

Marketing Strategy Analysis to Boost Tourism Visits in NTT

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Abstract–Tourism is a strategic sector that significantly contributes to economic growth, including in East Nusa Tenggara (NTT) Province, which possesses rich natural and cultural attractions. However, fluctuations in tourist visits indicate the need to evaluate the effectiveness of current marketing strategies. This study aims to analyze tourism marketing strategies in NTT using a SWOT analysis approach and the marketing mix (7Ps), which includes product, price, place, promotion, people, process, and physical evidence. The research method employed is descriptive qualitative, using secondary data from BPS and the Ministry of Tourism and Creative Economy. The SWOT analysis results in SO, WO, ST, and WT strategies that focus on digital promotion, human resource development, sustainable tourism, and integrated planning. This study provides practical strategy recommendations to increase tourist visits and support the inclusive and sustainable growth of the tourism sector in NTT. Tourism is a strategic sector that significantly contributes to economic growth, including in the Province of Nusa Tenggara Timur (NTT), which possesses rich natural and cultural attractions. However, fluctuations in tourist visits indicate the need to evaluate the marketing strategies implemented. This study aims to analyze tourism marketing strategies in NTT through a SWOT analysis and marketing mix (7P) approach, namely product, price, place, promotion, people, process, and physical evidence. The method used is qualitative descriptive with secondary data from the Central Statistics Agency (BPS) and the Ministry of Tourism and Creative Economy (Kemenparekraf). The SWOT analysis results in SO, WO, ST, and WT strategies, focusing on digital promotion, human resource development, sustainable tourism development, and integrated planning. This study provides practical strategy recommendations to increase tourist visit numbers and support inclusive and sustainable tourism sector growth in NTT.

Keywords: SWOT analysis; NTT tourism; Nusa Tenggara Timur tourism; Increasing tourist visit

I. INTRODUCTION

Tourism is one of the strategic sectors that significantly contributes to regional economic growth. In Indonesia, the development of regional tourism has become a national priority in efforts to achieve equitable development and improve the welfare of the community. The increase in the number of tourists, both domestic and international, contributes positively to national economic growth. The tourism sector is projected to generate foreign exchange earnings of USD 16.7 billion, an increase of 19.3 percent compared to 2023[1].

One of the provinces in Indonesia is East Nusa Tenggara (NTT), which, with its rich natural resources, culture, and exceptional tourism potential, has a great opportunity to make tourism a key driver of the local economy. Several leading destinations such as Labuan Bajo, Komodo Island, Nihiwatu Beach, and the Wae Rebo Traditional Village have attracted the attention of both national

and international tourists. Below is the data on the number of tourist trips to East Nusa Tenggara in 2024.

Table.1 Number of Trips to East Nusa Tenggara in 2024

Month (2024)	Number of Trips
January	707.139
February	615.259
March	646.883
April	656.028
May	608.224
June	604.328
July	676.533
August	660.044
September	694.905
October	657.146
November	625.396
Desember	831.362



Month (2024)	Number of Trips
Annual Total	7.983.247

Source : BPS 2025[2]

However, based on data from the Central Statistics Agency (BPS) and the Ministry of Tourism and Creative Economy (Kemenparekraf), the number of tourist visits to several destinations in NTT has fluctuated year by year. While there has been a significant increase during certain periods, the data also shows a decline in visits in the post-pandemic period and limited infrastructure in some areas. This situation raises questions about the effectiveness of the marketing strategies implemented by the local government and relevant stakeholders in attracting tourists to visit NTT.

Table.2 Jumlah Daya Tarik Wisata Menurut Kabupaten/Kota

Region	2022	2023
Sumba Barat	296	296
Sumba Timur	37	37
Kupang	42	42
Timor Tengah Selatan	44	44
Timor Tengah Utara	11	61
Belu	134	134
Alor	39	39
Lembata	73	73
Flores Timur	140	140
Sikka	73	73
Ende	47	47
Ngada	57	57
Manggarai	37	39
Rote Ndao	78	78
Manggarai Barat	73	73
Sumba Tengah	37	37
Sumba Barat Daya	48	48
Nagekeo	43	43
Manggarai Timur	115	115
Sabu Raijua	54	54

Malaka	31	31
Kota Kupang	73	76
Nusa Tenggara Timur	1.582	1.637

Source : BPS 2024[3]

Tourism marketing strategy is a key aspect in attracting tourists and enhancing destination competitiveness. This strategy involves various elements of the marketing mix. Philip Kotler and Kevin Lane Keller introduced the concept of the marketing mix, which consists of elements such as product, price, place, promotion, people, physical evidence, and process [4][1]. In addition, the involvement of local communities and partnerships with tourism industry stakeholders are supporting factors for the success of destination marketing [5]. Therefore, a comprehensive analysis of the marketing strategies used is necessary to determine the extent of their impact on increasing the number of tourist visits [6].

This study aims to analyze the marketing strategies that have been implemented at tourist destinations in East Nusa Tenggara (NTT) and evaluate them using the SWOT analysis approach (Strengths, Weaknesses, Opportunities, Threats). By utilizing secondary data obtained from official publications such as reports from the Tourism Office, Statistics Indonesia (BPS), and the Ministry of Tourism and Creative Economy, this research seeks to present a factual overview of the current state of tourism marketing in NTT. A descriptive qualitative approach is employed to explore in depth the strengths and challenges of the strategies that have been implemented.

Theoretically, this study refers to the concept of the marketing mix (7Ps), in which tourist satisfaction and the quality of tourism destinations can be analyzed through the components of the marketing mix. These include product, price, place (distribution), promotion, people (human resources), process (service flow), and physical evidence [7]. SWOT analysis is used to map internal and external factors that influence marketing strategies and serves as the basis for formulating strategic recommendations [8].

The novelty of this research lies in the systematic use of secondary data to analyze tourism marketing strategies in a region that has not been widely explored in academic literature namely, East Nusa Tenggara (NTT). Through this approach, the

research is expected to provide both theoretical and practical contributions to the development of tourism promotion strategies in other regions with similar characteristics. Through this study, the author aims to offer more effective and applicable marketing strategy recommendations to support the growth of the tourism sector in East Nusa Tenggara, as well as to enhance the appeal of NTT's tourist destinations in the eyes of both domestic and international travelers.

II. LITERATURE REVIEW

Tourism is a complex phenomenon that involves the movement of people, goods, and services [9]. In general, tourism can be defined as travel activities undertaken by individuals or groups, not for the purpose of earning a living or employment, but to gain pleasure, meaningful experiences, and learning. This activity is supported by the availability of various tourism facilities at the destination that enhance the comfort and satisfaction of tourists [10].

The 4A aspects, Attraction, Amenity, Accessibility, and Ancillary are key components in the framework of tourism development [11]. These four elements work together to create an optimal appeal for a tourism destination. The explanation of each component is as follows:

2.1 Attraction (Tourist Attractions)

Attraction is the main appeal that motivates tourists to visit a destination. Attractions can originate from natural, cultural, or man-made resources. Attractions can categorize into three types:

1. Natural Resources: mountains, hills, lakes, waterfalls, and beaches.
2. Cultural Resources: archaeological sites, rituals, arts and crafts, and local community life.
3. Artificial Attractions: sports events, shopping centers, exhibitions, and conferences.

Attractions are the most significant element, as they serve as the primary factor in drawing tourist interest and visits [12]. Amenity refers to various facilities that enhance the comfort of tourists during their stay at a destination. The presence of well-

developed amenities can significantly improve the quality of the tourist experience. These facilities include accommodations, restaurants, entertainment venues, shopping centers, and other public services. Amenities serve as important complements to the main attractions [13][2].

Accessibility refers to the ease with which tourists can reach a destination. This component includes transportation facilities, road infrastructure, signage, the availability of airports and terminals, as well as the frequency of transport services to the tourist destination [11]. Ancillary services refer to the supporting services provided by personnel and related institutions to facilitate tourism activities. The presence of professional staff, tourism organizations, training institutions, and government agencies plays a vital role in supporting the sustainable management and marketing of tourist destinations [11].

2.2 SWOT Analysis

SWOT analysis is a systematic identification of various factors to accurately formulate business strategies [14][3]. SWOT analysis consists of four main components [15]:

a. Strengths

Strengths refer to internal advantages possessed by a company or business unit, such as specific competencies, resources, skills, superior products, positive market image, customer loyalty, and strong relationships with stakeholders.

b. Weaknesses

Weaknesses are internal limitations such as inadequate facilities and infrastructure, poor managerial capabilities, ineffective marketing skills, or products that are not well-received by the market.

c. Opportunities

Opportunities include favorable external conditions, such as positive consumer trends, new market segments, supportive regulatory changes, or close relationships with business partners.

d. Threats

Threats are external factors that may hinder business growth, such as the emergence of new competitors, unfamiliar technological changes, restrictive regulations, and declining consumer purchasing power. SWOT analysis can be applied in strategic decision-making [15], including:

1. As a logical and systematic framework to understand the organization's condition and formulate strategic alternatives.
2. To systematically compare internal strengths and weaknesses with external opportunities and threats in order to develop relevant strategies.
3. To comprehensively identify the business's position, including strengths, weaknesses, produced products, and target markets.

Table.3 EFAS/IFAS

EFAS/IFAS	Strengths (S)	Weakness (W)
Opportunities (O)	SO Strategy : Using strengths to seize opportunities	WO Strategi : Overcoming weakness by utilizing Opportunities
Threats (T)	ST Strategi : Using strength to counter threats	WT Strategy : Minimizing weaknesses and confronting threats

III. RESEARCH METHODS

This study employs a qualitative descriptive approach using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to evaluate tourism marketing strategies in the Province of East Nusa Tenggara (NTT). This approach was chosen for its ability to systematically describe internal and external conditions that affect the performance of tourism destination marketing, while also providing a foundation for formulating appropriate strategies.

This research utilizes a comprehensive SWOT analysis based on secondary data, a method that remains relatively uncommon in tourism marketing studies within the NTT region. The focus of this analysis is to identify the strengths, weaknesses, opportunities, and threats faced by the tourism sector in NTT based on reliable data sources. Data analysis is carried out using the SWOT Matrix model[14] through the following steps:

- a. Identification of Internal Factors: Determining the strengths and weaknesses of the marketing strategies implemented at tourism destinations in NTT, including the attractiveness of tourist sites, service quality, human resource capacity, and supporting infrastructure.
- b. Identification of External Factors: Analyzing

external opportunities and threats, such as tourism trends, government policy support, and global challenges like pandemics and competition among destinations.

- c. SWOT Matrix Development: Combining the identified factors to formulate four strategic alternatives: SO (Strengths-Opportunities), WO (Weaknesses-Opportunities), ST (Strengths-Threats), and WT (Weaknesses-Threats) strategies.

Result Interpretation: The analysis results will be interpreted qualitatively to develop practical strategic recommendations for improving tourism marketing in East Nusa Tenggara.

IV. RESULT AND DISCUSSION

Result

East Nusa Tenggara (NTT) is a province in Indonesia that holds rich tourism potential due to its natural beauty, cultural heritage, and biodiversity. However, the tourism sector in NTT faces various challenges that require in-depth analysis to identify its strengths, weaknesses, opportunities, and threats. This SWOT analysis aims to provide a comprehensive overview of the tourism conditions in NTT and the strategies that can be implemented for its development.

1. Strengths

- a. Cultural and Natural Diversity: NTT boasts a rich variety of cultures and traditions, along with natural beauty that includes beaches, mountains, and national parks. This makes NTT an attractive destination for both domestic and international tourists.
- b. Tourist Attractions: Destinations such as Komodo Island, Labuan Bajo, and Kelimutu Lake serve as magnets for tourists. The presence of World Heritage sites and biodiversity also adds value.
- c. Government Support: Local government efforts to improve infrastructure and tourism promotion can strengthen the sector.

2. Weaknesses

- a. Limited Infrastructure: The lack of adequate transportation and accommodation infrastructure poses a major barrier to improving accessibility to tourist destinations, which could reduce tourist interest.



- b. Ineffective Promotion: Suboptimal marketing strategies and a lack of aggressive promotion have resulted in NTT's tourism potential being less widely recognized among tourists.
- c. Tourist Attraction Management: Many attractions are not well managed, which diminishes the tourist experience and revenue potential.

3. Opportunities

- a. Increase in Tourist Visits: With growing awareness of sustainable tourism, NTT has the opportunity to attract more visitors, especially those seeking unique and authentic experiences.
- b. Tourism Sector Development: There is significant potential to develop community-based tourism, which can empower local communities and boost the regional economy.
- c. International Cooperation: Opportunities exist to establish partnerships with other countries in tourism, such as cultural exchange programs and joint promotions.

4. Threats

- a. Destination Competition: The emergence of new destinations in Indonesia and neighboring countries offering similar experiences could threaten NTT's appeal.
- b. Climate Change: The effects of climate change could impact the natural beauty and tourist attractions, such as environmental degradation and natural disasters.
- c. Social and Economic Instability: Political and economic uncertainty could affect investment and infrastructure development needed for the tourism sector.

Based on the results of the SWOT analysis, four main alternative strategies have been formulated: SO (Strengths–Opportunities), WO (Weaknesses– Opportunities), ST (Strengths–Threats), and WT (Weaknesses–Threats). These strategies aim to optimize strengths and opportunities while minimizing weaknesses and threats in the effort to develop the tourism sector in East Nusa Tenggara (NTT).

1. SO Strategy (Strengths–Opportunities)

The SO strategy focuses on leveraging NTT's internal potential to seize available external opportunities. The exotic natural beauty and unique local culture are key attractions that can be combined

with the development of digital technology and sustainable tourism trends. This strategy can be formulated as follows:

- a. Strengthening tourism branding based on local uniqueness, through intensive promotion on digital platforms such as social media, tourism websites, and global marketplaces to make NTT a prime alternative destination besides Bali.
- b. Developing sustainable tourism infrastructure by encouraging private investment and government programs to build supporting facilities in strategic areas, such as Labuan Bajo, Alor Island, and Sumba.
- c. Involving local communities in tourism management to develop culture- and nature-based tourism in a participatory and sustainable manner.

2. WO Strategy (Weaknesses–Opportunities)

The WO strategy aims to address internal weaknesses such as limited infrastructure, human resource constraints, and suboptimal promotion, by taking advantage of external opportunities. This strategy includes:

- a. Training and development of tourism human resources, focusing on hospitality skills and foreign language proficiency, supported by government training programs, international cooperation, or vocational education institutions.
- b. Improving accessibility to tourist destinations by developing or enhancing transportation routes by land, sea, and air, including integration between modes of transport to make it easier for tourists to reach tourist sites.
- c. Strengthening local creative economy, such as handicrafts, ikat weaving, and local cuisine, which can be included in tourism packages and showcased in cultural festivals.

3. ST Strategy (Strengths–Threats)

The ST strategy is designed to address external threats such as over-tourism, environmental damage, as well as the risks of natural disasters and seasonality, by relying on internal strengths. Some strategies that can be implemented include:

- a. Implementing a community-based sustainable tourism concept that prioritizes environmental conservation and local cultural

preservation as key selling points.

- b. Diversifying tourism products, such as religious tourism, educational tourism, and cultural tourism that are not affected by specific seasons and have year-round appeal.
- c. Conservation-based tourism education, where tourists are introduced to the importance of preserving the environment and local culture as part of their tourism experience.

4. WT Strategy (Weaknesses–Threats)

The WT strategy is a defensive approach aimed at minimizing the impact of internal weaknesses while avoiding potential threats. This strategy includes:

- a. Developing a tourism management master plan that integrates ecological, social, and economic aspects, while considering disaster and pandemic risk mitigation.
- b. Enhancing cross-sector coordination between central and local governments, the private sector, and the community in planning, monitoring, and evaluating tourism programs.
- c. Revitalizing supporting tourism facilities and infrastructure, such as sanitation, information centers, and local transportation systems to improve the comfort and safety of tourists.

Strategic Implications

The formulation of these strategies indicates that the development of the tourism sector in NTT requires not only a focus on promotion and infrastructure but also a consideration of sustainability, local community empowerment, and long-term risk mitigation. With the implementation of the right strategies, it is hoped that NTT will be able to leading destinations.

Table.4 The formulation of Strategic Implications

SO Strategy (Strengths – Opportunities) Using strengths to leverage opportunities	WO Strategy (Weaknesses – Opportunities) Overcoming weaknesses by utilizing opportunities
Short-Term Implications:	Short-Term Implications:
1. increased exposure of NTT tourist destinations on national and international levels through digital promotion.	1. Improved quality of tourism services due to tourism human resource training
2. Creation of new job opportunities in creative industries and local tourism services.	2. The construction or improvement of supporting infrastructure for tourism.
	3. increased interest

3. An increase in tourist visits to leading destinations.
- from tourists in local creative economy products

Long-Term Implications:	Long-Term Implications:
1. Establishment of NTT's image as a premier tourist destination based on culture and nature.	1. Formation of a professional and globally competitive tourism workforce.
2. Creation of an integrated and sustainable tourism ecosystem.	2. Improved connectivity between tourist destinations, promoting equitable visitor distribution.
3. Increased regional income and improved welfare for local communities near the destinations	3. Local products becoming an integral part of the region's tourism identity, increasing economic value.
ST Strategy (Strengths – Threats) Using strengths to address threats	WT Strategy (Weaknesses – Threats) Minimizing weaknesses and avoiding threats
Short-Term Implications:	Short-Term Implications:
1. Strengthened coordination among stakeholders in tourism management.	1. Strengthened coordination among stakeholders in tourism management.
2. Improvement of public facilities and basic services at tourist destinations to enhance service standards.	2. Improvement of public facilities and basic services at tourist destinations to enhance service standards.
Long-Term Implications:	Long-Term Implications:
1. Preservation of nature and local culture, despite increasing tourist numbers.	1. Creation of a tourism management system that is adaptive to risks (such as disasters and pandemics).
2. Increased resilience of the tourism sector to the impacts of climate change, natural disasters, or fluctuating tourist numbers.	2. NTT tourism becoming more resilient and inclusive, reducing regional disparities.
3. Tourism becoming a public education tool that strengthens local identity and values.	3. Achieving structured and long-term oriented tourism governance.

V. CONCLUSION AND SUGGESTION

The tourism sector in East Nusa Tenggara (NTT) holds great potential due to its natural beauty, cultural diversity, and biodiversity. However, challenges such as limited infrastructure, ineffective promotion, and suboptimal management of tourist attractions still need to be addressed. Based on the SWOT analysis, the



strategies formulated to optimize strengths and opportunities as well as address weaknesses and threats include strengthening branding, developing sustainable infrastructure, empowering local communities, and implementing community-based tourism.

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