

## Tourism Marketing Strategy in Facing Tourism Challenges and Opportunities in Badung Regency, Bali

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Article History	Abstract
Accepted: 03 September 2023 Revised: 03 October 2023 Published: 02 December 2023	<p><i>As the Heart of Bali Tourism, Badung Regency plays an important role in the development of Tourism in Bali Province. To ensure sustainable Badung Regency Tourism, real steps must be taken immediately to overcome the negative impacts caused by Tourism itself. The formulation of marketing strategies was obtained from the implementation of FGD (Focus Group Discussion), which was attended by tourism stakeholders and related agencies within the Badung Regency government. The data was analyzed using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). The use of digital platforms, besides being considered effective and efficient in promoting tourist attractions in Badung Regency, can also be used as a medium to socialize Do's and Don'ts related to what tourists can and should not do during their visits in Badung Regency in particular and Bali Island in general, so that negative impacts and problems caused by the tourism sector can be minimized. Good coordination and collaboration between tourism stakeholders and local governments are also important factors that must always be maintained, and are expected to be able to overcome problems that arise in the community due to the adverse effects of tourism. Badung Regency must continue to improve itself in improving the safety and comfort of tourists, so that it can strengthen its position as a Regency that dominates the favorite destination of domestic and foreign tourists visiting Bali Island.</i></p> <p><b>Keywords:</b> <i>Marketing Strategy, Challenge Opportunity, SWOT.</i></p>



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### INTRODUCTION

Tourism is an activity that is influenced by certain conditions and can also affect the tourist actors. One example of tourism activities that are influenced by certain conditions is tourism due to the impact of the COVID-19 pandemic. Rebranding and Rethinking tourism is an important and strategic momentum to accelerate the recovery of Bali Tourism after 2 years of harmony with the COVID-19 pandemic, even though the COVID-19 pandemic has had a major impact on the world tourism sector. Tourism is a creative-based service sector. Indonesia, with its rich tourism potential, should be able to maximize its potential as much as possible for the welfare of the people. Moreover, tourism is a more environmentally friendly industry. If selling its natural beauty

In particular, tourism can be used as a tool to minimize the gap in mutual understanding between developed countries, which are usually tourist source countries or "Tourist Sending"

countries (Wahab, 2003). In essence, tourism development cannot be separated from the resources and uniqueness of local communities, both in the form of physical and non-physical elements (traditions and culture), which are the main driving elements of tourism activities so that tourism is seen as a community-based activity (Sunaryo, 2013). In the development of the world of tourism, it is necessary to explore the potential of tourist attractions in each region to be developed so that it can support the tourism sector, in this case alternative tourism. Alternative tourism is a tourism activity that does not damage the environment, favors the community, and avoids the negative impact of mass tourism or large-scale tourism that can threaten culture (Hani 2017).

Badung Regency is the heart of tourism in Bali which has a popular tourist attraction according to data on foreign tourist visits to tourist destinations cooperated by Badung Regency. It can be seen that foreign tourist visits in 2023 have increased by 1,067,053 or 21% when compared to 2022 which was only 1,067,053 visits (Immigration Class I Airport I Gusti Ngurah Rai / Tourism Office).

The high number of tourist visits to Badung Regency is because Badung Regency has a strategic location for several iconic tourist attractions in Bali, such as Kuta, Seminyak, Legian, Canggu and Jimbaran. In terms of natural tourism potential, besides having natural attractions in the form of beaches, Badung Regency also has agro-tourism attractions. Not only has natural tourism potential, Badung Regency is also rich in Balinese cultural heritage sites such as the mekotek tradition in Munggu Village, the siat bantal tradition in Kapal Village and also the kecak performance which is always held at Uluwatu Temple.

With the variety of tourist attractions of Badung Regency, it results in a high level of tourist visits which in turn brings various issues of problems that need to be addressed such as congestion, licensing, garbage, etc. Attention and action from the Badung Regency government is essential to address the aforementioned tourism issues. With high levels of tourist arrivals, concrete measures need to be taken to ensure that tourism growth in Badung Regency remains sustainable..

## **RESEARCH METHOD**

This research adopted a qualitative approach involving the FGD (Focus Group Discussion) method as the main tool for collecting data. The FGDs were designed to break down the main topics, namely congestion, safety and comfort, waste, and licensing, into in-depth sub-topics. The FGD was conducted by involving participants from the government or other Regional Apparatus Organizations (OPD) within the Badung Regency Government related to the tourism sector, as well as tourism industry players. Each discussion table had a discussion guide that focused on a particular sub-topic. These guidelines guided participants in sharing their views, experiences, and program plans related to the issues. FGDs were held in separate discussion sessions for each sub-topic. This allowed for more in-depth and focused discussions. After the FGDs were completed, transcriptions of the recordings were made, and the data were analyzed qualitatively to identify key themes, emerging views, and proposed program plans. The data was analyzed using SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. This helped in drawing a more comprehensive picture of the tourism issues and program plans identified.

## RESULT AND DISCUSSION

The increasing number of tourist visits to Badung Regency is a positive opportunity for the progress of tourism in Badung Regency, but behind these opportunities there are challenges in efforts to anticipate tourist density which has implications for public complaints in the form of congestion and negative impacts on the use of excessive resources.

Based on the topics that became the focus of this FGD, the results of the discussion of the topics of congestion, feasibility of public facilities, security & comfort, licensing, and organic and non-organic waste are presented using the SWOT method as follows:

Table 1. SWOT Analysis Result

Faktor	Strength (S)	Weakness (W)
<div>Internal</div> <div>Eksternal</div>	<ol style="list-style-type: none"> <li>1. Increasing trend of foreign tourist visits in Badung Regency (mass tourism)</li> <li>2. Becoming a bustling tourism area</li> <li>3. Connectivity path between districts and cities</li> <li>4. Has an online licensing service that is easily accessible</li> <li>5. Badung Regency has a waste management program through Waste Management Reduce, Reuse, Recycle (TPS3R).</li> <li>6. The Badung Regency Government has collaborated with the Regional Office of Human Rights regarding the safety and comfort of tourists.</li> </ol>	<ol style="list-style-type: none"> <li>1. Road infrastructure is still inadequate (less widened)</li> <li>2. Lack of education to foreign tourists regarding traffic rules.</li> <li>3. The existence of foreigners who exceed the length of stay (overstay) on visas and kitas</li> <li>4. Low level of security in several tourism areas in Badung Regency.</li> <li>5. Lack of awareness of tourism industry players regarding waste issues.</li> <li>6. Online license submission system that has not been integrated.</li> </ol>
Opportunity (O)	Strategy SO	Strategy WO
<ol style="list-style-type: none"> <li>1. Increase foreign tourist arrivals in Bali, especially Badung Regency</li> <li>2. Maximize the utilization of Laperon services as a service to take care of permits</li> <li>3. Goodwill between tourism stakeholders and related stakeholders</li> <li>4. Realizing the Badung Regency government's commitment to waste management through the Reduce, Reuse, Recycle Waste Management Site (TP3SR).</li> </ol>	<ol style="list-style-type: none"> <li>1. Utilize social media and collaborate with influencers to promote and market tourism in Badung Regency.</li> <li>2. Badung Regency is a connectivity route between regencies and cities in Bali.</li> <li>3. Badung Regency has a commitment to waste management through Waste Management Reduce, Reuse, Recycle (TPS3R). In this case, the Badung Regency Government.</li> <li>4. Created an online platform regarding licensing arrangements called Laperon and collaborated with the Regional Office of Human Rights and Human</li> </ol>	<ol style="list-style-type: none"> <li>1. With the increase in tourist arrivals, issues such as congestion, overstay of tourists who do not comply with visas / permits, security issues and garbage problems arise. (W).</li> <li>2. To overcome these problems, it is necessary to maximize the use of Laperon services, maximize goodwill between tourism stakeholders and related stakeholders and the Badung Regency government has a commitment to waste management through (TP3SR). (O)</li> </ol>

	Rights regarding the safety and comfort of tourists (S). 5. This creates opportunities for increased tourist visits in Badung Regency. (O)	
<i>Threat (T)</i>	<i>Strategy ST</i>	<i>Strategy WT</i>
<ol style="list-style-type: none"> <li>1. Congestion in 5 sub-districts, namely Mengwi, Abiansemal, North Kuta, Kuta, and South Kuta.</li> <li>2. Increased amount of waste from the Tourism Industry.</li> <li>3. Rampant mugging, rogue money changers and loitering spongers</li> <li>4. Licensing system that has not been integrated and has not maximized socialization to the business community.</li> </ol>	<ol style="list-style-type: none"> <li>1. In addition, waste management through TPS3R is one of the solutions from the government to tackle the waste problem. The Badung Regency Government has also collaborated with the Regional Office of Human Rights and Human Rights regarding the safety and comfort of tourists by also involving the role of the community (S).</li> <li>2. However, in terms of increasing tourist visits to Badung and becoming a connectivity route between regencies and cities, it also causes congestion levels, especially in 5 districts such as Mengwi, Abiansemal, Abiansemal, North Kuta, Kuta, and South Kuta. In addition, it also causes mugging, rogue money changers cause the level of congestion to also increase, especially the tourism industry (T)</li> </ol>	<ol style="list-style-type: none"> <li>1. The need for proper coordination and collaboration efforts between tourism stakeholders and relevant stakeholders to overcome the problem of congestion in 5 sub-districts, the increase in garbage or waste originating from the tourism industry needs to take an educational approach and strict supervision of tourism businesses in complying with environmental regulations. Collaborative efforts between the government, the community, and tourism industry players are also needed which is the key to overcoming the problem of tourism waste in Badung Regency in a sustainable manner, as well as a licensing system that is still not integrated and maximized in providing socialization to the community of tourism businesses (W).</li> <li>2. In addition, there is a need for routine patrols in collaboration with the police and traditional pekalang to reduce the number of crimes that disturb tourists and local communities such as mugging, rogue money changers, and wandering beggars (T).</li> </ol>

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The following is an identification of the results of the SWOT analysis related to tourism challenges and opportunities in Badung Regency:

**1. SO Strategy**

Utilize digital platforms such as social media, the internet and influencers to promote and market the increasing trend of foreign tourist visits in various Tourism destination areas in Badung Regency. In addition, Badung Regency is also a connectivity route between regencies and cities in Bali. To preserve its environment, Badung Regency is committed to waste management through Waste Management Reduce, Reuse, Recycle (TPS3R). In this case, the Badung Regency Government has created an online platform regarding licensing arrangements called Laperon and has collaborated with the Regional Office of Human Rights and Human Rights regarding the safety and comfort of tourists (S) This creates an increase in tourist visits in Badung Regency, making Badung Regency an area with a strategic connectivity route and avoiding waste problems originating from Tourism Industry activities (O).

**2. WO Strategy**

With increasing tourist visits but road infrastructure that is still inadequate due to lack of road widening, it often triggers congestion, especially in Badung Regency. In addition to congestion, the increase in tourist visits also has other negative impacts, due to the lack of scanning of visiting tourists who are not in accordance with visas / KITAS. Security is also a problem arising from the increase in tourist visits, which is utilized by irresponsible people to disrupt the safety and comfort of visiting tourists such as doing begal, theft and others. In addition to security, waste is also one of the problems arising from the increasing trend of foreign tourist visits (W). The Badung Regency Government has made various efforts to deal with congestion problems, such as conducting traffic engineering at certain busy hours, curbing illegal parking pockets near tourist destinations and crowds and optimizing the function of traffic regulation through Area Traffic Control (ATCS) control. In addition, the Badung Regency Government has made an MOU with the Regional Office of Human Rights and Human Rights in handling foreigners regarding issues about the length of stay of foreign tourists who overstay visas and kITAS as well as in several areas of Badung Regency with a low level of security. In dealing with the waste problem that occurs, the solution that can be done is divided into 3, namely first in the short term, medium term and long term. In addition, the Badung Regency Government will make regulations and prepare TPS3R and TPST (O).

**3. ST Strategy**

The increasing trend of tourist visits in Badung Regency and connectivity between districts and cities In addition, waste management through TPS3R is one of the government's solutions to tackle the waste problem. The Badung Regency Government has also collaborated with the Regional Office of Human Rights and Human Rights regarding the safety and comfort of tourists by also involving the role of the community (S). However, in terms of increasing tourist visits to Badung and becoming a connectivity route between regencies and cities, it also causes congestion levels, especially in 5 districts such as Mengwi, Abiansemai, Abiansemai, North Kuta, Kuta, and South Kuta. In addition, there are also still causing mugging, rogue money changers causing the level of congestion also increased, especially the tourism industry (T).

#### **4. WT Strategy**

The need for proper coordination and collaboration efforts between tourism stakeholders and relevant stakeholders to overcome congestion problems in 5 sub-districts, increased garbage or waste originating from the tourism industry needs to take an educational approach and strict supervision of tourism businesses in complying with environmental regulations, collaborative efforts between the government, the community, and tourism industry players are also needed which is the key to overcoming the problem of tourism waste waste in Badung Regency in a sustainable manner, as well as a licensing system that is still not integrated and maximized in providing socialization to the community of tourism business actors (W). The rise of criminality that is often experienced by foreign and domestic tourists threatens the safety and comfort of the community. In addition, there is a need for routine patrols in collaboration with the police and traditional pecalang to reduce the number of crimes that disturb tourists and local communities such as mugging, rogue money changers, and wandering beggars (T).

#### **CONCLUSION**

There are several strategies that can be used as solutions in the FGD discussions:

1. Utilize digital platforms such as social media, the internet and influencers to promote and market the increasing trend of foreign tourist visits in various Tourism destination areas in Badung Regency.
2. To overcome congestion, traffic engineering is carried out at certain busy hours, curbing illegal parking pockets near tourist destinations and crowds and optimizing the function of traffic regulation through Area Traffic Control (ATCS) control in Badung Regency.
3. Capitalize on the increasing trend of tourist visits in Badung Regency and become an opportunity for connectivity between districts and cities. In addition, waste management through TPS3R is one of the solutions from the government to tackle the waste problem.
4. There is a need for proper coordination and collaboration efforts between tourism stakeholders and relevant stakeholders to overcome congestion problems in 5 sub-districts. Collaboration is held to share strategies and cooperation in reducing problems in Badung Regency.

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