



Swot Analysis of Marketing Strategies to Improve Competitiveness at the Pancer Puger Beach Tourist Attraction in Jember Regency

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Abstract

This beach has great potential in terms of natural beauty, large waves suitable for surfing, and local culture such as the “Petik Laut” tradition. However, inadequate promotion, limited facilities, and a lack of diverse tourist activities pose challenges in enhancing the destination's competitiveness. Therefore, this study aims to formulate an appropriate marketing strategy to improve the competitiveness of Pancer Puger Beach in Jember Regency using a SWOT analysis approach. The method used involves quantitative data, collected from 30 respondents and interviews with local stakeholders. An IFAS and EFAS matrix was developed to identify the destination's strengths, weaknesses, opportunities, and threats. The mapping results indicate that the destination is positioned in the second quadrant of the SWOT analysis. Therefore, the recommended strategy is the S–T (Strength–Threat) strategy, which involves leveraging internal strengths to address external challenges. Key strategies include diversifying tourism activities, strengthening local identity, and implementing culture-based digital promotion and community participation. This study provides strategic direction for the development of effective, sustainable, and contextual marketing to increase visits and improve the well-being of the surrounding community.

Keywords: Marketing Strategy, SWOT Analysis, Competitiveness, Pancer Puger Beach Tourism

1. Introduction

Indonesia is known as the largest archipelagic country in the world with abundant natural and cultural resources. As a maritime country, Indonesia has great potential for developing marine tourism, especially beach tourism. This sector not only contributes to local economic growth but also plays a role in creating jobs and improving community welfare (Bappenas, 2019: 67). Jember Regency is one of the regions blessed with natural wealth, particularly promising beach tourism potential. One of the most attractive natural tourist destinations in this area is Pancer Puger Beach, located on the southern coast of Jember Regency, East Java. Pancer Puger Beach offers breathtaking natural beauty, complemented by local cultural richness such as the “Sedekah Laut” tradition, which serves as a unique attraction for tourists. However, despite its great potential, visitor numbers to Pancer Puger Beach remain fluctuating and tend to peak only during specific periods, such as national holidays or public holidays. One example is the surge in visitors in April, which reached 13,800 people coinciding with the Eid al-Fitr holiday. This indicates that the current marketing strategies have not been able to increase visitor numbers evenly throughout the year. Competition in the tourism sector is becoming increasingly competitive, alongside the growing number of tourist destinations and changing preferences among tourists.

Previous research by Fitriani (2020) shows that the implementation of social media-based marketing strategies significantly increases tourist visits to water tourism sites in West Sumatra. Another study by Kusuma & Hartanto (2021) on nature tourism in Banyuwangi also states that a combination of digital promotion and mapping of local destination strengths can drive a surge in visits. This aligns with Buhalis' (2020) perspective, which emphasizes that effective marketing strategies can help enhance a destination's competitiveness in the global market. Meanwhile, González et al. (2022) underscore the importance of sustainability and innovation in marketing strategies to address social and environmental challenges in the tourism industry. Therefore, adaptive, innovative, and market-oriented marketing strategies are needed. Digital marketing

through social media, collaboration with influencers, and experience-based promotions are increasingly relevant approaches to enhancing destination appeal (Schmidt & Kock, 2019; Baker, 2021). Additionally, environmental and social sustainability are important factors in attracting tourists who are increasingly aware of ecotourism issues (González et al., 2022; Bramwell & Lane, 2023).

To enhance the competitiveness of Pancer Puger Beach, it is essential to thoroughly understand the internal and external conditions of the destination. A SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is one strategic tool that can be used to

formulate appropriate marketing strategies. By analyzing strengths such as natural and cultural potential, and understanding weaknesses such as inadequate infrastructure and limited promotion, managers can design more targeted strategies. Additionally, opportunities arising from the growing interest of tourists in new destinations and threats from competing destinations must also be considered to ensure that Pancer Puger Beach can survive and thrive in the face of intense competition. Given the importance of developing strategies based on SWOT analysis, this study was conducted to analyze the internal and external factors influencing the marketing of Pancer Puger Beach. This research is expected to contribute to formulating effective marketing strategies, thereby enhancing the competitiveness of this destination and positively impacting the development of tourism and the local economy.

2. Methods

This study uses a quantitative approach with SWOT analysis to formulate a marketing strategy for Pancer Puger Beach in Jember. The research was conducted from September 2024 to January 2025 through observation, interviews, online questionnaires, and literature studies. The data instruments were developed based on theories from Kotler and Keller (2016) and Sugiyono (2021). The study population consisted of visitors to Pancer Puger Beach, with purposive sampling used to select 30 respondents who met the criteria: having visited at least twice in the past year, residing in Jember, and being over 17 years of age. The five main variables examined include strengths, weaknesses, opportunities, threats, and marketing strategies. Data analysis was conducted in two stages: compiling IFAS and EFAS matrices from questionnaire and interview results, and mapping S-O, W-O, S-T, and W-T strategies. The analysis results were used to formulate effective, adaptive, and sustainable marketing strategies for the development of Pancer Puger Beach tourism.

3. Results and Discussion

This study aims to analyze the appropriate marketing strategy to improve the competitiveness of Pancer Puger Beach in Jember Regency through a SWOT analysis approach. Data was collected through the distribution of questionnaires to 30 respondents who were tourists, as well as in-depth interviews with the head of the local Tourism.

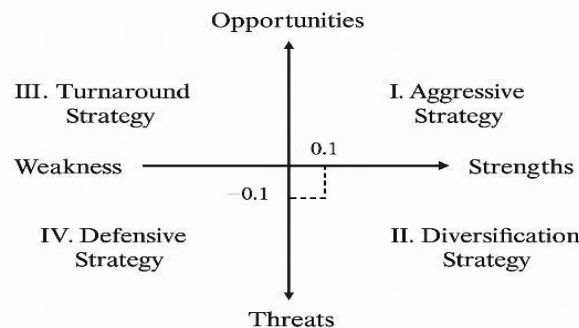
Awareness Group (POKDARWIS), Mr. Mulyo Cahyo. The results of the questionnaires were analyzed to measure respondents' perceptions of strengths, weaknesses, opportunities, and threats, which were then processed into a SWOT matrix.

Based on the questionnaire results, it was found that the strength aspect received a fairly high average score, ranging from 3 to 4 on the Likert scale. This indicates that the natural attractions of Pancer Puger Beach, such as large waves suitable for water sports, as well as the presence of local cultural traditions such as "Petik Laut," are key assets that are appreciated by visitors. Community participation in maintaining cleanliness and involvement in destination management also constitute a unique strength that distinguishes Pancer Puger from other destinations. On the other hand, there are several weaknesses that require attention, such as limited facilities, inadequate tourism support infrastructure, and insufficient digital promotion, which result in low visitor numbers outside of the peak tourist season.

From an external perspective, opportunity analysis shows that marine tourism is becoming a trend among domestic tourists, especially after the COVID-19 pandemic, where people tend to seek open-air destinations. The potential for promotion through social media and other digital platforms is also significant, coupled with support from local governments that are beginning to focus on developing local tourism potential. However, there are also significant threats, such as competition with other tourist destinations in East Java, a lack of variety in tourist activities, and the threat of extreme weather changes that could affect visitor comfort.

The next step is to combine the results of the internal and external factor assessments into the IFAS and EFAS matrices. The IFAS analysis results show that the total strength value is 3.4 and the weakness value is 3.3, resulting in an S-W difference of 0.1, which is on the positive X-axis. Meanwhile, the EFAS results show a total opportunity score of

3.1 and a threat score of 3.2, with an O-T difference of -0.1 , which is on the negative axis. The following is the marketing strategy matrix to enhance competitiveness at Pancer Puger Beach Tourism:



Thus, the position of Pancer Puger Beach as a tourist destination is in quadrant II of the SWOT matrix. This position indicates that the appropriate strategy is the S-T (Strength–Threat) strategy, which is to use internal strengths to face and minimize external threats.

Based on this quadrant, four types of strategies were formulated. The S-O (Strength–Opportunity) strategy involves engaging the local community in culture-based digital promotion and utilizing natural potential such as big waves to attract surfing enthusiasts and outdoor activity lovers. The W-O (Weakness–Opportunity) strategy focuses on improving digital promotion and community involvement in tourism facility management. The S-T (Strength–Threat) strategy, which is the main strategy, aims to maintain cultural strengths and local services to protect the destination from competition and market changes. Meanwhile, the W-T (Weakness–Threat) strategy encourages the expansion of promotional channels and increases community awareness of the importance of maintaining the quality of the tourism environment.

Referring to the S-T strategic position, researchers concluded that diversification was the most appropriate option. This strategy focuses not only on increasing the number of visits, but also on strengthening local identity, improving services, and differentiating tourism activities. The success of this strategy will heavily depend on the synergy between local governments, tourism-conscious groups, and local businesses. This aligns with the views of Buhalis (2020) and González et al. (2022), who emphasize the importance of sustainability and adaptive responses in destination marketing.

Thus, the results of this SWOT analysis provide a clear strategic direction for the development of tourism marketing for Pancer Puger Beach. The strategies outlined can serve as a basis for decision-making by stakeholders in order to enhance competitiveness,

expand market reach, and promote the economic sustainability of the communities surrounding the destination.

4. Conclusion

Based on the analysis results, it was found that Pancer Puger Beach has key strengths in the form of natural beauty, large waves suitable for water sports, and rich local culture such as the “Petik Laut” tradition. On the other hand, weaknesses are still evident in the limited supporting facilities, suboptimal tourism infrastructure, and lack of systematic digital promotion. Opportunities arising from the post-pandemic trend toward nature tourism and local government support open up space for more innovative promotional development. However, this destination also faces threats from competition with other destinations, climate change, and limited variety in tourist activities. The results of the SWOT matrix mapping indicate that the strategic position of Pancer Puger Beach is in Quadrant II, recommending the use of the S-T (Strength–Threat) strategy, which involves maximizing internal strengths to address various external threats. The primary recommended strategies include diversifying promotions and tourism activities, strengthening local identity, and improving community-based services. Thus, the marketing strategy designed through the SWOT approach can serve as a foundation for policy-making in the sustainable development of Pancer Puger Beach

tourism. The implementation of this strategy is expected to enhance the destination's competitiveness, attract more visitors year-round, and positively impact local economic growth and community well-being.

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