

MARKETING STRATEGY FOR ECOTOURISM PRODUCTS IN LABUAN BAJO, EAST NUSATENGARA

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Abstract

Ecotourism is part of sustainable tourism, where special attention is needed regarding environmental, economic, and social sustainability. Sustainable tourism is very much needed in the current era in order to preserve the nature and culture of an area. Sustainable tourism also involves the community fully, so that the impacts can be felt fully by the community directly. The purpose of this paper is to determine the internal and external factors needed to build a marketing strategy at the two research locations as well as to formulate a strategy based on SWOT analysis. The method used is descriptive-qualitative, using interviews, observation, and literature study, using the SWOT analysis technique. The results of this study show that there are several marketing programs that can be implemented in research locations, starting with product packaging, promotion, repositioning, and improving tourism services. Ecotourism destinations, learning from the benchmarking choices of researchers, and targeted marketing are aimed at special interest tourists. A visitor limit is being implemented with the goal of adjusting to the capacity of the conservation environment so that the marketing strategy that is carried out should not invite mass tourism. However, collaboration and participation from other tourism actors are also needed in the promotion and management of destinations.

Keywords: Environmental analysis, resources, ecotourism

A. INTRODUCTION

The development of tourism destinations is one of the priority programs under President Jokowi's leadership. There are many important steps taken by the government of Indonesia in developing tourism areas. On the one hand, these steps are inseparable from the hope to bring in as many tourists as possible and can encourage the country's economic growth. One of the efforts made is the formation of ten new "Bali", in 2016, as described in the Letter of the Coordinating Minister for Maritime Affairs and Resources, Number -54/Menko/Maritim/VI/2016. Bali is a destination that has many visits from foreign tourists.

The government's targets regarding the ten new Balis include Lake Toba, Tanjung Kelayang, Tanjung Lesung, Seribu Island, Borobudur Temple, Mandalika, Mount Bromo Tengger Semeru, Wakatobi Labuan Bajo, and Morotai. Recently, the Ten Priority Tourism Destinations program has been narrowed down again to become Five Super Priority Tourism Destinations, which consist of Lake Toba in North Sumatra, Borobudur Temple in Central Java, Mandalika in West Nusa Tenggara (NTB), Labuan Bajo in East Nusa Tenggara (NTT), as well as Likupang in North Sulawesi. These five tourist destinations have their own uniqueness and attractiveness and have great potential to become tourist destinations that Indonesia can excel at (Kemenparekraf, 2015).

Tourist attractions can be divided into three categories: natural tourism attractions, artificial tourism attractions, and cultural attractions (Kemenparekraf, 2016). Interest is a motivating factor for tourists to travel. Interest is a source of motivation for someone to carry out activities they like (Kanuk, 2007) in Fandeli (2020), which will have an impact on increasing market share. There are three factors

that cause someone's interest, including internal motivation factors, social motive factors, and emotional factors.

The development of increasingly diverse forms of tourism encourages tourists to be able to choose tourist destinations of interest. As one of the tourist destinations that is part of the Five Super Priority Tourist Destinations, Labuan Bajo is also not spared from tourism development. As part of the super priority to encourage various central government programs as a form of full support for the development of tourism in Labuan Bajo. However, several phenomena that have occurred indicate that Labuan Bajo is still facing various obstacles.

In 2018, the number of foreign tourists recorded was 80,683 (BPS Manggarai Barat, 2019). The trend of visits increasing every year from 2016 to 2018 data indicates that the positive image of Labuan Bajo as a world tourist destination has also boosted tourist arrivals every year. Domestic tourists simply contribute to the number of visits, which continues to increase every year based on the same data. This is certainly a challenge for tourist destination managers to be able to provide the best service for tourists. In addition, a much bigger challenge is related to tourist destinations, which are natural areas and even conservation areas that must be preserved. The ecotourism area is a suitable type of tourism to describe Labuan Bajo. Originally, there was ecotourism as a form of ecological tourism (Fandeli, 2020), but now this form of tourism can be accessed by anyone, regardless of their interest from an ecological perspective. Labuan Bajo is an archipelago consisting of several islands. In addition to the attractiveness on the mainland, Labuan Bajo has marine tourism that is no less captivating and is increasingly becoming an attraction that tourists are hunting for. Sailing on a pinisi boat is the best choice to get valuable experience when visiting Labuan Bajo. Apart from that, enjoying typical snacks on board with beautiful natural scenery also adds to the enjoyment of traveling in these islands. Along with the continuous exploitation of nature, of course, there are several things that must be considered to support the sustainability of existing tourism. Natural resources have superior potential whose quality must be maintained so that it is maintained. Labuan Bajo as a form of ecotourism is currently one of the most popular tourist alternatives. In addition, the government is also intensifying the potential for ecotourism-based tourism development. Ecotourism is defined as "responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990). In other words, ecotourism is defined as "responsible travel to natural areas that conserves the environment and enhances the well-being of local people".

The challenge for marketing planning in this digital era is that information related to tourism promotion can spread quickly and be accessed by anyone, anytime, anywhere. Labuan Bajo is one of the destinations that is experiencing an increase in visitor interest, with both domestic and foreign tourists hunting each other to be able to experience the tourist area, which is one of the conservation areas that must be protected for its sustainability. The existence of protected animals in Labuan Bajo is one of the attractions that attracts tourists. As an animal that is almost extinct and only exists in Indonesia, of course, this is a differentiating factor for Labuan Bajo from other tourist destinations in Indonesia.

Ecotourism is not only starting to intensify in Indonesia; many countries today are starting to put forward the issue of sustainability in tourism. One of the countries that can become benchmarks is Japan, a country that has the same geographical shape as Indonesia. Japan also prioritizes ecotourism to protect its nature. One of the tourist destinations owned by Japan is Ogasawara, and one of the tourist destinations in the form of these islands is one of the tours that has similarities with Labuan Bajo in Indonesia. It is important for us to see how the development of ecotourism is carried out by this cherry country towards Ogasawara as a material that can support the development of ecotourism in Labuan Bajo, Indonesia. Each tourist destination has different characteristics from one another. Of course, to be able to know the characteristics of each of these tourist destinations, it is necessary to look at the

resources owned by each region. Analyzing internal and external factors is important to be able to determine strategies for making the right marketing shots for tourism development in Labuan Bajo.

B. LITERATURE REVIEW

Environmental and Resources Analysis

Kotler, P., (2022), "The actors and forces outside marketing that affect marketing management's ability to develop and maintain successful transactions with its target customers"

- The marketing environment is composed of the actors and forces outside of marketing that influence marketing management's ability to develop and maintain successful transactions with target customers.

- Microenvironment is a force close to the company that affects its ability to serve its customers: companies, company suppliers, customer markets, competitors, and society.

- The microenvironment is the set of larger social forces that affect the entire microenvironment: competitive, demographic, economic, natural, technological, political, and cultural forces.

Joko (1999) Resources are the potential value possessed by a certain material or element in life. Resources are not always physical (tangible) but also non-physical (intangible). There are resources that can change, become bigger, or disappear, and some are eternal (always fixed). In addition, there are also renewable and non-renewable resources. The distribution of resources is not always abundant; there are some resources that are limited in number, and sometimes the formation process takes a relatively long period of time and cannot be waited for for three or four generations of human offspring. However, there are also other natural resources that are essential for human life, namely mineral resources. The lack of quality human resources has resulted in all of this resource wealth not being fully utilized for the welfare of the Indonesian people. Marketing intelligence is defined as the ability to screen customer needs, future demands, and competitors' offers. Interviewees claim that such intelligence allows companies to improve their offerings by rethinking and redesigning their products to better suit changing market demands. Marketing intelligence is considered a significant resource for service or product improvement and innovation (Kalanit et al., 2017).

Sustainable Tourism

"Tourism that takes full account of its current and future economic, social, and environmental impacts, responding to the needs of visitors, the tourism industry, the environment, and the host community".

The global target to realize the Sustainable Development Goals by 2030 also encourages the realization of sustainable tourism. These SDGs are a global and national commitment in an effort to improve the welfare of society, which includes 17 goals, and related articles include one that supports SDGs on the 17th goal, namely "Partnerships to Achieve Goals". The National Development Planning Agency focuses on achieving the Sustainable Development Goals (SDGs), which are: development that maintains a sustainable increase in the economic welfare of the community; development that maintains the sustainability of the social life of the community; development that maintains the quality of environmental life; and development that ensures fairness and the implementation of governance that is able to maintain an increase in the quality of life from one generation to the next. Tourism management is one way to support the achievement of SDGs in 2030. (Bappenas RI).

Sustainable tourism is so important for Indonesia because the country has thousands of islands of various sizes, rich in natural and cultural resources, stretching along the equator. Until now, only a small proportion of the population has been able to enjoy the potential benefits of tourism due to multi-dimensional, economic, and cultural constraints. Most tourists visit well-known destinations, and only a few have explored the archipelago off the beaten track, thereby spreading the economic contribution that comes from visitor spending more widely. Some host communities have encouraged various forms of tourism development and reaped economic benefits through jobs, new educational opportunities, and improved quality of life. Many do not have the opportunity to engage in such a tourism sector for a number of political, geographical, social, cultural, or business reasons. Some host communities for tourism development do not enjoy the right to benefit from the 'enclave' tourism development model in their area.

Ecotourism

Ecotourism is a conservative tourist trip to areas with the potential for pristine natural beauty to enjoy and appreciate the beauty and authenticity of the local nature (and the local culture that accompanies it) with the aim of promoting local nature conservation (World Conservation Union, 1996).

There are at least three notions of ecotourism that are formulated in the context of travel to natural areas, as summarized by Drumm and Moore (2005: 15) and Wood (2002: 9), as follows:

1. A broad definition of ecotourism was first given by the International Ecotourism Society in 1990: "Ecotourism is responsible travel to natural areas to conserve the environment and improve the well-being of local people."
2. The IUCN (International Union for Conservation of Nature) in 1996 provided a definition adopted from various organizations, namely: "Ecotourism is environmentally responsible travel and visits to natural areas, in order to enjoy and appreciate nature (as well as all the cultural characteristics past and present), promote conservation, have a small impact, and encourage active socio-economic involvement of local communities as beneficiaries."
3. Martha Honey in 1999 also proposed a more detailed understanding: "Ecotourism is travel to vulnerable, untouched, and protected areas with low impact and small scale."

Some definitions of ecotourism are based on forms of tourism, David Bruce Weaver, a lecturer at the Faculty of Tourism and Hospitality Management at Griffith University, defines ecotourism as a form of tourism as follows: "Ecotourism is a form of nature-based tourism that seeks to preserve it ecologically, socially, culturally, and economically by providing opportunities for appreciation and learning about the natural environment or other specific elements" (as written in Weaver 2001:105). "Ecotourism is a form of tourism that promotes learning experiences and respect for the natural environment, or some of its components, within the cultural context associated with it. Ecotourism has advantages (in best practice) in environmental and socio-cultural sustainability, especially in increasing the natural and cultural resource bases of destinations and promoting growth" (as written by Weaver (2002) in Dowling and Fennell 2003:3).

The concept and implementation perspective that are different from ecotourism are transformed into a concept and implementation that are different from other forms of tourism. There are several meanings that confirm this difference, as written by Ryel and Grasse (1991: 164) as follows: "Ecotourism is a purposeful journey to create an understanding of cultural and natural history by maintaining ecosystem integrity and generating economic benefits that encourage conservation." Western (1993: 8) also tries to emphasize the concept and implementation of ecotourism, as he has written as follows: "Ecotourism is about creating and satisfying a desire for nature, about exploiting tourism potential for

conservation and development, and about preventing its negative impacts on ecology, culture, and beauty."

Marine Tourism

Collins (2007) provides an overview of marine tourism, saying that the term is part of nature-based tourism. According to Collins, tour activities that involve looking at natural and cultural sights and fishing activities are examples of marine tourism. Maritime tourism is focused on the utilization of coastal areas or beaches and the use of water or the sea (in maritime areas) as the main elements of this type of tourism. Activities such as seeing or observing marine animal life or participating in recreational activities on the beach (e.g., camping) are also examples of marine tourism. Basically, marine tourism is a recreational activity carried out by tourists during visits to destinations by utilizing marine or maritime areas.

There is a tendency to equate marine tourism with maritime tourism. Actually, when viewed from the word-for-word translation of the two terms, marine tourism is related to the sea or the sea, whereas maritime tourism is also associated with marine tourism. Therefore, it is very important for readers to understand these two terms, even though at a practical level, implementation in tourist destinations has activities related to maritime tourism and marine tourism.

ECORYS (2013), a world organization based in Europe, provides boundaries and explanations of these two terms so that tourism observers and practitioners understand both terms. In its report, this organization states that "maritime tourism covers tourism that is largely water-based rather than land-based (e.g., boating, yachting, cruising, and nautical sports), but also includes the operation of landside facilities, the manufacturing of equipment, and the services necessary for this segment of tourism."

Maritime tourism includes tourism activities that utilize water (the sea) as the main basis for carrying out tourism activities compared to land. Maritime tourism activities include boating activities, cruise boats, cruising activities, and sports related to the sea. In practice, this type of tourism continues to use existing facilities on the mainland as well as various services that can support the implementation of maritime tourism activities.

Principles of Marine Tourism

One of the important principles in marine tourism is the importance of providing education to visitors, tourists, and the local community (the host population) regarding the importance of nature conservation. The tourist experience of marine activities can be enhanced by providing activities related to nature conservation. The provision of education is intended to further increase awareness of nature conservation and how humans or visitors should act, which can have positive impacts on the sustainability of natural life, for example, the sustainability of living things in nature.

There are three meanings of education in the context of marine tourism: first, education in the context of visitor management; second, education in the context of providing information to visitors or tourists; and third, education in the form of interpretation of a tourist attraction. The first education is defined as an effort to direct and/or guide visitors so that they have direct experience and there are changes in attitudes regarding tourist destinations and tourist attractions.

The second education is defined as providing information to tourists and visitors about marine potential. The provision of this information is focused on the role of a tour guide (guide) regarding a destination, including important matters relating to the conservation of marine natural resources. In addition, various forms of providing information by utilizing media, techniques, and methods are ways of providing information to visitors.

The second principle of marine tourism is the preservation of natural resources that are

utilized or used as tourism assets. Judging from the efforts to preserve natural resources, here are some important things to consider in marine tourism activities:

- a. It is necessary to determine environmental standards that apply the principles of sustainability. There needs to be a clear definition of how an environment that is used as a marine tourism attraction applies sustainable practices.
- b. It takes good coordination and partnerships between various industries or tourism businesses. Tourism businesses in a destination need to partner with various tourism businesses to ensure a positive tourist experience. For example, the transportation and tourism information business establishes partnerships with dive operators. The information provided to tourists should be in line with what they will get when doing marine tourism activities.
- c. Leadership is shown by not only the local government but also the tourism industry, which works based on the principles of good leadership and the implementation of a code of ethics and guidelines that have been set. The tourism industry should be an example of how to act in carrying out marine tourism activities. Guides, for example, are representatives of the tourism industry who directly deal with tourists and provide examples of how to act when visiting marine tourism attractions.
- d. Clear funding and good financial support are needed for the development of marine tourism.
- e. A planning process that is proactive, pro-community, transparent, and flexible.
- f. Organize and determine realistic marine tourism development goals.

The third principle of marine tourism is the importance of implementing or regulating all parties involved in marine tourism activities through a code of ethics (code of conduct or code of ethics), regulations, and/or guidelines. The code of ethics aims to regulate marine tourism actors, including tourists. Regulating in this case is interpreted as an effort to influence the attitudes and behaviors of stakeholders who are and will be involved in marine tourism activities. Improving environmental quality and efforts to avoid negative impacts that may arise from marine tourism activities can be done by designing and implementing a code of ethics or guidelines for implementing marine tourism.

Ecotourism Planning

Ecotourism is a form of tourism that must combine the following. 1). Travel to an area (such as natural forests, caves, underwater life, the lives of indigenous peoples, urban life, and so on); 2). Learning activities in order to improve the tourist experience; 3). Promoting efforts to conserve flora, fauna, and culture, as well as; 4). Develop the awareness and capacity of local communities. Thus, ecotourists can be distinguished according to the objectives of the ODTW they choose, the type of experience they want, the level of attention they pay to conservation of natural resources, and the level of community participation they expect.

Ecotourism development must also be able to improve the tourist experience itself by taking the level of interest in the environment into account. Knowledge of the type of experience needed by tourists can justify fulfilling the needs for optimal management of the area and determining the tour packages that must be created.

Mackay (1994) in Holden (2000: 196) distinguishes ecotourists with 3 terms: the little E, " ", The big E," and the soft adventurer. The little "E" is characterized by the curiosity that the facilities provided follow acceptable environmental standards. The big "E" wants to know new areas and likes to accept the

accommodations and services offered by local people or camp in the open air. Soft adventurers also want to visit the outdoors, but with the condition that the local nature and culture are not exploited through tourism activities.

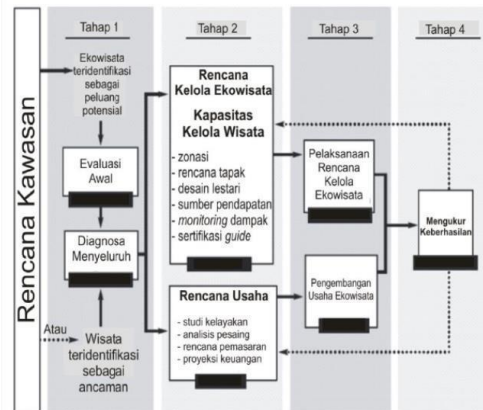


Diagram of the Stages of the Ecotourism Planning and Development Process (Drumm dan Moore 2005: 61)

The Typology of Ecotourists Cleverdon (1999) in Holden (2000:196–197) also provides an overview of the typology of tourists according to their level of interest in the environment, as shown in Figure. The tourist activities chosen by tourists also depend on the level of tourist interest in the environment. This type of lounge prefers relaxation and fun activities. Users are interested in specific and limited activities such as diving, surfing, and so on. Eco-awareness cares more about environmental issues and wants to see how this environmental commitment grows and develops. Meanwhile, ecotourists are tourists who want to be actively involved in environmental protection.



Types of Tourists Based on Their Level of Interest in the Environment (Cleverdon 1999 dalam Holden 2000:197)

SWOT Analysis for Sustainable Tourism in Indonesia

Rangkuti (2013) suggests that SWOT analysis is a systematic identification of various factors to formulate a tourism strategy. This analysis is based on logic that can maximize strengths

and opportunities while simultaneously minimizing weaknesses and threats. One of the most complex strategic planning methods involves describing a situation and evaluating a problem based on internal and external factors in the object under study. The strategic decision-making process is always related to the development of tourism missions, objectives, strategies, and policies. Thus, strategic planning (the strategic planner) must analyze the factors of tourism strategy (strengths, weaknesses, opportunities, and threats).

C. RESEARCH METHOD

Sources and Data Collection Techniques

The data used in this study is secondary data obtained through a review of related documents and publications. This data collection technique was chosen because it is easier to do without having to go to the field and saves the cost and time required. Some of the documents and publications used are those from the Samoa Tourism Authority (STA), the Central Bureau of Statistics (BPS), the World Bank, the Labuan Bajo Tourism Plan, and other related sources.

Data Analysis Techniques

Data analysis in qualitative research was carried out before entering the field, while in the field, and after finishing in the field. The process of data analysis begins by examining all the data from various sources, namely observations, interviews, and documents. The analysis is arranged systematically, described, and conclusions drawn. This data analysis uses an interactive analysis model owned by Milles and Huberman. According to Milles and Huberman, data analysis consists of three simultaneous activity lines, namely:

- 1) Data reduction is the process of summarizing, choosing the main things, focusing on the things that are important, and looking for patterns and themes; thus, the reduced data will provide a clear picture and make it easier for researchers to carry out further data collection and search. more data is needed. The steps in data reduction are as follows:
- 2) Data presentation (display) Data presentation is the process of organizing data so that it is easy to analyze and conclude. The presentation of data in this study is in the form of narrative descriptions and can be interspersed with pictures, schematics, tables, and others. This is adjusted to the type of data collected in the data collection process, both from the results of participant observation, in-depth interviews, and documentation. The presentation of data can provide the possibility of drawing conclusions from the data. The research presents data that has already been analyzed, but the analysis is still in the form of notes for the benefit of researchers before being compiled into a report (Ibid., p. 93).
- 3) Drawing conclusions (conclusions drawing or verification) Drawing conclusions is the third step in the analysis process. The conclusions that are initially still temporary will change if evidence is found to support the next stage of data collection. This activity is a process of checking and testing the correctness of the data that has been collected so that the final conclusion is obtained according to the focus of the research (Sugiyono, 2009: 91). This conclusion is a re-check process carried out during the research by matching the data with the notes that have been made by the researcher in drawing initial conclusions. Because basically drawing temporary conclusions has been done since the beginning of data collection, The verified data will be used as the basis for drawing conclusions.

D. RESULTS AND ANALYSIS

Tourism Potential in Labuan Bajo

The tourism potential of Labuan Bajo's tourism destinations includes physical and non-physical potential. where the physical potential in question is everything that is tangible so that it can be witnessed directly as a tourist attraction, while the non-physical potential in question is everything that is intangible but can have a positive effect in supporting tourism development in the Labuan Bajo tourism destination.

Physical Potential

Tourism potential that can be developed to become a tourist attraction. As a nature-based tourist destination, Labuan Bajo has a lot of tourism potential. This existing tourism potential is spread over several clusters of islands around the Komodo National Park, and some of them are still on the same continent as the city of Labuan Bajo. Over the years, this potential area has been visited by tourists because of the initiatives of the guides to add to the adventure experiences of their guests or because of tourist requests. However, it does not provide economic benefits to the community or the government at all because management does not yet exist. The following is a matrix of tourism potential in tourist destinations in Labuan Bajo.

Accessibility to Labuan Bajo tourism destinations Accessibility to Labuan Bajo is quite good and sufficient to support tourist visits. Transportation options to Labuan Bajo are the same as those to other destinations in Indonesia. Tourists can access Labuan Bajo by air or by sea. This access is supported by infrastructure such as ship ports and airports, which are good and operate normally every day. So that it is very supportive of the mobility of tourists both going to Labuan Bajo and tourists returning from Labuan Bajo.

Amenities in the tourism destination of Labuan Bajo. A destination will be comfortable to visit if the availability of tourist facilities such as lodging is easy to reach. For Labuan Bajo, tourism facilities in the form of accommodation, restaurants, and so on already exist in various classes. Then other facilities that are integrated with public activities, such as places of worship and banking, also exist. This also supports tourism activities and is deemed sufficient to accommodate all the needs of tourists.

Non-physical potential is anything that is intangible as a tourist attraction but supports tourism development in the Labuan Bajo tourism destination. This is important because it is an integral part of the physical potential, whether in the form of a tourist attraction or supporting infrastructure.

- a. The image of Labuan Bajo as a world-class destination The image of Labuan Bajo as a world-class destination is a positive thing that supports tourism development. This is inseparable from the crowning of *Varanus komodoensis* as one of the seven wonders of the world. Since the decision was made, foreign tourists have flocked to Labuan Bajo. This has also attracted the attention of a number of well-known public figures, including footballers, racers, and Hollywood celebrities. All of these are positive things that have helped boost the image and popularity of Labuan Bajo as a world-class tourist destination.

b. Hospitality of local residents in entertaining tourists. Hospitality is absolutely necessary for the development of the tourism service sector. The simplest form of hospitality is receiving tourists.

c. The trend of visits increasing every year The positive image of Labuan Bajo as a world tourist destination has also boosted tourist visits every year. When viewed from the perspective of tourist visits to Labuan Bajo in the last three years, the trend is increasing. This trend of increasing visits is not only from foreign tourists but also from domestic tourists. This fact also breaks the view that Labuan Bajo tourism is very expensive. So the price for each destination is very dependent on the service aspects and facilities that are obtained when traveling.

d. Religiosity of the local community The majority of the local population of Labuan Bajo are Catholics. The faith and religiosity of the people have contributed to the image of Labuan Bajo as a comfortable destination for tourists to visit. In Labuan Bajo, so far, there has been no excessive intervention from religious institutions (Catholic religion) regarding tourism practices. For example, tourist attractions or tourist accommodations might have religious frills added. So that the policies of religious institutions also do not intersect with tourism. In other words, the practice of tourism and the socio-religious life of the local community still go hand in hand.

e. Security and comfort Security and convenience are important factors to be maintained in the development of a destination. Areas that are continuously involved in conflict will definitely never be an option to visit (except for special-interest tourists). Security and comfort in Labuan Bajo are still very well maintained. Tight security at every tourist entry point as an effort to minimize active criminal acts carried out by the authorities.

Identification of Internal and External Factors

Factor identification is based on actual information from inside and outside the tourist destination. The internal factors that the researchers identified include: having only seven (seven) pink beach sands in the world, where two (two) of them are located in Indonesia; having unspoiled natural beauty; having a strategic location; having endemic animals, namely the Komodo dragon; being able to do snorkeling, swimming, and trekking activities; having minimal available tourism facilities; having no zoning planning; and having a low public understanding of protecting the environment; having no zoning planning; and having a low public understanding of protecting the environment. Meanwhile, the external factors that the researchers identified included the following: the emergence of sustainable natural tourism trends after the COBID-19 pandemic; increasing tourist arrivals; a tourism development policy for five super priority destinations, one of which is Labuan Bajo; threats to natural damage from humans; natural disasters in the form of earthquakes and tsunamis; and seawater pollution.

Matriks SWOT

Opportunities (O)	Strength (S)	weakness (W)
<ul style="list-style-type: none"> ● Trends in sustainable nature tourism ● 5 DSP development policies 	<ul style="list-style-type: none"> ● Strategic location and easy to visit ● It has only seven pink sand beaches in the world, and both are located in Indonesia. ● Unspoiled tourist attractions and endemic animals (komodo dragons) ● Accommodations in the form of lodging on board are part of Labuan Bajo's 	<ul style="list-style-type: none"> ● Tourism facilities are still minimal ● There are no zoning rules yet ● The community's understanding of protecting the environment is still low ● products adjusted to the results of market research ● product must have unique selling

	<p>tourist attractions.</p> <ul style="list-style-type: none"> • Tourists can carry out various tourist activities in 1 tour package, such as sailing, snorkeling, diving, swimming, tracking. • Participating in exhibitions in various regions and countries • Doing digital marketing 	<p>point than the other products</p>
<p>Threats (T)</p> <ul style="list-style-type: none"> • Natural disasters • Marine pollution • Damage to nature from tourist behavior • Increased post-pandemic tourist visits 	<ul style="list-style-type: none"> • Collaborating with various relevant stakeholders • The important role of local communities in the development of related destinations 	<ul style="list-style-type: none"> • Improve supporting facilities at Destinations • Paying attention to the quality of service at the Destination refers to UNWTO 2007

Source: Results of Research Analysis, 2022

E. CONCLUSION

SWOT analysis is one way to determine a planning strategy, in this case a destination marketing strategy, by identifying strengths, weaknesses, opportunities, and threats. This approach is considered effective because it evaluates the object as a whole from an internal and external perspective. Based on the identification of internal and external factors and the formulation of a marketing strategy, the researcher can formulate several marketing programs that can be applied at the research location, namely product packaging, promotion, repositioning, and improving tourism services. Destinations with the concept of ecotourism, learning from benchmarking choices of researchers, and marketing aimed at special-interest tourists. There is an application of a limit on the number of visitors with the aim of adjusting to the capacity of the conservation environment. So that the marketing strategy that is carried out should not invite mass tourism. However, collaboration and participation from other tourism actors are also needed in the promotion and management of destinations.

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