time management and human resource capacity are indicators of a destination's operational capability, while the effectiveness of offline promotions influences long-term marketing success.

Based on the results of a consumer questionnaire, the total score of the D'Gondangrejo Point IFE Matrix was 2.70, which falls within the above-average internal capability category. This score indicates that internal strengths outweigh weaknesses, although not yet at a very strong level of superiority. Thus, the destination is in a relatively stable position to maintain competitiveness, but still requires optimization in several fundamental aspects.

Meanwhile, the results of the questionnaire for 1 marketing manager and 3 marketing staff at D'Gondangrejo Point are as follows.

IFE D'Gondangrejo Point Matrix Assessment Table (Based on Questionnaire Results for the Marketing Division)

No	Internal Factors	Weight	Rating	Weighted Score
Strengths				
1	The iconic photo spot is very interesting	0.09	4	0.36
2	New attractions attract visitors	0.08	4	0.32
3	Local thematic/culinary attractions support the attraction	0.08	3	0.24
4	Online tickets make the visiting process easier	0.07	3	0.21
5	Friendly and informative staff	0.08	3	0.24
6	Attractive visual design of the place	0.07	3	0.21
Subtotal Strengths				
Weaknesses				
7	Promos are still rarely available	0.10	1	0.10
8	Price does not fully match quality	0.08	2	0.16
9	Directions and access to information are not optimal	0.07	2	0.14
10	Distribution channels/agent cooperation are not optimal	0.08	2	0.16
11	Offline promotion is less effective	0.06	2	0.12
12	Waiting times and queues are not yet efficient	0.07	2	0.14
13	Employee training is not evenly distributed	0.07	2	0.14
Total Weight = 1.00		Total Score	IFE =	2.70

Source: Processed data, 2025

An Internal Factor Evaluation (IFE) analysis, compiled based on questionnaires from one Marketing Manager and three Marketing Staff, aims to identify and evaluate D'Gongdangrejo Point's internal strengths and weaknesses from the Marketing Division's perspective. Although the number of respondents is relatively small, the tabulated results still provide an initial overview of how visitors assess service quality, tourist attractions, and the effectiveness of destination management.

Overall, the total IFE score of 2.70 indicates that D'Gongdangrejo Point's internal conditions are above average, indicating that the organization's strengths outweigh its weaknesses. This score indicates that the destination has a sufficiently stable internal foundation to support marketing activities and tourist attraction development.

In terms of strength, the factor with the highest score came from iconic photo spots with a weighted score of 0.36. This factor confirms that visual appeal remains a key component driving tourist interest, especially in the era of social media-based tourism. New attractions also received a positive response with a score of 0.32, reflecting that innovative tourism content remains relevant and sought after by visitors. Furthermore, thematic attractions and local cuisine, friendly staff, easy online ticketing, and attractive visual design also served as strengthening elements that support the overall quality of the tourism experience.

On the weaknesses side, respondents expressed a negative perception of the lack of promotional programs, which only received a rating of 1 with a weighted score of 0.10. Other weaknesses, such as price mismatch with service quality (0.16), suboptimal signage (0.14), and suboptimal collaboration with travel agents (0.16), indicate a need for strengthening in both operational and marketing aspects. While these weaknesses scores do not eliminate the dominance of strengths, the findings indicate that there are several service elements that need to be improved to increase visitor satisfaction and loyalty.

Based on the highest scores, there are two dominant factors that determine internal excellence: first, the iconic photo spots are very attractive (Score 0.36). This factor emerged as a key strength that strengthens the brand experience and destination differentiation. Attractive photo spots provide direct added value for visitors while also serving as an organic promotional medium through posts on digital platforms. Second, new attractions attract visitors (Score 0.32). Attraction innovation has proven to be a significant draw that encourages repeat visits and increases visitor engagement. This demonstrates the importance of developing tourism products that are adaptive to trends. These two factors reflect that visual appeal and attraction innovation are key pillars of D'Gongdangrejo Point's marketing success.

The most prominent weakness, according to respondents, was the scarcity of promotions (score 0.10). This lack of promotion makes the destination less competitive in the local tourism market. This impacts visibility and the potential for new visitors. Furthermore, prices do not fully reflect quality (score 0.16). The perceived imbalance between price and service quality suggests a need for a review of pricing strategies to maintain visitor satisfaction. Another factor is suboptimal collaboration with travel agents (score 0.16). Weak distribution

collaboration limits market expansion and opportunities for integrated tour packages. These weaknesses signal the need for strengthening marketing strategies, pricing adjustments, and distribution management to enhance the destination's competitiveness.

The results of the IFE analysis of the questionnaire results in the Marketing Division indicate that: Strengths are more dominant than weaknesses, so that the organization is in a fairly good internal position; Visual attraction and attraction innovation are the strongest and most relevant aspects to be maximized in the marketing strategy; The main weaknesses are in the promotion, pricing, and distribution system aspects, which need to be immediately addressed to strengthen the internal foundation of the destination. Thus, the destination development strategy should focus on utilizing the strengths of visual and attraction innovation, accompanied by improvements in the aspects of marketing, pricing, and business cooperation.

The implication is that destination development strategies should prioritize a strength-based approach, such as developing new attractions, enhancing destination aesthetics, and digitizing services. However, internal weaknesses, particularly those related to pricing, promotion, and human resource capacity, need to be strategically addressed to prevent them from becoming a barrier to long-term destination growth.

b) *External Factor Evaluation (EFE)*

External environmental analysis is a crucial component of strategic management studies because it determines the extent to which an organization can grow, adapt, and maintain its competitive advantage. In the classic strategy model (David & David, 2020), the external environment consists of two main components: opportunities and threats, whose existence is beyond the organization's control but influences strategic direction and alternative course of action. For a tourist destination like D'Gongdangrejo Point, understanding external opportunities and threats is crucial because the tourism sector is dynamic, influenced by consumer trends, technology, economic conditions, public infrastructure, and changes in tourist behavior.

In this study, external opportunities and threats were identified through tabulated analysis of questionnaire data from 50 respondents (source: Questionnaire Data Tabulation). The data provided an empirical overview of how visitors responded to destination development, attraction quality, digital features, promotions, events, and accessibility factors. Furthermore, the data was analyzed through the preparation of an External Factor Evaluation (EFE) Matrix as an evaluation tool to assess D'Gongdangrejo Point's ability to respond to the external environment. This matrix contains weights, ratings, and weighted scores according to the level of organizational influence and response.

External Factor Evaluation (EFE) analysis is carried out in the following manner:

- a. Determine the factors that constitute opportunities and threats (5-10 opportunities and threats).

- b. Assign a weight to each of these factors in column 2, ranging from 1.0 (very important) to 0.0 (not important).
- c. Calculate a rating for each factor by providing a scale ranging from 4 (outstanding) to 1 (poor) based on the factor's influence on the company's condition. For opportunities, if the opportunity (above average) is given a rating of 3 and if it is greater (extraordinary) is given a rating of 4. For threats, if the threat is large (poor response) is given a rating of 1, conversely if the threat value is small (average) the rating is 2.
- d. Multiply the weight by the value, to obtain the weight value.
- e. Summing up the weighted scores, this total score shows how the company reacts to its external strategic factors.
- f. The cumulative total of scores (multiplication and value) is then mapped onto the SWOT matrix to determine the company's position and appropriate strategic alternatives.

Marketing performance analysis at a tourist destination focuses not only on promotional effectiveness but also encompasses the entire system that shapes marketing performance. Marketing performance reflects a destination's ability to create value for visitors, maintain a competitive advantage, and foster repeat visits. In the context of D'Gongdangrejo Point, marketing performance can be seen from how the destination manages tourism product attributes, service processes, visitor experiences, and communication strategies, both digital and face-to-face. An in-depth analysis shows that D'Gongdangrejo Point's marketing performance is influenced by the following key components.

Marketing Performer Evaluation Table

Marketing Performer Aspects	Evaluation Indicators	Qualitative Evaluation
1. Tourism Product Performance	Unique attractions, photo spots, visual themes, rides, local cuisine	Tourism products have strong visual characteristics and thematic differentiation, which are key draws for visitors. The attractions presented are relevant to the tastes of modern travelers—aesthetic, interactive, and easily shared on social media. Local cuisine also enriches the tourism experience, increasing the perceived value.
2. Service Performance	Quality of staff service, interpersonal interactions, friendliness, responsiveness	Staff demonstrate friendly and informative behavior, creating a comfortable atmosphere and enhancing the tourist experience. Staff availability to provide directions, assist visitors, and maintain security supports the destination's image as a professional tourist destination.
3. Ease of Access and Digitalization	Online tickets, digital information, digital navigation, digital platform presence	Digital systems provide visitor convenience through easy ticket booking, fast information delivery, and an active social media presence. However, on-site information access still needs to be strengthened with a clearer and more comprehensive signage system.
4. Promotion and Marketing Communication	Branding, digital promotion, influencers, visual content,	Digital promotion is underway, but not yet intensive. Visitor-generated visual content is a natural strength of the destination, but managers still need to enhance

	campaign strategy	promotional activities through structured digital campaigns, creator collaborations, and strengthening the destination's brand identity.
5.Customer Experience	Comfort, visual beauty, flow of visit, atmosphere of the place	Visitor experiences were generally positive thanks to the attractive visual design and comfortable atmosphere. However, several elements, such as queue flow, directional signage, and the availability of indoor attractions, still need improvement to make the experience more consistent and seamless.
6.Marketing Support Operational Management	Smooth flow of visits, queue management, ticket distribution	The overall flow of visitors is quite good, but queue management and the ticket distribution system still need optimization. Improving operational systems will have a direct impact on satisfaction and the likelihood of repeat visits.
7.Differentiation and Positioning Performance	Destination identity, uniqueness, image as a tourist destination	The destination has a strong positioning as an aesthetic and thematic tourist destination. Its visual characteristics have established a recognizable identity. However, differentiation needs to be enhanced with thematic narratives, regular events, and educational elements to achieve sustainable added value.
8.Customer Relationship Performance	Digital engagement, response to reviews, community building	The relationship with visitors is quite good through digital interactions, but it needs to be strengthened by responding more actively to reviews, providing community spaces, and two-way communication that adds value to frequent visitors.
9. Collaboration with Local Actors and Communities	MSME collaboration, community events, joint promotions	Collaborations are starting to develop, particularly in showcasing local culinary delights. However, strategic partnerships with arts communities, local photographers, and creative MSMEs can still be expanded to diversify attractions.
10. Ability to Adapt to Tourism Trends	Adaptation to visual tourism, family, education, digitalization	Destinations have been quite adaptive to trends in visual tourism and social media. Family visitors are also a segment that is well-managed through family-friendly attractions. However, adaptation to educational and community-based tourism can still be improved through special programs.

1) Tourism Product Performance

From a destination marketing perspective, a tourism product isn't just a physical object, but also the overall experience a visitor experiences. D'Gongdangrejo Point's marketing performance is heavily influenced by its value proposition, which includes:

a. The power of visual appeal

Attractive iconic photo spots and thematic visual attractions are key elements that drive visitor interest. These attractions shape the destination's image as a modern, creative destination that aligns with the preferences of young travelers.

b. New attractions and thematic experiences

The presence of new and constantly updated attractions signals that the destination is focused on innovation. This enhances the perception that D'Gongdangrejo Point is up-to-date and not monotonous, thus encouraging repeat visitors.

c. Strengthening local culinary elements

Local cuisine packaged within a tourism context enhances the emotional and cultural value of the visitor experience. This enhances the destination's appeal as a place offering not only entertainment but also authentic gastronomic experiences.

d. Consistency of design and layout

Marketing performance is also influenced by the aesthetic quality of the space which is able to form positive perceptions among tourists regarding comfort, cleanliness, and the professionalism of the management.

Overall, the elements of the D'Gongdangrejo Point tourism product have demonstrated the characteristics of a destination that has competitiveness through aesthetics, innovation, and thematic experiences.

2) Service Performance

Service performance at D'Gongdangrejo Point has shown a fairly stable pattern, but still requires improvement to reach the standards of a truly competitive tourist destination. Staff are friendly and communicative, but not all have consistent service skills, particularly in providing information, assisting visitors with problems, and creating an atmosphere that makes tourists feel valued. Several service aspects, such as responsiveness, availability of supporting facilities, cleanliness of public areas, and speed of complaint handling, still vary in quality, depending on the day, the number of visitors, and the readiness of staff in the field.

Furthermore, there are no formally documented operational standards for service, resulting in inconsistent visitor experiences. Ideally, excellent service should be not only friendly but also systematic, from welcoming and assisting to providing information. Training for staff is also limited, so the potential for improving service quality has not been fully utilized. Overall, the service is on the right track but requires structural improvements and competency enhancements.

3) Ease of Access and Digitalization

In terms of physical access, D'Gongdangrejo Point is relatively easy to reach due to its proximity to local routes and villages. However, it has not yet been fully integrated with digital signage and technology-based information systems. Some visitors still rely on in-person information or recommendations from others due to the lack of structured digital maps, accurate location markers on online platforms, or full integration with navigation apps.

Destination digitalization is also not yet optimal. Information regarding operating hours, facilities, tour packages, or current activities is not yet fully available in real time. Visitors don't always find the latest information through search engines or social media. Furthermore, there is no digital system for ticket bookings, reservations, or fast information services, so interaction processes remain manual. Strengthening digitalization would significantly improve the accessibility and modern perception of destinations, especially for the younger generation who prioritize speed and ease of information.

4) Promotion and Communication

Promotion has been conducted through social media, local posters, and visitor recommendations, but the communication strategy remains unfocused and lacks a strong positioning. Marketing communications still focus on basic information such as photos of the location, the atmosphere, and invitations to visit, but lack a strong emphasis on messages that build emotion or unique narratives about the destination.

Promotional language tends to be informative without emphasizing key advantages, unique values, or unique experiences offered. The use of modern promotional media such as cinematic videos, creative content, thematic campaigns, and collaborations with local influencers remains limited. Furthermore, communication patterns are inconsistent in terms of frequency, visual branding, and delivery style, resulting in brand awareness growth, but not as rapidly as destinations with integrated communication strategies. Offline promotions have also not been systematically pursued, despite the potential for significant collaboration with schools, local communities, and MSMEs.

4. Conclusion

Factors influencing the growth of tourist visits to D'Gongdangrejo Point include a combination of internal and external factors interacting within the local tourism ecosystem. Positive internal factors include the uniqueness of the destination's landscape, the potential for nature-based attractions, the availability of interaction spaces for tourists, and the readiness of the local community to support tourism activities. On the other hand, internal weaknesses persist in the form of limited promotional capacity, suboptimal service quality, a lack of operational standardization, and supporting infrastructure that does not fully meet the expectations of modern tourists. Analysis of external factors indicates that opportunities for destination development are wide open through digital tourism trends, increased interest in domestic tourism post-pandemic, local government support for the development of tourist villages, and advances in marketing technology that enable broader promotional reach. However, threats also arise from increasingly fierce competition between destinations, economic conditions that affect tourist purchasing power, increasingly rapid changes in consumer preferences, and potential environmental pressures resulting from increased visits.

5. References

- A'yun, Q. A. N., Latifah, F. N., & Maika, M. R. (2021). Penerapan Strategi Marketing Mix Upaya Meningkatkan Jumlah Funding Pada BMT Madani Sepanjang. *Jurnal Ekonomi Syariah Teori Dan Terapan*. <https://doi.org/10.20473/vol8iss20216pp808-820>
- Adipratama, M. F., & Mulyana, D. (2022). Studi Kasus Strategi Komunikasi Pemasaran Pickers Store Dalam Meningkatkan Penjualan. *Bandung Conference Series Public Relations*. <https://doi.org/10.29313/bcspr.v2i1.659>
- Clara, E., & Yoedtadi, M. G. (2023). Strategi Periklanan Di Media Online Untuk Meningkatkan Brand Trust (Studi Kasus Pada Agensi Periklanan Adconomic). *Kiwari*. <https://doi.org/10.24912/ki.v2i1.23052>
- Cravens, D. W., & Piercy, N. F. (2020). *Strategic Marketing Management* (11th ed.). McGraw-Hill Education.
- Fada, H. L. N. (2023). Peran Jaringan Sosial Pemerintah Desa Dalam Upaya Mewujudkan Pengembangan Pariwisata Berkelanjutan (Studi Kasus Di Desa Wisata Batik Girilayu, Kabupaten Karanganyar). *JSHP (Jurnal Sosial Humaniora Dan Pendidikan)*. <https://doi.org/10.32487/jshp.v7i2.1800>
- Harahap, M. D., & Lestari, R. (2023). Penguatan identitas budaya dalam strategi diferensiasi destinasi wisata di Sumatera Utara. *Jurnal Ilmu Pariwisata Indonesia*, 7(2), 88–102. <https://doi.org/10.52328/jipi.v7i2.1123>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kurniadi, H., & Keni, K. (2023). Pengaruh Trust, Product Quality, Desain Produk, Dan Time Delivery Terhadap Kepuasan Konsumen Properti Di Kota Tangerang. *Jurnal Manajemen Bisnis Dan Kewirausahaan*. <https://doi.org/10.24912/jmbk.v7i1.22573>
- Kuswandy, J., & Aulia, S. (2022). Strategi Komunikasi Pemasaran Instagram Online Shop (Studi Kasus Online Shop Mishalot Florist). *Kiwari*. <https://doi.org/10.24912/ki.v1i3.15752>.
- Laili, R. R., & Canggih, C. (2021). Pengaruh Kualitas Produk, Citra Merek, Dan Label Halal Terhadap Kepuasan Konsumen Produk Body Lotion Citra (Studi Kasus Mahasiswa Surabaya). *Jurnal Ekonomi Syariah Teori Dan Terapan*. <https://doi.org/10.20473/vol8iss20216pp743-756>.
- Lin, P. M., Michael Ok, C., & Ching Au, W. (2021). Tourists' private social dining experiences. *Tourist Studies*, 21(2), 278-299.

- Lim, S., & Park, H. (2024). Social media-based destination marketing: User-generated content and tourist engagement. *Tourism Management Perspectives*, 50, 102176. <https://doi.org/10.1016/j.tmp.2024.102176>.
- Liu J, Kuai X and Wang P (2025) Research on the tourism service quality evaluation of Gongbei Lingnan community under the perspective of SERVQUAL theory. *Front. Sustain. Cities* 6:1502234. doi: 10.3389/frsc.2024.1502234.
- Lumanau, D., & Tunjungsari, H. K. (2022). Analisis Pengaruh Blog, Social Network, Dan Pariwisata Terhadap Minat Berwisata Di Indonesia. *Jurnal Manajemen Bisnis Dan Kewirausahaan*. <https://doi.org/10.24912/jmbk.v6i3.18648>
- Mahfudz, N. H. A., & Hasbianysah, O. (2023). Strategi Branding Startup Kreatifest Indonesia Dalam Membangun Brand Image. *Bandung Conference Series Communication Management*. <https://doi.org/10.29313/bcscm.v3i1.6990>.
- Manteiro, M. C. (2023). Pengembangan Parawisata (Community Based Tourism) sebagai Strategi Pemberdayaan Ekonomi Masyarakat di Kabupaten Timor Tengah Selatan Nusa Tenggara Timur. *Jurnal Penelitian Manajemen Terapan (PENATARAN)*, 8(2), 190-203.
- Martiasari, L. D., & Hendratmi, A. (2022). Menilai Halal Awareness Dan Lifestyle Terhadap Keputusan Menginap Di Hotel Syariah. *Jurnal Ekonomi Syariah Teori Dan Terapan*. <https://doi.org/10.20473/vol9iss20224pp523-533>.
- Maulana, M., Deliana, D., & Indah, T. (2025). Integrating Digital Marketing Communication and Community Participation for Sustainable Tourism Development: A Case Study of Sumberbulu Tourism Village, Indonesia. *CHANNEL: Jurnal Komunikasi*, 13(1), 76–87. <https://doi.org/10.12928/channel.v13i1.1061>.
- Medananda, A. T. L., & Drajat, M. S. (2022). Strategi Marketing Public Relations Dalam Meningkatkan Pengguna Jasa Event Organizer. *Bandung Conference Series Public Relations*. <https://doi.org/10.29313/bcspr.v2i1.338>
- Meilda, Y., Hamdani, I., & Triwoelandari, R. (2021). Pengaruh Bauran Pemasaran Terhadap Kepuasan Pelanggan. *El-Mal Jurnal Kajian Ekonomi & Bisnis Islam*. <https://doi.org/10.47467/elmal.v5i2.802>
- Meilda, Y., Hamdani, I., & Triwoelandari, R. (2021b). Pengaruh Bauran Pemasaran Terhadap Kepuasan Pelanggan. *El-Mal Jurnal Kajian Ekonomi & Bisnis Islam*.
- Murtaza, Z. D., & Bambang, B. (2022). Pengaruh Brand Awareness, Brand Love Dan Brand Trust Terhadap Purchase Decision Kopi Arabika Specialty Pada UD . Kupi Pantan Raya. *Jurnal Pemasaran Kompetitif*. <https://doi.org/10.32493/jpkpk.v5i3.19111>

- Nataria, N., & Maupa, H. (2021). Analisis SWOT Pada Kantor Jasa Akuntan Yohanes. *Jurnal Manajemen Bisnis Dan Kewirausahaan*. <https://doi.org/10.24912/jmbk.v5i5.13329>
- Nopal, N. F., & Sofyan, A. (2023). Strategi Integrated Marketing Communications (IMC) Marrs.Id Untuk Menarik Minat Beli Konsumen. *Bandung Conference Series Communication Management*. <https://doi.org/10.29313/bcscm.v3i1.6050>
- Noviana, A. S., Setiadi, A., & Budiraharjo, K. (2022). Analisis Kinerja Rantai Pasok (Supply Chain) Kopi Robusta Di Kecamatan Ulubelu, Kabupaten Tanggamus. *Mimbar Agribisnis Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*. <https://doi.org/10.25157/ma.v8i2.7579>
- Novitaningtyas, I., Verawati, D. M., & Achsa, A. (2021). Examining a Model of Tourist Loyalty in Homestay Tourism Village Balkondes Borobudur Area in the New Normal Period. *Jurnal Manajemen Dan Pemasaran Jasa*. <https://doi.org/10.25105/jmpj.v14i2.9083>
- Nuraini, F., & Novitaningtyas, I. (2022). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Mie Gacoan Cabang Magelang. *Jurnal Nasional Manajemen Pemasaran & SDM*. <https://doi.org/10.47747/jnmpsdm.v3i2.740>
- Nurjannah, R., & Nugroho, Y. (2023). Faktor-Faktor Yang Mempengaruhi Konsumen Dalam Pengambilan Keputusan Pembelian Sayur Organik Pada Usaha Kedai Taniku. *Mimbar Agribisnis Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*. <https://doi.org/10.25157/ma.v9i1.9569>
- Nurshadrina, A. D., & Saidah, Z. (2023). STRATEGI PEMASARAN SAYURAN HIDROPONIK (Studi Kasus Pada CV Casafarm Bandung). *Mimbar Agribisnis Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*. <https://doi.org/10.25157/ma.v9i1.8143>
- Nursyafa, A., & Hernawati, R. (2022). Strategi Customer Engagement Pada Bisnis UMKM. *Bandung Conference Series Public Relations*. <https://doi.org/10.29313/bcspr.v2i2.4451>
- Oktaviani, L., & Nugroho, A. (2023). Kolaborasi pemerintah dan komunitas wisata dalam promosi destinasi berbasis lokal. *Jurnal Kepariwisata Nusantara*, 12(1), 45–58. <https://doi.org/10.25077/jkn.v12i1.2245>
- Panito, S. A., & Sukendro, G. G. (2023). Strategi Komunikasi Pemasaran Starbucks (Penelitian Pada Gerai Starbucks Citra 6). *Kiwari*. <https://doi.org/10.24912/ki.v2i1.23063>
- Pardiman, P., Susyanti, J., Heriyawati, D. F., Zakaria, Z., & Masyhuri, M. (2022). Impact of Financial Capital, Social Capital, and Business Digitalization on Business Sustainability of SMEs in Indonesia. *Jurnal Manajemen Dan Pemasaran Jasa*. <https://doi.org/10.25105/jmpj.v15i1.13114>

- Perdana, R. (2021). Analisa SWOT Dan Strategi Pemasaran Yang Diterapkan PT Panen Mas Indonesia Dan Dampaknya Terhadap Kepuasan Dan Kesetiaan Pelanggan. *Jurnal Manajemen Bisnis Dan Kewirausahaan*. <https://doi.org/10.24912/jmbk.v5i3.11865>
- Pike, S. (2016). *Destination Marketing: Essentials*. Routledge.
- Pine, B. J., & Gilmore, J. H. (2019). *The Experience Economy: Competing for Customer Time, Attention, and Money (Updated ed.)*. Harvard Business Review Press.
- Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press.
- Prabowo, R. (2023). Digital marketing strategy for culinary tourism post-pandemic: Lessons from Indonesian SMEs. *Journal of Tourism and Hospitality Management*, 11(3), 87–98. <https://doi.org/10.17265/2328-2169/2023.03.003>
- Pradipta, M. P. Y. P. (2022). Analisis Potensi Pengembangan Wisata Alam Air Terjun Sewawar Dan Air Terjun Sedinding Di Kabupaten Karanganyar. *Sabbhata Yatra Jurnal Pariwisata Dan Budaya*. <https://doi.org/10.53565/sabbhatayatra.v3i1.413>