



Enhancing Tourism Attraction and City Branding of Boyolali as the “New Zealand Van Java”: Marketing Strategies for Cepogo Cheese Park

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Abstract

This study aims to determine the marketing strategies of Cepogo Cheese Park in Boyolali. The components of the 4A tourist attraction (attraction, accessibility, amenity, ancillary) and the 4P marketing mix elements (product, price, place, promotion) are observed to identify the marketing strategies of Cepogo Cheese Park in accordance with tourist attractions. This research adopts a qualitative descriptive approach and SWOT analysis. Data collection for this study is carried out through direct observation of Cepogo Cheese Park in Boyolali, supplemented by documentation and literature review. Based on the research findings, it can be concluded that an improvement in promotion is needed by Cepogo Cheese Park, as well as the development of employee skills to be more innovative and creative. Considerations from the SWOT matrix results are beneficial for the progress of Cepogo Cheese Park as a tourist attraction, enhancing its appeal, and introducing Boyolali Regency as a tourist destination with the moniker "New Zealand Van Java".

Keywords: Marketing Strategy, Marketing Mix, SWOT, Tourism.

INTRODUCTION

The tourism sector has become one of the crucial sectors in Indonesia's development due to its significant potential to boost economic growth, create job opportunities, and enhance the country's competitiveness globally. The natural beauty, cultural diversity, and historical heritage of Indonesia make it an attractive destination for tourists from around the world. Boyolali Regency is one of the regions with high potential in the tourism sector. Its tourism sector can serve as a major driver in local economic development. The diversity of natural, cultural, and historical tourist destinations is an incredible attraction for visitors. From historical sites like Ngawen Temple, reflecting a rich cultural heritage, the freshness and clarity of Umbul Pengging and Tlatar springs, to the beauty of Mount Merapi and Merbabu presenting breathtaking natural panoramas. The natural beauty of Boyolali captivates tourists with its stunning landscapes. From charming green hills to vast rice fields, Boyolali offers mesmerizing and tranquil scenery. The significant number of visitors recorded in Table 1 proves that Boyolali's natural beauty holds a strong appeal to tourists.

Table 1
Number of Visitors to Tourist Attractions in Boyolali Regency

Bulan	Umbul Pengging		Umbul Tlatar		Arga Merapi Merbabu	
	2021	2022	2021	2022	2021	2022
Januari	11038	0	9511	17276	0	0
Februari	11943	0	5264	9103	0	0
Maret	12180	5303	8099	10918	0	2459
April	9712	3596	6245	4283	0	1000
Mei	8658	10205	15220	21728	0	4800
Juni	4962	5870	8842	15219	0	4817
Juli	0	4556	0	13376	0	4510
Agustus	0	5479	0	7198	0	5046
September	0	5610	0	9287	0	4486
Oktober	12686	6083	12717	10537	0	2850
November	11730	5654	15267	9552	0	1462
Desember	15870	6836	16980	16474	0	3473

Source: Boyolali Regency Central Statistics Agency

Boyolali Regency is often referred to as the "New Zealand Van Java" or New Zealand in Java Island. This nickname refers to the natural beauty, cool climate, and landscape resembling that of the Oceania country. The designation not only depicts Boyolali's natural richness but also reflects efforts to build a unique and attractive destination image. One prominent tourist attraction in Boyolali Regency is Cepogo Cheese Park, a unique destination combining natural charm and a unique experience with a cheese farming concept similar to the atmosphere in New Zealand. With the presence of Cepogo Cheese Park, Boyolali Regency has successfully created tourist allure that not only attracts local tourists but also draws attention from various regions.

Marketing Cepogo Cheese Park is key in introducing Boyolali Regency as a tourist destination with the moniker "New Zealand Van Java." Well-planned marketing strategies can have a positive impact on the number of visitors and the local economy's contribution. Additionally, integrating marketing with city branding concepts is crucial to building a strong and cohesive image for Boyolali Regency as an attractive tourist destination, akin to New Zealand in Java Island. A marketing mix strategy is needed to identify tourism attractions and consider them in decision-making to achieve a target. According to (Kotler and Keller, 2007), the marketing mix is a determinant of the success of marketing activities, encompassing various aspects such as product, price, promotion, and distribution tailored to the target market or objectives. SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is one of the analytical methods in marketing strategy direction that compares internal factors, including strengths and weaknesses, with external factors, such as

opportunities and threats, with the aim of maximizing strengths and minimizing weaknesses (Fahmi, 2013). SWOT analysis in tourist attractions provides critical insights into internal and external factors influencing destination management and attractiveness. Strengths, such as cultural heritage and excellent facilities, can be emphasized to enhance visitor experiences. Weaknesses, such as inadequate infrastructure, need to be addressed to meet tourist standards. Identifying opportunities, such as developing new attractions or partnering with local industries, can provide positive development directions. Threats, such as policy changes or environmental risks, need to be identified for mitigation measures. Through SWOT analysis, Cepogo Cheese Park tourist attraction can optimize its potential and face challenges with focused and competitive strategies.

Based on this background, research is conducted using SWOT analysis to analyze and determine marketing strategies that can be applied to Cepogo Cheese Park. The research analyzes the tourist attraction 4A (attraction, accessibility, amenity, ancillary) at Cepogo Cheese Park. Additionally, research on the marketing mix of Cepogo Cheese Park's tourist attraction will analyze marketing mix strategies divided into product, price, place, and promotion at Cepogo Cheese Park. Research on the marketing strategy of Cepogo Cheese Park as a family educational tourist attraction through SWOT analysis will analyze internal and external factors of the marketing strategies implemented by Cepogo Cheese Park in Boyolali.

LITERATURE REVIEW

Marketing Strategy

According to (Rusdi, 2019), marketing strategy is a set of goals or objectives, which include policies and rules to guide the company's marketing efforts over time, at each level, reference, and application, especially the company's response to the constantly changing environment and competitive conditions. In efforts to enhance the attractiveness of tourist attractions and city branding, marketing strategies can be expanded to include the creation of strong and emotionally engaging narratives. Crafting unique and profound stories about destinations or cities can provide additional dimensions that capture the attention of potential visitors. Furthermore, focusing on improved services, comfortable infrastructure, and easy accessibility are also key elements in building a positive experience for tourists.

Leveraging modern technology, especially through social media, can be a driver of strong attractiveness. Creating innovative marketing campaigns, sharing compelling content, and directly interacting with the audience can enhance the visibility of destinations or cities. Involving the local community and tourists in shaping the narrative can also enhance attractiveness and create a sense of shared ownership. By integrating these aspects into marketing strategies,

organizations can achieve the goal of enhancing the attractiveness of tourist attractions and city branding sustainably, stimulating interest and enthusiasm among tourists, and building a strong positive image on the global stage.

Tourism

Law Number 10 of 2009 outlines that tourism encompasses all aspects related to travel, including destination and tourist attraction management, as well as all efforts related to tourism activities. At the very least, the tourism sector must have attractions that can attract tourists to visit a certain area. According to its appeal, tourism can be classified into three categories, namely natural attractions, cultural attractions, and special interest attractions. Natural attractions include visits to destinations with natural uniqueness, such as the sea, beaches, mountains, waterfalls, and pristine forests. Meanwhile, cultural attractions involve travel to places that hold cultural uniqueness or distinctiveness, such as the Naga village, Toraja land, Banten traditional village, Kasepuhan Cirebon palace, Yogyakarta palace, and other cultural destinations. Lastly, special interest attractions refer to tourism that aligns with specific interests, such as sports, spiritual, culinary, and shopping tourism, with various activities like bungee jumping (Fandeli, 1995).

Marketing Mix Strategy

Marketing Mix or marketing mix can be referred to as a marketing strategy that can be managed by companies to achieve the expected response from the target market to customer responses. Product as the offering of goods and services, becomes an indicator of the company's success if it can satisfy customers. There are three categories of new products, namely products that are truly unique and innovative, substitute products, and imitation products. In terms of price, the amount of money that must be prepared to obtain goods and services is regulated through methods such as break-even point, cost plus pricing, and target profit pricing. Promotion includes four variables, namely advertising, sales promotion, personal selling, and public relations. Place as the production location should provide convenience and easy access for consumers.

Tourist Attraction

According to Law No. 10 of 2009, tourist attraction is anything that has its own uniqueness, beauty, and value in the form of the diversity of natural, cultural, and human-made wealth, which becomes a target or destination for tourism. This attraction acts as a magnet for tourists because it reflects the richness and diversity of a destination. Natural diversity includes beautiful landscapes such as mountains, beaches, waterfalls, and forests. Meanwhile, cultural diversity involves traditions, arts, and local architecture. Human-made products, such as crafts and unique architecture, also become their own attraction. All of these elements come together to create a memorable and profound tourism

experience, making it the main target or destination for travelers seeking beauty and diversity in their journeys.

Branding

Branding is a series of processes and activities to create a brand. According to (Kotler and Keller, 2009), branding is an effort to associate a product or service with the strength of a brand. According to them, a brand is a perceptual entity rooted in reality but reflects the perceptions and even the thoughts and feelings of consumers. Branding a city through tourist attractions can be strengthened by utilizing unique stories and local specialties. Tourist attractions that are the distinctive attractions of the city become essential elements in designing a captivating brand identity. Choosing tourist attractions that utilize the natural, cultural, or historical wealth of the city can strengthen a positive image and differentiate the city from other destinations. For example, cultural festivals, historical monuments, or stunning natural attractions can be integrated into branding campaigns to attract attention and build a positive impression on visitors. By incorporating local values and the uniqueness of tourist attractions into branding strategies, cities can express their identity authentically, enhance tourist attractions, and create icons that characterize the city brand.

SWOT Analysis

According to (Kotler and Keller, 2008), SWOT analysis is a comprehensive evaluation of a company's strengths, weaknesses, opportunities, and threats or a way to examine the external and internal marketing environment. SWOT analysis, abbreviated from Strengths, Weaknesses, Opportunities, and Threats, is a strategic tool that identifies internal and external factors affecting an entity. By analyzing internal strengths and weaknesses, organizations can maximize potential and overcome challenges. Meanwhile, identifying external opportunities and threats helps in designing adaptation and growth strategies. This analysis is often used as a foundation for strategic planning and decision-making at various levels of organizations. By understanding these dynamics, an entity can make more informed decisions and build more effective strategies.

This refers to positive internal factors that provide a competitive advantage or advantage for the organization. Strengths may involve superior resources, special expertise, good reputation, or other positive aspects that differentiate the organization from competitors. Weaknesses reflect internal factors that can be obstacles or weaknesses for the organization. This may involve resource limitations, lack of specific expertise, or other negative aspects that can affect organizational performance. Opportunities refer to external situations or conditions that can be exploited for the organization's benefit. Opportunities can arise from market trends, regulatory changes, technological developments, or other positive situations that can be translated into organizational success. Threats are external factors that can hinder or harm the organization. Threats

can come from competition, detrimental regulatory changes, competitor technological developments, or other factors that can cause performance decline.

RESEARCH METHODS

This research is focused on exploring the potential of Cepogo Cheese Park located in Genting Village, Cepogo District, Boyolali Regency, Central Java. The method employed to analyze the data in this research is a qualitative descriptive approach utilizing the SWOT analysis technique. The qualitative approach was chosen as it is more suitable for gaining in-depth understanding of the observed phenomenon, which in this case is Cepogo Cheese Park. The collected data primarily consists of qualitative aspects, including an overview of Cepogo Cheese Park, marketing strategies implemented at the site, and the results of SWOT analysis identifying the strengths, weaknesses, opportunities, and threats faced by Cepogo Cheese Park. Data collection methods include literature review to obtain broader insights and direct observation at the location of Cepogo Cheese Park to gain deeper understanding. Therefore, this research aims to provide a comprehensive overview of Cepogo Cheese Park and evaluate the factors influencing its performance through SWOT analysis.

RESULT AND DISCUSSION

Based on the analysis conducted by researchers on the components or factors influencing tourists at Cepogo Cheese Park, namely Attraction, Accessibility, Amenity, and Ancillary, the following are the factors affecting tourists at Cepogo Cheese Park in Boyolali Regency:

Attraction

1. Natural Panorama: Cepogo Cheese Park, located in Genting Village, Cepogo District, Boyolali Regency, Central Java, covers an area of 7 hectares. The beautiful natural panorama and fresh air are the main factors that attract tourists to this place.
2. Culinary Tourism: Visitors can enjoy delicious meals at Cepogo Cheese Park Restaurant before exploring the outdoor area. There are restaurants and stalls offering various tasty dishes, with the most popular menu being various flavors of Cimory, including milk in various flavors at affordable prices.
3. Direct Interaction with Animals: Cepogo Cheese Park offers fun activities for children, such as feeding animals. Various animals can be visited, including dairy cows, monitor lizards, iguanas, goats, rabbits, pigeons, owls, turtles, and ponies.
4. Trying Various Rides: Visitors to Cepogo Cheese Park can try riding ATVs, archery, and momo carts.

5. Photo Hunting: The location of Cepogo Cheese Park between two mountains offers beautiful natural scenery and various beautiful photo spots with a European farm atmosphere.
6. Souvenir Shopping: Cepogo Cheese Park also has a shop selling various Cimory products. After strolling around, visitors can rest and enjoy the cuisine in its restaurant.

Accessibility

Accessibility refers to the facilities and infrastructure to facilitate visitors traveling from their residence to the tourist destination. The main access to a tourist attraction is the road. The road to Cepogo Cheese Park is well-maintained, with wide roads paved with concrete and paving stones suitable for small vehicles to buses. Along the road from the welcome entrance to Cepogo Cheese Park to the parking area located right in front of Cepogo Cheese Park, parking facilities are well-managed by the park's management to accommodate motorized vehicles used by visitors.

Amenity (Facilities)

Amenity refers to all kinds of facilities and infrastructure needed by tourists during their travel activities. According to the researcher's observation, the Cepogo Cheese Park tourist attraction has a very spacious parking area, estimated to accommodate around 150 cars. This tourist spot can accommodate up to 500 people. This natural tourist attraction also offers facilities such as Tourism Information Center, Ticket Booth, Prayer Room, Toilet, Gazebo & Garden Benches, Restaurant, Souvenir Shops, Photo Spots, Interpretation Boards (Directional Signs and Collection Name Boards), Provision of Clean Water, Waste Management and Security Post (Security). Despite data from the Central Statistics Agency of Boyolali showing that in the Cepogo area, Boyolali during 2022 there were 1 hotel and 15 homestays, there are no hotels or homestays available in the Cepogo Cheese Park tourist attraction area itself.

Ancillary (Institutions)

Ancillary or institutions are organizations that manage a tourist destination to ensure that tourist activities run smoothly so that tourists feel satisfied with the activities they undertake. Cepogo Cheese Park is the result of collaboration between PT Aneka Karya Boyolali and the Cimory Group. According to the owner of PT Cisarua Mountain Dairy (Cimory) Indonesia, Bambang Sutantyo, the construction of Cepogo Cheese Park began from a meeting with the former Regent of Boyolali, Seno Samodro, because Boyolali is known as the Milk City and PT Cimory Indonesia is also a dairy industry. They both agreed to revive Boyolali's icon as a milk city through the Cepogo Cheese Park tourist attraction. Cepogo Cheese Park is not just an agrotourism center. More than that, Cepogo Cheese Park is a symbol of success in bringing New Zealand nuances to the diversity and richness of Boyolali. The decision to build this tourist attraction is

not only about increasing economic attractiveness through tourism, but also reviving the spirit of the "Milk City" by building a strong foundation for the local dairy industry. By connecting Boyolali with the New Zealand van Java image, Bambang Sutantyo and Regent Seno Samodra have not only created a unique destination but also stirred local and national pride. Through Cepogo Cheese Park, Boyolali not only becomes a destination but also voices the success story of preserving cultural heritage and bringing natural wonders as an unforgettable tourism attraction.

Marketing Mix of Cepogo Cheese Park

Effective marketing strategies are essential for every tourism endeavor to attract tourist visits. One key to successful marketing mix strategies is to understand the market segment well, ranging from tourist preferences and needs to current trends in the tourism industry. By detailing the mix elements, including product, price, distribution, and promotion, tourism businesses can build a strong identity, highlight competitive advantages, and create unforgettable tourist experiences.

SWOT Analysis

Based on the SWOT analysis, four main factors are identified in formulating strategies: strengths, weaknesses, opportunities, and threats of Cepogo Cheese Park. The SWOT matrix is compiled based on the identification of internal and external factors. The results of the SWOT analysis for Cepogo Cheese Park are as follows:

Strengths

1. Affordable entrance ticket prices.
2. Excellent and friendly employee service.
3. Cepogo Cheese Park serves not only as a tourist attraction but also as another function that can be used as a learning media for the Boyolali community, especially children, regarding the world of animals and farming.
4. Being the only family educational tourist destination that provides feeding pet facilities and various exciting rides in Boyolali.
5. Cepogo Cheese Park is located in the highlands of Mount Merbabu and Mount Merapi, providing a beautiful and cool mountain air atmosphere.
6. Cepogo Cheese Park offers farm tourism equipped with several instagrammable photo spots.
7. The attraction and facilities in Cepogo Cheese Park embody the ambiance of New Zealand amidst the diversity and richness of Boyolali.

Weaknesses

1. Lack of public transportation facilities to reach Cepogo Cheese Park.
2. Inadequate promotion through social media.
3. Absence of an official website to market products.

4. The extensive tourist land has not been maximally managed.
5. Cepogo Cheese Park has not been able to maximize visitors by organizing various events at the tourist location.
6. Absence of money exchange facilities/ ATM/ Bank.
7. Lack of small gazebos or garden chairs for visitors to seek shelter or rest. Absence of health clinic facilities or hotels/accommodations.

Opportunities

1. Social media and websites as promotional tools for tourist attractions.
2. Many travel agencies available as business partners.
3. Cooperation programs between the Boyolali Local Government and PT Cimory Indonesia to maintain Boyolali as the Milk City and realize Boyolali as the New Zealand Van Java.
4. The potential for developing tourism activities can be continuously explored considering that Cepogo Cheese Park has many varied attractions.
5. Collaboration with travel agencies, educational institutions to participate in selling and promoting Cepogo Cheese Park tour packages.
6. Potential development of facilities and infrastructure such as homestays or accommodations by collaborating with the surrounding community.
7. Ample and adequate land available, allowing for the organization of arts and cultural events.
8. Can create job vacancies or job opportunities.

Threats

1. Natural disasters.
2. Destruction of plants, facilities, and infrastructure by irresponsible individuals or tourists.
3. Environmental pollution.
4. The abundance of tourist attractions in Boyolali Regency.
5. Similar tourist attractions also exist outside Boyolali Regency.

Table 2
SWOT Matrix

Internal Factors	Strength (S)	Weakness (W)
External Factors		
Opportunities (O)	S-O Strategies: 1. Collaborating with the tourism department to organize tourism-related events to increase the number of visitors to the tourist attraction.	W-O Strategies: 1. Collaborating with other business partners such as banks and other financial institutions for the development of the tourist attraction.

	<p>2. Hosting live music festivals or local music festivals unique to Boyolali.</p> <p>3. Organizing culinary festivals featuring Boyolali's dairy products in collaboration with the local government.</p> <p>4. Installing promotional banners for the tourist attraction.</p> <p>5. Utilizing technology to market Cepogo Cheese Park.</p>	<p>2. Partnering with travel agencies to promote the tourist attraction.</p> <p>3. Participating in promotional events organized by the government and promoting the tourist attraction through the tourism department's social media.</p> <p>4. Adding more amusement rides at the tourist attraction site.</p>
<p>Threats (T)</p>	<p>S-T Strategies:</p> <p>1. Promoting safety and health assurance (insurance) for tourists visiting the attraction.</p> <p>2. Adding photo spots that characterize Boyolali as "New Zealand Van Java".</p> <p>3. Promoting the uniqueness of Boyolali as "New Zealand Van Java" starting from restaurant menus, live music entertainment, and scenic views at the location.</p>	<p>W-T Strategies:</p> <p>1. Collaborating with insurance companies to cover the safety of workers and visitors at the tourist attraction.</p> <p>2. Strengthening positioning to tourists regarding the uniqueness and characteristics of Cepogo Cheese Park, which embodies the essence of Boyolali as "New Zealand van Java".</p> <p>3. Collaborating with the government to provide public facilities such as public transportation that tourists can use to reach the tourist attraction.</p> <p>4. Maximizing planned developments and striving for the optimization of development plans that have not been realized yet.</p>

Source: Data Processing 2023

CONCLUSION

From this research, several conclusions can be drawn as follows: Firstly, the importance of providing high-quality service to visitors by developing the

innovative and creative abilities of employees and enhancing promotional efforts. This helps to enhance visitor experiences and create a positive image of Cepogo Cheese Park. Secondly, based on the SWOT Matrix, several considerations can be inferred through internal and external factors, which are beneficial for the advancement of Cepogo Cheese Park as a tourist attraction and for introducing Boyolali Regency as a tourist destination with the nickname "New Zealand Van Java". By carefully identifying the strengths, weaknesses, opportunities, and threats associated with Cepogo Cheese Park, appropriate strategic measures can be taken to enhance the attractiveness of this destination and to strengthen the position of Boyolali Regency in the tourism industry as a whole.

Internal strengths such as unique products, quality services, and skilled human resources can be further enhanced to provide a unique and captivating experience for visitors. On the other hand, weaknesses such as lack of infrastructure or insufficient promotion can be rectified by identifying effective solutions. Furthermore, opportunities such as the growth of domestic and international tourist interest and government support for tourism development can be fully utilized to expand market reach and increase revenue. However, threats such as competition from surrounding tourist destinations or changes in industry trends must be anticipated with adaptive and responsive strategies. Therefore, with a deep understanding of these factors, appropriate strategic measures can be designed to strengthen Cepogo Cheese Park as an attractive tourist destination and to enhance the competitiveness of Boyolali Regency in an increasingly competitive tourism industry.

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