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## SWOT Analysis of Indonesian Coastal Tourism Destination Marketing in the International Office

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**ABSTRACT** : This study examines the marketing strategy of beach tourism destinations in Indonesia through a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis approach. The background of this study is based on the importance of beach tourism as a major economic sector that contributes significantly to national income, especially in countries with great beach tourism potential such as Indonesia. The research method used is a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats faced by beach tourism destinations in Indonesia. The results of the study show that the main strengths of Indonesian beach tourism destinations include pristine natural beauty, rich underwater ecosystems, supporting facilities, and rich local culture. However, weaknesses such as lack of infrastructure, ineffective promotion, and low service quality are still major challenges. Opportunities include increasing global interest in Indonesian beach tourism, advances in information technology, and sustainable tourism trends. Meanwhile, threats such as intense global competition, natural disasters, and marine pollution require mature risk management. The conclusion of this study emphasizes the need for innovative and sustainable marketing strategies to improve the global competitiveness of Indonesian beach tourism. Practical recommendations include improving infrastructure, more effective promotion, and developing sustainable tourism.

**Keywords:** SWOT Analysis, Beach Tourism, Tourism Marketing, Indonesia, Global Competitiveness.



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## INTRODUCTION

Tourism is a crucial economic sector, significantly contributing to the revenue streams of many countries, especially those with renowned tourist destinations like beaches Mejjad, et al (2022). As a key driver of economic growth, tourism enhances local livelihoods, promotes cultural exchange, and fosters regional development (Smith & Richards, 2021). Indonesia, with its rich natural resources, diverse cultural heritage, and expansive coastlines, presents an unparalleled opportunity for beach tourism, Mattiro, et al (2023). However, to maintain and enhance its global competitiveness, Indonesia must implement robust and innovative marketing strategies that cater to the evolving preferences of international tourists (Kurniawan et al., 2020).

Beach tourism destinations are particularly appealing to international tourists due to their natural beauty, biodiversity, and the variety of recreational activities they offer, Gonia and Thöle (2022). However, the global tourism landscape is highly competitive, with destinations worldwide vying for attention and market share (Lee et al., 2019). As noted by Sharpley and Telfer (2018), the success of a tourism destination is contingent upon its ability to adapt to market demands, embrace sustainable practices, and leverage its unique selling propositions effectively. In this context, developing appropriate marketing strategies is not merely about attracting more tourists; it is about creating a sustainable tourism model that benefits both the local community and the broader economy (Nash, 2017).

A SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is a strategic tool that has been widely used to assess the internal and external environments of tourism destinations Mondal, Haque (2017). By identifying strengths and weaknesses within a destination, as well as opportunities and threats in the external environment, stakeholders can make informed decisions that enhance destination appeal and competitiveness (Holloway & Humphreys, 2020). However, while the SWOT analysis provides valuable insights, its application in tourism marketing strategy development remains underexplored, particularly in the context of Indonesian beach tourism (Widodo, 2019).

The research gap addressed by this study lies in the limited application of comprehensive strategic analysis in formulating marketing strategies for Indonesian beach tourism destinations Tambunan (2020). Previous studies have focused primarily on descriptive assessments of tourism potential (Suryadarma, 2018; Widodo, 2019), but there is a paucity of research that integrates strategic analysis tools like SWOT into actionable marketing frameworks that can be adopted by policymakers and industry practitioners.

Thus, this research aims to fill this gap by analyzing the marketing strategies of Indonesian beach tourism destinations through a SWOT analysis approach. Specifically, this study seeks to answer the following research questions: (1) What are the internal strengths and weaknesses of Indonesian beach tourism destinations? (2) What external opportunities and threats do these destinations face in the global tourism market? (3) How can the findings from the SWOT analysis be utilized to develop more effective and sustainable marketing strategies for these destinations?

By addressing these questions, the study aspires to provide practical recommendations for enhancing the international appeal of Indonesian beach tourism. It is anticipated that the findings will contribute to the literature on tourism marketing and offer strategic insights for academics, practitioners, and policymakers in developing sustainable and globally competitive tourism strategies (Chon & Singh, 2022).

### 1. Tourism

Broadly speaking, tourism is a recreational activity outside one's domicile to escape from routine work or look for another atmosphere by going to a place to carry out various activities while at the destination and obtain convenience in providing various necessary needs (Damanik, 2006). Tourism is a form of utilization of natural resources that relies on natural services for human

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satisfaction and enjoyment of natural resource objects. Human activities that benefit tourism are also known as tourism.

Referring to Law Number 10 of 2009 concerning tourism, there are several terms related to tourism activities, namely:

1. Tourism is a travel activity or part of this activity carried out voluntarily and temporarily to enjoy tourist objects and attractions.
2. Tourists are people who carry out tourism activities.
3. Tourism is everything related to tourism, including the exploitation of tourist objects and attractions as well as businesses related to this field.
4. Tourism is everything related to the implementation of tourism.
5. Tourism business is an activity aimed at providing tourism services or providing or operating tourist objects and attractions, tourism facility businesses, and other businesses related to this field.
6. Tourist objects and attractions are everything that is a tourist-target.
7. A tourism area is an area with a certain area that is built or provided to meet tourism needs.

Tourism activities consist of three components, including:

1. A human, is a person who travels with the intention of enjoying the beauty of a place (nature).
2. Space, which is the area or scope of the place where you travel.
3. Time, which is the time spent traveling and staying in the tourist destination area.

There are many important elements that need to be understood and managed well so that tourism can develop sustainably and responsibly. Here are six important points in tourism that need to be understood:

1. Ownership or management of the tourist area which can be grouped into three sectors, namely the government sector, the non-profit organization sector and conventional companies.
2. Resources, namely natural or cultural.
3. Touring trips/length of stay.
4. The place of activity is indoors or outdoors.
5. Main tourist or supporting tourist (primary/secondary).
6. Carrying capacity can be seen from the level of visitor use, namely intensive, semi-intensive and extensive

## 2. Beach Tourism

Beach tourism is one of the most popular tourism segments in the world, attracting tourists with its natural beauty, biodiversity, and various recreational activities. Dahuri (2003). States that coastal tourism is associated with "3S" (Sun, Sea, and Sand), namely a type of tourism that provides natural beauty and comfort from a combination of sunlight, sea, and clean sandy beaches. The concept of coastal tourism is things related to tourist activities, fun things, and recreational activities carried out in coastal areas and their waters. According to the United Nations World Tourism Organization (2018), beach tourism accounts for more than 50% of total global tourism sector revenue. In Indonesia, destinations such as Bali, Lombok and the Raja Ampat Islands are internationally known and attract millions of tourists every year..

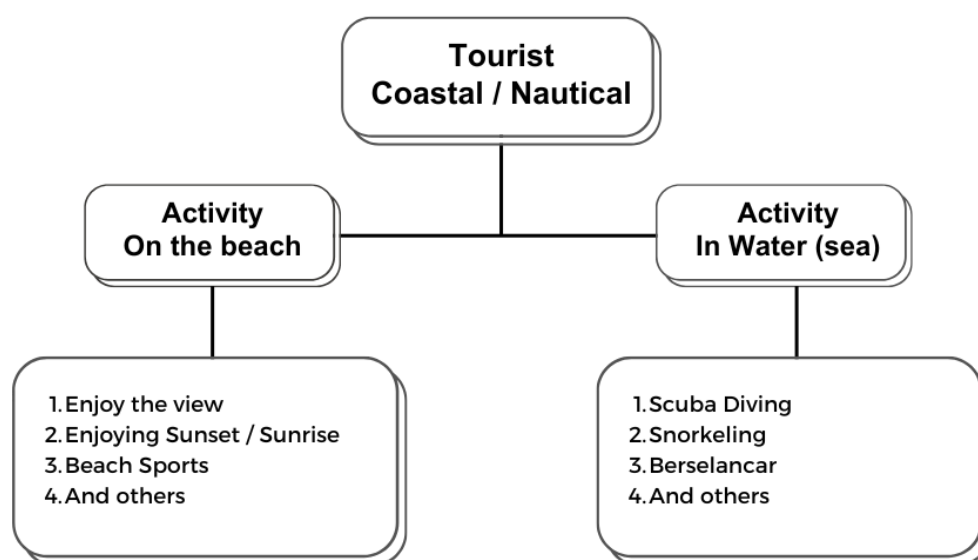


Figure 1 Coastal and marine tourism framework (Hall, 2001)

Beach tourism makes a significant contribution to the economy through increasing foreign exchange and creating jobs, as well as encouraging infrastructure development and the welfare of local communities. However, challenges such as environmental degradation, visitor density, and climate change need to be addressed through the application of sustainable tourism principles. An effective marketing strategy must identify the strengths and uniqueness of the destination, understand tourist needs, and utilize digital technology for promotion. With this approach, beach tourism can develop sustainably and provide optimal benefits for all stakeholders.

## 3. Tourism Marketing

Tourism marketing is a series of activities carried out to promote tourist destinations to potential tourists, Kennedy, et al (2022). Marketing is a social and managerial process that enables individuals and groups to obtain what they need and want through the creation, offering, and exchange of products of value. In the context of attracting international tourists to visit beaches in Indonesia, requires a mature and comprehensive marketing strategy. According to Anang Sutono, a tourism expert from Gadjah Mada University, "An effective marketing strategy must be able to highlight

the uniqueness and superiority of the destination, as well as integrating various promotional elements to reach the global market" (Sutono, 2019). The following are 5 important components that need to be considered in marketing beach tourism in Indonesia on the international stage:

## 1. Market Research and Target Market

The first step in marketing Indonesian beach tourism on the international stage is to understand the target market carefully, Kusuma (2022). Through market research, we can study the profile of foreign tourists who are interested in Indonesian Beach tourism, such as their age, gender, interests, and budget. This is important for developing a targeted and targeted marketing strategy Key, et al (2017). Next, market segmentation is carried out to group target markets based on their characteristics and needs. By understanding different market segments, we can design marketing strategies that are more effective and relevant to each group or tourist.

Then it is also important to carry out competitor analysis to find out the marketing strategy and positioning of competitors in the international market. Understanding competitors' strengths and weaknesses allows us to determine competitive advantages and highlight the attractiveness of Indonesian beach tourism in the eyes of foreign tourists.

## 2. Promotion and Branding

Promotion and branding are key components in marketing beach tourism in Indonesia on the international stage Briandana, et al (2018). Creating and spreading a positive image of beach tourism destinations through creative and integrated marketing campaigns is very important to attract the attention of global tourists. Following are the important steps and elements in promotion and branding:

### a. USP (Unique Selling Proposition):

Namely determining what makes beach destinations in Indonesia unique and different from competitors. This could be an outstanding natural beauty, rich local culture, or superior facilities and services.

### b. Creative Content Creation

Create interesting and informative content such as videos, photos, articles, and blogs that highlight the beauty and attraction of the destination. This content should describe experiences that tourists can enjoy, such as beach activities, natural attractions, and local culture.

### c. Use of Social Media

Using social media platforms such as Instagram, Facebook, Twitter, and TikTok or using digital advertising such as Google Ads, Facebook Ads, and other advertising platforms to promote the destination widely. Social media allows direct interaction with potential tourists, providing the latest updates, which can go viral.

### d. Official Website

Create and maintain an attractive and informative official website. This website must be easy to access, mobile-friendly, and contain complete information about the destination, including activities, accommodation, access methods, and tourist testimonials. Providing an online booking feature can also increase the comfort and convenience of tourists.

### e. Participation in Tourism Exhibitions

Participate in international tourism exhibitions to promote destinations directly to travel agents, media, and potential tourists. This exhibition also provides an opportunity to establish strategic partnerships with other tourism industry players.

By combining all these elements in promotional and branding strategies, Indonesian beach tourism destinations can build a strong image, increase global awareness, and attract more tourists from international markets.

### a. Tourism Product Development

Improving and enriching tourist attractions and facilities in coastal destinations is key to attracting and retaining tourists. This includes the development of adequate infrastructure, the provision of high-quality services, and the development of unique and attractive tourist activities. Here are more detailed steps:

#### 1. Building Infrastructure

Build and improve access roads, parking facilities and comfortable public transportation to make it easier for tourists to reach beach destinations in Indonesia. Providing adequate public facilities such as toilets, rest areas, and information centers to increase visitor comfort.

#### 2. Local Culinary Development

Open restaurants and food stalls serving local food, introducing tourists to regional culinary culture. Then hold food festivals featuring local cuisine, attracting tourists through gastronomic experiences.

#### 3. Entertainment and Recreation Facilities

Build entertainment facilities such as playgrounds, picnic areas, and family recreation spaces to provide a variety of activity options for tourists of all ages.

Hold regular beach events and festivals, such as music concerts, dance performances, and water sports competitions, to add to the attraction of the destination.

### b. Sustainable Marketing

The promotion of sustainable beach tourism must emphasize efforts to preserve the environment and local culture, offer educational tourism to increase tourist awareness about the importance of preserving beaches in Indonesia, and build cooperation with local communities to develop

sustainable tourism and provide economic benefits for local communities. In addition, tourist destinations can implement environmentally friendly programs, such as reducing plastic use, regular beach cleaning, and coral reef conservation, Adam (2021). Holding activities that involve tourists in environmental conservation efforts, such as planting trees and caring for nature. In this way, beach tourism in Indonesia can continue to develop without destroying valuable local ecosystems and culture. The sustainability of tourism depends greatly on the balance between economic utilization and environmental and cultural preservation" (Setiawan, 2018).

The aim of tourism marketing is to attract tourists, improve the welfare of local communities, preserve culture and the environment, strengthen national economic integration, and build a positive image of tourist destinations Goffi, (2019). With the right strategy, tourism can be a powerful tool to encourage development and community welfare in various regions in Indonesia. According to Dr. Iwan Hermawan from Gadjah Mada University, "Effective marketing must be able to create value for tourists and local communities, as well as ensure the sustainability of tourism resources" (Hermawan, 2017).

#### 4. Analysis SWOT

SWOT analysis is a tool used to identify and evaluate the Strengths, Weaknesses, Opportunities and Threats faced by an organization or project. This analysis helps in understanding the internal and external conditions that influence the performance and success of a business. Strengths and weaknesses are internal factors that can be controlled by the organization, while opportunities and threats come from the external environment which cannot be controlled but must be anticipated. SWOT analysis is an effective method for evaluating internal and external conditions that influence the success of a strategy (Gurel 2017).



Figure 2 SWOT Framework

##### a. Strengths

Strengths are conditions or potential that exist in an organization, project, or existing business concept, the strengths that are analyzed are factors that exist within the body of the organization,

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the business concept project itself, namely what strengths tourism has, by knowing the strengths, tourism can be develop it to be more resilient so that it is able to survive in the market and be able to compete for future developments related to tourism.

### b. Weaknesses

Weaknesses are internal conditions that can hinder an organization, project, or business concept. These weaknesses include factors that exist within the organization, project, or business concept itself, which are unfavorable or detrimental to the development of tourist attractions. Examples of weaknesses include a lack of effective promotion, limited skilled human resources, inadequate infrastructure, and inefficient management. These weaknesses must be identified and addressed to ensure optimal development and sustainability of tourist destinations. Facing weaknesses with the right strategy can help strengthen the competitiveness of tourist destinations in an increasingly competitive market.

### c. Oppurtunities

Opportunities are external conditions that can be exploited for future development. These opportunities arise from outside the organization, project, or business concept, such as government policies, market changes, and competitor activity. Identifying and exploiting these opportunities can help an organization grow and increase its competitiveness. For example, government policies that support the tourism industry or new trends in the market can be used as a competitive advantage. Capturing this opportunity with the right strategy can bring great benefits to the development and success of tourist destinations.

### d. Threats

A threat is a condition that has the potential to disrupt the development and sustainability of an organization, project, or business concept. This threat comes from outside and can have a negative impact on ongoing operations and strategies. For example, changes in government regulations, increasingly fierce competition, or unstable economic conditions. Identifying and anticipating these threats is critical to ensuring long-term sustainability and success.

To use a SWOT analysis, first identify internal strengths such as unique resources, good reputation, or competitive advantages. Next, identify internal weaknesses that need to be corrected, such as limited resources or less efficient processes. After that, analyze external opportunities that can be exploited for growth, such as new market trends or technological advances. Finally, identify external threats that could hinder goal achievement, such as intense competition or regulatory changes. By combining this information, organizations can formulate strategies that capitalize on strengths and opportunities, and overcome weaknesses and threats to achieve desired goals. (Suryadarma, 2018).



## **METHOD**

This study employs a **qualitative descriptive approach** combined with a **case study method** to explore and analyze the marketing strategies of beach tourism destinations on the international stage. The qualitative descriptive approach is selected for its ability to provide in-depth insights into the contextual factors influencing marketing strategies, while the case study method allows for a detailed examination of specific beach tourism destinations in Indonesia, offering a comprehensive understanding of the phenomena under study (Creswell & Poth, 2018).

### **Research Setting and Object of Study**

The research focuses on prominent beach tourism destinations in Indonesia, specifically targeting destinations that have been recognized for their international appeal and potential for further development. The selected destinations serve as the case studies through which the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis will be applied. This setting is chosen due to its relevance to the research objectives and the need to address the practical challenges these destinations face in the global market.

### **Population and Sample**

The population in this study consists of key stakeholders involved in the management, promotion, and development of beach tourism destinations in Indonesia. These include government tourism officials, local tourism board members, hotel and resort managers, tour operators, and representatives from local communities. A **purposive sampling** technique is employed to select a sample that is representative of these stakeholders. The sample size is determined based on the principle of saturation, where data collection continues until no new information or themes emerge (Guest, Bunce, & Johnson, 2006).

### **Informants/Respondents**

Informants for this study are selected based on their expertise, experience, and involvement in beach tourism management and marketing. Key informants include tourism policymakers, destination managers, marketing professionals, and community leaders. In-depth interviews are conducted with these informants to gather qualitative data that provides insights into the strengths, weaknesses, opportunities, and threats facing Indonesian beach tourism destinations.

### **Data Collection Techniques**

Data is collected through a combination of **in-depth interviews**, **document analysis**, and **participant observation**.

**In-depth Interviews:** Semi-structured interviews are conducted with key informants to explore their perspectives on the marketing strategies of beach tourism destinations. The interviews are guided by a structured set of questions but allow for flexibility to probe deeper into specific topics as needed.

**Document Analysis:** Relevant documents such as tourism marketing plans, policy documents, and promotional materials are analyzed to complement and validate the data obtained from interviews.

**Participant Observation:** Field observations are conducted at selected beach tourism destinations to gain firsthand insights into the practical challenges and opportunities they face in attracting international tourists.

### Data Analysis Techniques

The data analysis process involves a detailed **SWOT analysis** to identify the internal and external factors affecting the marketing of beach tourism destinations.

**Strengths and Weaknesses** are identified through an internal analysis of the destinations, focusing on factors such as natural resources, infrastructure, and management capabilities.

**Opportunities and Threats** are assessed through an external analysis, considering factors like market trends, competitor strategies, and global economic conditions.

The analysis is conducted iteratively, with data being coded and categorized into themes that align with the SWOT framework. This process allows for the identification of patterns and relationships within the data, leading to the formulation of strategic marketing recommendations that are tailored to the specific needs and conditions of the destinations studied.

### Validity and Reliability

To ensure the **validity** of the findings, the study employs **triangulation** by using multiple data sources (interviews, documents, and observations) to cross-verify the information collected. The **credibility** of the research is further enhanced through member checking, where key informants are asked to review and confirm the accuracy of the data and interpretations.

**Reliability** is addressed by maintaining a detailed audit trail of the research process, including the documentation of all data collection and analysis procedures. This allows for the replication of the study and ensures that the findings are consistent and dependable.

By employing a rigorous and methodologically sound approach, this research aims to provide actionable insights and strategic recommendations for enhancing the global competitiveness of Indonesian beach tourism destinations. The application of the SWOT analysis within the case study framework offers a nuanced understanding of the complex factors at play and contributes to the broader discourse on tourism marketing in emerging markets.

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## RESULTS AND DISCUSSION

### 1. Strengths

Indonesian coastal tourist areas possess various inherent strengths that position them as attractive destinations for international tourists. The pristine natural beauty, characterized by stretches of clean white sand and crystal-clear sea water, is a primary draw. Towering coconut trees and lush coastal vegetation further enhance the landscape's charm, creating a tranquil and refreshing atmosphere that rejuvenates visitors.

Moreover, the underwater marvels of Indonesia's coastal areas, featuring well-preserved coral reefs and a rich diversity of marine life, make these locations a paradise for diving and snorkeling enthusiasts. The abundance of colorful fish and other marine species provides an unforgettable experience for underwater explorers. Additionally, the presence of supporting facilities, including local restaurants offering fresh seafood with authentic Indonesian flavors and a range of accommodation options from luxury hotels to budget-friendly lodgings, adds to the appeal. These strengths, when combined with the hospitality of local residents and the region's rich cultural heritage, make Indonesian coastal areas exceptional tourist destinations.

**Table 1** below summarizes the key strengths of Indonesian coastal tourism.

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Strengths	Description
Pristine natural beauty	Unspoiled beaches, clean waters, and lush greenery.
Rich underwater ecosystems	Well-preserved coral reefs and diverse marine life.
Supporting facilities	Availability of quality restaurants and varied accommodations.
Cultural richness and local hospitality	Friendly locals and vibrant cultural heritage.

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These strengths align with theories of tourism attraction, such as Leiper's (1990) Tourist Attraction System, which emphasizes the significance of natural resources and cultural elements in drawing tourists. The attractiveness of a destination is also supported by Crompton's (1979) *Push and Pull* theory, where the natural beauty and unique experiences act as strong pull factors for international visitors.

### 2. Weaknesses

Despite these strengths, Indonesian coastal tourist destinations face several weaknesses that hinder their global competitiveness. One major issue is the lack of adequate maintenance and management. Poor accessibility due to damaged infrastructure, such as broken bridges and rocky roads, poses safety risks for visitors and diminishes the overall appeal of these destinations. Additionally, the remote locations of many coastal areas reduce visitor and investor interest, further limiting their development potential.

The inefficacy of promotion strategies also results in lower international visibility, making these destinations less known and sought after by global tourists. Inadequate infrastructure, including insufficient parking facilities, public toilets, and information centers, further detracts from the visitor experience. The quality of services provided by local human resources often falls short of international standards, leading to less satisfying tourist experiences.

Addressing these weaknesses is crucial for enhancing the attractiveness and sustainability of Indonesian coastal tourism. The weaknesses identified reflect the challenges discussed in Butler's (1980) Tourism Area Life Cycle (TALC) model, where inadequate infrastructure and service quality are common issues in the development stage of tourism destinations.

**Table 2** presents the key weaknesses identified in this study.

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<b>Weaknesses</b>	<b>Description</b>
<b>Lack of maintenance and infrastructure</b>	Poor road conditions, damaged facilities.
<b>Ineffective promotion</b>	Low international visibility and market reach.
<b>Remote locations</b>	Reduced interest from visitors and investors.
<b>Inadequate services</b>	Subpar service quality and insufficient tourist amenities.

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### **3. Opportunities**

Numerous external factors present opportunities for the growth and enhancement of Indonesian coastal tourism destinations. One significant opportunity is the rising global interest in Indonesian beach tourism. The growth of the middle class in developing countries has opened new markets with increased purchasing power, presenting a lucrative opportunity for Indonesian beach destinations to attract a more diverse clientele.

Technological advancements, particularly in information technology, enable more effective and targeted promotion through digital platforms and social media, reaching a broader audience at a lower cost. Furthermore, supportive government policies, such as tax incentives and infrastructure development initiatives, can significantly enhance the accessibility and appeal of these destinations. Collaborating with international travel agencies and airlines to create attractive tour packages also presents an opportunity to draw more international tourists.

The global trend towards sustainable and eco-friendly tourism offers an opportunity for Indonesian beach destinations to develop and promote environmentally conscious tourism programs. By capitalizing on these opportunities, Indonesian coastal tourism can increase its competitiveness on the international stage.

Table 3 outlines the opportunities identified for Indonesian coastal tourism.

Opportunities	Description
Growing global interest	Increasing demand for Indonesian beach tourism.
Technological advancements	Enhanced promotion through digital and social media platforms.
Supportive government policies	Tax incentives, infrastructure improvements.
Sustainable tourism trends	Potential for eco-friendly tourism programs.

#### 4. Threats

The development and sustainability of Indonesian coastal tourism destinations face several external threats. Intense competition from other globally recognized beach destinations poses a significant challenge, potentially reducing the number of tourists visiting Indonesia. Changes in government regulations or policies that are not favorable to tourism can also negatively impact the operation and growth of these destinations.

Natural disasters, such as tsunamis and hurricanes, as well as the adverse effects of climate change, pose substantial risks to coastal infrastructure and the environment. Additionally, marine pollution, including plastic waste and water contamination, threatens the ecological integrity and attractiveness of Indonesian beaches.

Global economic fluctuations can influence the number of international tourists, as economic downturns often lead to reduced travel spending. Political instability in countries where tourists originate can also impact tourist arrivals negatively. Another challenge is the increasing awareness of sustainable tourism among tourists, which may reduce interest if destinations cannot demonstrate a commitment to eco-friendly practices.

Table 4 lists the threats facing Indonesian coastal tourism.

Threats	Description
Intense global competition	Competition from other beach destinations.
Regulatory changes	Potentially unfavorable government policies.
Natural disasters	Tsunamis, hurricanes, and climate change effects.
Marine pollution	Plastic waste and water contamination.
Economic and political instability	Global economic fluctuations and political unrest.

## **Discussion and Implications**

The findings from the SWOT analysis reveal a complex interplay of factors that influence the marketing of Indonesian coastal tourism on the international stage. The strengths identified underscore the importance of preserving natural and cultural resources as key drivers of tourism attraction. However, the weaknesses highlight the need for strategic improvements in infrastructure, promotion, and service quality to fully capitalize on these strengths.

The opportunities present a pathway for growth, particularly through technological innovation and sustainable tourism practices. Leveraging these opportunities will require proactive engagement with emerging markets, strategic partnerships, and the adoption of eco-friendly initiatives that resonate with global trends.

The threats identified necessitate careful planning and risk management to ensure the resilience of coastal tourism destinations. This includes implementing disaster preparedness strategies, advocating for supportive policies, and addressing environmental challenges to safeguard the long-term sustainability of tourism resources.

**Theoretical Implications:** The study contributes to the body of knowledge on tourism marketing by highlighting the critical role of SWOT analysis in strategic planning for coastal destinations. The findings support existing theories on tourism attraction and destination competitiveness, while also offering insights into the application of these theories in the context of Indonesian beach tourism.

**Practical Implications:** For practitioners, the study provides actionable recommendations for enhancing the global competitiveness of Indonesian coastal tourism. This includes the need for targeted infrastructure investments, more effective promotional strategies, and the development of sustainable tourism practices. By addressing the identified weaknesses and threats, and by leveraging opportunities, Indonesian coastal tourism can achieve greater success in the international market.

## **CONCLUSION**

This research emphasizes the critical role of SWOT analysis in effectively marketing Indonesian coastal tourism destinations on the international stage. The findings reveal that the primary strengths of these destinations include their mesmerizing natural beauty, rich marine biodiversity, and sufficient supporting facilities that enhance the overall tourist experience. The opportunities identified are the growing global interest in beach tourism, advancements in information technology that facilitate more efficient and far-reaching promotions, and supportive government policies that bolster tourism development.

However, the study also uncovers significant weaknesses, such as the lack of effective promotional efforts, inadequate infrastructure, and service quality that fails to meet international standards. These weaknesses could diminish the competitiveness of Indonesian coastal destinations in the global market. Additionally, external threats like intense competition from other international

beach destinations, potential regulatory changes, and the impacts of natural disasters and climate change present substantial challenges that could hinder the sustainable development of these destinations.

Given these findings, it is crucial to adopt a holistic approach to addressing both the internal weaknesses and external threats while capitalizing on the strengths and opportunities. Enhancing infrastructure, improving service quality through targeted training programs, and implementing more aggressive and strategic promotional campaigns are essential steps. Furthermore, close monitoring and adaptation to global market trends and environmental challenges will ensure the long-term success and sustainability of Indonesia's coastal tourism destinations.

### Implications and Recommendations

*Practical Implications:* The study suggests that tourism stakeholders, including government bodies, local communities, and private sector entities, should collaborate to improve infrastructure and service quality. Strategic partnerships with international travel agents and airlines could also be leveraged to create attractive packages that appeal to a broader audience. Additionally, embracing sustainable tourism practices will not only attract environmentally conscious tourists but also preserve the natural beauty that serves as a significant draw for these destinations.

*Theoretical Implications:* The findings contribute to the existing body of literature on tourism marketing, particularly in the context of emerging markets like Indonesia. This research underscores the need for a dynamic and adaptive marketing strategy that is responsive to both local and global shifts in tourism trends and consumer behavior.

*Suggestions for Future Research:* Future studies could focus on a comparative analysis of Indonesian coastal tourism with other leading international destinations to identify best practices that could be adapted locally. Additionally, research into the impact of digital marketing and the role of social media in enhancing the visibility and appeal of these destinations could provide further insights into optimizing promotional strategies. Exploring the long-term effects of climate change on coastal tourism and identifying sustainable development practices would also be valuable areas for further investigation.

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