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ANALYSIS OF INTERNAL FACTORS AND EXTERNAL FACTORS OF BUKIT SIGUNTANG MARKETING

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ABSTRACT

This research aims to find out what the marketing strategy for tourist attractions is, as well as carrying out an analysis to determine the marketing of historical tourist attractions. Participants in this research were 30 visitors to Siguntang Hill. The approach used is a qualitative-descriptive approach with questionnaires as a data collection technique. The method used in this research is IFAS which consists of Strengths and Weaknesses factors, and EFAS which consists of Threats and Opportunities factors. The research results show that the internal factors of Bukit Siguntang tourism have greater strengths than their weaknesses, while the external factors of Bukit Siguntang tourism have equal opportunities and threats.

Keywords: Strengths, Weaknesses, Opportunities, Threats

INTRODUCTION

This tourism is an activity that directly touches and involves the community so that it can have various tourism impacts on local communities. This tourism is included in a group that is encouraging from an economic perspective and can be a solution for the government to improve the economy in their respective countries. This tourism not only has an impact on the government but can also affect tourist objects, such as creating jobs, increasing people's income, increasing interest in visiting certain tourist attractions.

Currently, the city of Palembang continues to develop the tourism sector by processing its tourist attractions well so that they are able to attract tourists to visit tourist destinations in the city of Palembang. Even though it has extraordinary tourism potential, this potential has not been utilized optionally, resulting in a lack of experience regarding tourist attractions in the city of Palembang by tourists from outside the region.

Siguntang Hill has a 3A concept, namely the first attraction, this attraction is a destination that has beauty, uniqueness and diversity as well as natural riches, man-made culture on Siguntang Hill. Siguntang Hill has a natural tourist attraction with the tombs of kings, beautiful views and a gallery of Buddha statues on Siguntang Hill. The second is Amenities or Facilities, these facilities are the facilities at Siguntang Hill which are really needed by the people who visit, such as public

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facilities, supporting facilities, and supporting facilities including toilets, prayer rooms, large parking lots, rubbish bins, information boards. only those on Siguntang Hill. Thirdly, accessibility is very important, making it easy for visitors or tourists to move from one area to another. Siguntang Hill is very easy to reach using land, sea and air transportation.

LITERATURE REVIEW

According to Subroto (2011:1) the term marketing can be interpreted in various contexts according to the strategy development carried out by the company. Meanwhile, according to Suryadana and Octavia (2015: 115), tourism marketing is a system that is implemented as a policy for companies operating in the tourism sector, both private and government owned, within a local, regional, national and international scope, to be able to achieve tourist satisfaction by obtaining reasonable profits. Tourism marketing also requires the right strategy to achieve the marketing objectives. Strategy can initially be defined as various ways to achieve a goal. According to Ohmae in Yunus (2016: 164), strategic thinking will produce solutions that are more creative and different in form than thinking mechanically and intuitively. According to Suryadana and Octavia (2015:21), marketing strategy is management that is designed to speed up solving marketing problems and making strategic decisions. Strategy is an integrated marketing action in order to provide consumer value and create competitive advantage for the company.

Marketing Mix

The marketing mix is one part of marketing that a company can carry out to achieve its goals. The marketing mix is used in tourism marketing strategies as a way to influence tourists to want to visit a destination offered by a country or region. According to Zeithaml and Bitner (2013: 25) the definition of marketing mix is the elements of a company's organization that can be controlled by the company in communicating with consumers and will be used to satisfy consumers. According to Suryadana and Octavia (2015:12) explain that based on the definition as stated by Zeithaml and Bitner, the marketing mix consists of 7Ps, namely as follows:

- Product (Product)

A product is anything that can be offered to the market to satisfy a consumer want or need. Products can be in the form of sub categories that describe two types of goods and services that are shown to the target market.

- Price (Price)

Price is an amount that has an exchange value to obtain a profit from owning or using a product or service. Price is the only marketing mix that generates revenue while the others generate costs.

- Place (Location)

In the tourism industry, location is defined as a place of service. Selection of a place or locale requires careful consideration of the following factors:

a) Access to the location is easy to reach by public transportation
b) Location visibility can be seen clearly from the side of the road

c) Traffic, lots of people passing by can provide a great opportunity for impulse buying to occur.

d) Spacious and safe parking space

e) Expansion, there is sufficient space for business expansion in the future

f) Environment, namely the surrounding area that supports the services offered

g) Competition

h) Government regulations

- Promotion (Promotion)

Promotion is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market or company and its products to be willing to accept, buy and be loyal to the products offered by the company in question. The three main objectives of promotion are as follows: Informing, Persuading target customers (persuading), Reminding (remiding)

- People (People)

In this case it can be interpreted that people are all actors who play an important role in the presentation of services so that they are able to influence buyers' perceptions. The elements of people are company employees, consumers and other consumers in the service environment.

- Process (Process)

This process element means a company's efforts to carry out and carry out activities to meet the needs and desires of its consumers.

- Physical Evidence (Physical Evidence)

This physical evidence is something that also influences consumers' decisions to buy and use the products and services offered. Elements included in physical evidence include the physical environment, in this case the physical building, equipment, supplies, logos, colors and other items that are combined with the services provided such as tickets, covers, labels and so on.

METHODS

This research uses a qualitative approach method using SWOT analysis. According to Abdussamad (2021), qualitative research methods are research used to examine the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out using triangulation, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization. SWOT analysis is used to determine the strengths, weaknesses, opportunities and threats that exist in the research object. The population and sample for this study were taken from data on tourist visits in mid-June 2023 at the Bukit Siguntang tourist attraction, then a sample of 30 respondents was obtained using interview, questionnaire and documentation methods. The questionnaire is distributed online in the form of a Google form to visitors. Meanwhile, the types and sources of data use two types of data, namely, primary data and secondary data.

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RESULTS AND DISCUSSION

Traveler Characteristics

Table 1. Respondents Based on Gender

Gender	Number of people)	Percentage (%)
Man	14	46.7%
Woman	16	53.3%
Total	30	100%

Based on the results of the table above, it can be seen that of the 30 respondents studied, 16 (5.3%) were female respondents, followed by 14 (46.7%) male respondents.

Table 2. Respondents Based on Age

Age	Number of people)	Percentage (%)
17>21 Years	11	36.7%
22>26 Years	17	56.7%
27>31 Years	1	3.3%
>32 Years	1	3.3%
Total	30	100%

Based on the table above, the ages of visitors are grouped into 4 groups, which can be seen that of the 30 respondents who have visited Siguntang Hill with age characteristics, there are 36.7% aged 17-21 years, 56.7% aged 22-26 years, 3, 3% aged 27-31 years, 3.3% aged 32 years. From the respondent data based on age, it can be concluded that the most dominant people visiting Siguntang Hill are aged 22-26 years. This could be because at that age a lot of time is needed to travel and at this time tourism is used as a means of gathering with friends, family and others. This age is considered to have a lot of free time for traveling and the desire to visit interesting places in an area.

Table 3. Respondents Based on Occupation

Work	Number of people)	Percentage (%)
Student/Students	18	60%
Civil servants	2	6.7%
Private employees	4	13.3%
Businessman	3	10%
Other	3	10%
Total	**30**	**100%**

Based on the table above, it can be seen that the respondents' jobs are grouped into 5 job sections, namely Students with 18 (60%) respondents, Civil Servants with 2 (6.7%) respondents, Private Employees with 4 (13.3%) respondents, Entrepreneurs with 3 (10 %) respondents, Others 3 (10%) respondents. So, from the results of the questionnaire distributed to 30 respondents, it can be concluded that the most people who came to Siguntang Hill were 18 student respondents (60%).

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Table 4. Respondents based on Visit Frequency

Frequency of Visits	Number of people)	Percentage (%)
1 time	4	13.3%
2 times	12	40%
3-5 Times	10	33.3%
More than 5 Times	4	13.3%
Total	**30**	**100%**

Based on the table above, it can be seen that the frequency of tourist visits to Siguntang Hill is that the frequency of 1-time visits is 4 (13.3%), 2-time visits are 12 (40%), 3-5 visits are 10 (13.3%), more visits. of 5 times 4 (13.3%). From the results of the questionnaire distributed to 30 respondents, it can be concluded that the highest frequency of tourist visits to Siguntang Hill is the frequency of visits twice, namely 12 (40%).

Based on the results of the survey that researchers conducted at the Bukit Siguntang tourist attraction in the form of implementing a SWOT analysis, the following is the IFAS and EFAS table for Bukit Siguntang:

Table 1. IFAS Matrix (Strengths and Weaknesses)

NO.	Strength	Bobot	Rating	Skor
1.	Bukit Siguntang merupakan salah satunya objek wisata di Kota Palembang yang memiliki keindahan, kekayaan alam serta budaya dan hasil buatan manusia	0,18	3	0,56
2.	Harga tiket masuk Bukit Siguntang sesuai dengan fasilitas yang di sediakan	0,17	3	0,53
3.	Bukit Siguntang melakukan promosi melalui media sosial berupa Instagram dan Facebook	0,15	3	0,43
4.	Karyawan ataupekerja di Bukit Siguntang ramah serta dapat membantu wisatawan	0,16	3	0,50
5.	Pelayanan yang di berikan Bukit Siguntang cukup baik	0,16	3	0,51
6.	Area parkir Bukit Siguntang cukup luas	0,2	3	0,54
	Total	**1**		**3,2**
	Weakness	**Bobot**	**Rating**	**Skor**
1.	Promosi melalui media cetak dan media sosial kurang maksimal	0,35	3,17	1,09
2.	Proses memberikan infromasi mengenai objek wisata Bukit Siguntang kurang jelas	0,32	2,97	0,96
3.	Fasilitas yang ada di Bukit Siguntang kurang terjaga	0,33	3,10	1,03
	Total	**1**		**3,08**

The results above show that the total strength of Bukit Siguntang is 3.2 and the total weakness is 3.08. This shows that the strengths of Bukit Siguntang are greater than its weaknesses. Based on these values, it can be seen that Bukit Siguntang is able to overcome its weaknesses with its strengths.

Table 2. EFAS Matrix (Opportunities and Threats)

NO	Oppurtunitis	Bobot	Rating	Skor
1.	Meningkatnya pendapatan masyarakat dengan adanya warung/tempat makan di sekitar objek wisata Bukit Siguntang	0,25	3,23	0,81
2.	Dengan adanya objek wisata Bukit Siguntang dapat menimbulkan kesadaran masyarakat terhadap kebersihan dan kelestarian lingkungan sekitar Bukit Siguntang	0,25	3,03	0,75
3.	Tersedia transportasi umum menuju Bukit Siguntang	0,25	3,07	0,76
4.	Timbulnya opini positif terkait objek wisata Makam yang ada di Bukit Siguntang	0,25	3,30	0,84
	Total	**1**		**3,2**
	Threaths	**Bobot**	**Rating**	**Skor**
1.	Pengunjung merasa kurang nyaman dengan atraksi yang ditawarkan	0,25	293	0,72
2.	Kurangnya kesadaran wisatawan untuk menjaga lingkungan di sekitar objek wisata	0,25	3,20	0,81
3.	Munculnya kompetitor sejenis Bukit Siguntang yang menawarkan harga dengan fasilitas cukup baik	0,26	3,23	0,84
4.	Terjadinya kejenuhan wisatawan saat berkunjung	0,24	3,27	0,78
	Total	**1**		**3,2**

The results above show that the total opportunities possessed by Bukit Siguntang are 3.2 and the total threats are 3.2. This shows that the opportunities are smaller than the threats they have. Based on these values, it can be seen that Bukit Siguntang is able to take advantage of existing opportunities by overcoming the threats it has.

Grand Strategy Matrix

Based on the results of calculations carried out by IFAS and EFAS, the final values of strengths, weaknesses, opportunities and threats are obtained as shown in the following table:

No.	Uraian	Nilai
1.	**Faktor Internal**	
	a. Kekuatan	**3,2**
	b. Kelemahan	**3,08**
2.	**Faktor Eksternal**	
	a. Peluang	**3,2**
	b. Ancaman	**3,2**

Sumber: Data yang diolah, Tahun 2023

It can be seen from the results of these calculations that Siguntang Hill has a strength of 3.2, a weakness of 3.08, an opportunity of 3.2, and a threat of 3.2. So the results of these calculations show that the internal factors of Siguntang Hill tourism have greater strengths than their weaknesses, while the external factors of Siguntang Hill tourism have equal opportunities and threats.

CONCLUSION

Based on the results of the SWOT Analysis, conclusions can be drawn:

1. Maintaining quality and service
2. Utilizing all strengths through technological developments for activities
3. Always update tourist attractions on social media

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4. Establish cooperation with security officers to guard the area around tourist attractions
5. Improving supporting facilities for tourist comfort

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