



Strategy marketing Tourism at Lawata Beach Bima City

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ABSTRACT

Tourism marketing strategy is one form of identifying the needs and desires of visitors and offering appropriate products in order to achieve visitor satisfaction and bring benefits to managers. Lawata Beach is a leading tourist attraction in the City of Bima, West Nusa Tenggara, but the occurrence of the covid-19 pandemic has reduced the number of visits by -35.5% in 2021. The Bima City Youth and Sports Tourism Office as the manager of Lawata Beach seeks various ways to increase the number of visits. Therefore, it is important to identify marketing conditions and carry out an analysis of the implementation of tourism marketing on Lawata Beach. The method used in this study is a qualitative description method, a method that uses SWOT analysis, namely the analysis intended to see how far the implementation of tourism marketing strategies in Lawata Beach, Bima City, data collection used by interviews, documents, and observations.

The results of this study indicate that the marketing conditions of Lawata Beach, Bima City can be seen from the visitor segmentation, dominated by visitors aged 16-25 years, women, students or students, the intensity of visits is more than 4 times, with family. In geographic segmentation, the most dominant visitors to Lawata beach come from Bima City with a percentage of 47%. The targeted visitors are visitors who come from those who visit with their families. The current position of Lawata Beach is a leading tourist attraction in Bima City. The advantages of Lawata Beach are due to its beautiful scenery, strategic location because it is close to the city center, has adequate facilities, and there are water sports such as banana boats, roudingdounat, and jetskis as leading tourist attractions. Promotional activities are carried out through social media such as Facebook, Instagram and websites.

Keywords: Strategy, Promotions, Communications

1. Introduction

Indonesia is the largest archipelagic country in the world with 17,504 islands with a coastline length of 108,000 km, and an area of marine waters reaching 6.4 million square kilometers, which is 71% of the total territory of Indonesia (Ministry of Marine and Fisheries, 2021). The scope of the maritime area is very wide, stretching along the island of Sabang to the island of Merauke, so it has a lot of potential that can be utilized such as the potential for fisheries, marine, agriculture, energy and tourism. Indonesia is a country that has the potential of abundant natural resources and has the potential of artificial nature, the abundance of natural resources can increase economic growth when natural resources can be managed properly in accordance with what is in demand by the community.

Tourism is one sector that has potential to be developed into a source of local revenue (PAD). The tourism industry has proven itself as an alternative economic activity that can be relied upon as an effort to improve people's welfare. Law Number 10 of 2009 concerning tourism explains that tourism is needed to encourage equal distribution of business opportunities and gain benefits and be able to face the challenges of changing local, national and global life. Tourism development is able to generate business activities to generate significant social, cultural and economic benefits for an area.

Tourism as a product marketed to tourists requires a communication strategy so that it can be widely known in the community. Promotion of a tourism destination and brand owned by a tourist destination (DTW) is carried out so that the target of tourist visits can be achieved. Marketing communication strategy is a business that aims to attract consumer interest, inform or convey the existence of a product or service that is sold or marketed so that people know, buy and then become customers, in addition to products being marketed there are also services offered, one of which is tourist attractions. .

The increase in the number of tourist visits will significantly increase the income of a region, be able to move the wheels of the economy and can be a catalyst in development. There are various activities that can be carried out as part of promotional activities, such as disseminating information on tourist destinations (DTW) by displaying natural beauty, unique cultural diversity and exposure to culinary riches.

The role of marketing is becoming increasingly important in the development of the tourism sector at this time. The importance of marketing for tourism, makes many tourism parties begin to implement appropriate marketing with the aim of attracting the attention of the community. The success of marketing activities carried out by a company does not only depend on the quality of the products produced, the right policies, fast service and distribution, but also depends on fostering the relationship between producers and consumers. Through interpersonal contact, we communicate with others, get to know them and ourselves, and understand our clients, and provide the best possible experience in the business world through communication.

Marketing strategy plays a very important role for the company because without communication, consumers and society as a whole will not know the existence of the product in the market. Countries that manage the tourism industry, and especially those that have popular and skilled capacities. can become a tourism industry that contributes large amounts of foreign exchange income, one of which is in the field of tourism in Indonesia which is currently being intensively developed and introduced to a wide audience.

Traveling has become part of people's lives, from the busyness and daily activities of people. To fill free time from busy people, humans also need entertainment/relaxation. From the many tourist destinations in this era of globalization, people have many choices of tourist destinations. Now many tourist attractions are starting to set strategies so that these tourist attractions can attract tourists and can be introduced to the wider community. Marketing strategy is one of the beginnings in order to introduce products to consumers which is very important because it relates to the profits obtained by the seller. Bima City is one of the Autonomous Regions in West Nusa Tenggara Province, located in the eastern part of Sumbawa Island which was formed through the Law on Bima City in 2002. Bima City has an area of approximately 222.2 km² consisting of 5 sub-districts and 38 urban villages. The city of Bima is rich in natural beauty, history and culture. Due to its position in the middle of the golden triangle of national tourism destinations, namely Bali, Komodo Island, and Bunaken, this city has a strategic function as a transit city. But more than that, the City of Bima itself has various tourism potentials to offer, especially nature-based tourism (DISPARPORA Kota Bima, 2021).

although there are still many shortcomings in the tourism sector, the increase in the number of tourist visits to Bima City, both from foreign and domestic for 5 (five) years continues to increase.

Lawata Beach is one of the places that generate PAD for Bima City because it is owned and managed by the Bima City Youth and Sports Tourism Office. One of the flagship programs of the Bima City government which is held every year is the Lawata Enchantment Festival, which includes boat competitions, swimming competitions, cultural parades, culinary exhibitions, cultural seminars, mass fish grilling and eating fish together. (Bima City Tourism Office, 2021).

The role of local governments in improving the facilities and services of Lawata beach tourism objects is still very limited. The management of this tourist location is handed over and is the full responsibility of the manager in collaboration with the surrounding community, in order to increase tourist visits. Efforts to introduce Lawata beach tourism to the public are also not optimal. The more frequent and more effective the role of managers and administrators in promoting the realization of visiting tourists.

As time goes by, marketing activities carried out by managers and administrators have begun to increase, Lawata beach tourism is getting more and more crowded, especially on holidays, the number of visitors is increasing. This proves the seriousness of the related elements in building Lawata beach tourism as a tourist destination in Bima City. Even though the use of the media used is not maximal in promotional activities, at least the spread through Facebook and Instagram fanpages has begun to hit the target.

According to Kotler (Kharisma, 2016) marketing is a social process by which individuals or groups obtain what they need and want through creating, offering and freely exchanging products of value with others. Marketing has an important role in marketing a product or service. Marketing has a purpose, namely to know and understand customers in such a way that the products or services offered are in accordance with the wishes of the customers, so that the products or services offered can be sold.

While marketing is basically the process of delivering information, orders, and ideas from one person to another so that there is interaction between them. Marketing according to Kotler and Keller (Kharisma, 2016) is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. Seeing the tourism potential on Lawata Beach, it is necessary to have a tourism marketing strategy to achieve the desired goal. Based on this, the authors conducted a study entitled "Marketing Strategy for Tourism Lawata Beach Bima City, West Nusa Tenggara". This research is expected to be able to help Lawata Beach tourism in marketing activities.

2. Methodology

According to Miles and Huberman in (Sugiyono, 2014) activities in qualitative data analysis are carried out interactively. In this study, qualitative data is presented in the form of words by describing the results of the analysis. Data analysis was carried out during the research and when the data collection process was completed, the data analysis stage was carried out. The stages of data analysis carried out are as follows:

1. Data Collection

Data collection is the initial stage where research contains existing knowledge. The data in question includes the results of observations and interviews conducted by researchers with informants at Lawata Beach.

2. Data Reduction

The process of data reduction is defined as summarizing or selecting important things among the many data obtained from the field. Thus the data obtained will provide a simpler and easier picture for researchers to collect. In this study, the data in question is data that is related to research problems, namely about tourism marketing at Lawata Beach.

3. Data Presentation

After the data reduction stage, the next step is to present the data to make it easier for researchers to understand the incident and determine the next work step. The presentation of data in this study was carried out by presenting data about the potential of tourism in Lawata Beach and strategic steps for its marketing. The presentation of the data is done in the form of a narrative with pictures to clarify the data either through observation or interviews. Then the data will be analyzed and displayed in the form of a description or table.

4. Drawing Conclusion

The conclusion in this study is to display the data in accordance with valid evidence in the field so that the data is reliable or credible. The conclusion of this study is to answer the problem, namely the potential and marketing strategy of Lawata Beach.

3. Results

3.1 Overview

Lawata Beach is 6 Km from the city center, because its location is very strategic and beautiful making it very easy to visit. The area of Lawata Beach in Bima City is 1.8 hectares. The length of the coast of Lawata Beach is about 500 m and is surrounded by beautiful hills and is located in Bima bay so the waves are quite calm. Lawata Beach has two small hills, and under one of the hills there is a Japanese cave, evidence of the Second World War. Lawata Beach in Bima City is directly adjacent to:

North side: Bima Bay

East :Amahami Park

South side: WaduMbololingkungan neighborhood

West Selat :Bima Bay.

Lawata Beach is open from 09.00 WITA to 12.00 at night. Visitors can access Lawata Beach using two-wheeled or four-wheeled vehicles, the road to this tourist attraction can be reached by using private vehicles or public transportation such as Benhur, Bemo or Ojek Onlie. The distance from Lawata Beach from the Bima City airport is 3.1 km while the distance to the airport is about 9 km.

Vision and one of the Missions of the City of Bima, namely, the Vision of "Realizing the City of Bima as an advanced City of Cultural and Tourism services". Mission "Creating services for tourist attraction objects, cultural attractions and tours that are adequate in providing visitor satisfaction". This vision and mission gave birth to the flagship program of the current Bima City tourism, namely the Lawata Enchantment Festival which is held annually. These activities include boat competitions, swimming competitions, cultural parades, culinary exhibitions, cultural seminars, mass grilling of fish and eating fish together.

Lawata Beach is included in the administrative area of Dara Urban Village, Bima City, based on the results of data collection conducted in 2021, the area of Dara village is 7.34 square km and has a population of 6,548 people. This amount is quite a lot and is a valuable asset for the kelurahan if this potential is empowered.

Dara Village community is dominated by male population with a total of 3,335 people and a female population of 3,335 people. The Dara village community has a high spirit and work spirit, this can be seen from the various types of work and activities carried out by the local community every day. Various types of work are carried out ranging from fishermen, shop/factory workers, private employees to civil servants (PNS), ranging from uncertain jobs to permanent jobs. In general, the main occupations of the community are fishermen and labourers. This work is done by both women and men, children to adults though. For school-age children, this is usually done only when they come home from school.

3.2 Lawata Beach Tourism Marketing Mix

Marketing mix is a strategy used to market tourism products with the aim of attracting tourists to come. Tourism marketing requires a strategic design to take the necessary actions in the marketing process, in addition to the strategy, tourism products are also needed through their attractiveness and other facilities provided to support these tourism products. The main activity of marketing is selling products or services to consumers and the concept of the marketing mix or marketing mix is the strategy most often used by sellers where the elements of the marketing mix concept are 7p, namely product, place, price, physical evidence, promotion, people, and process. (Kotler A., 2008, 62).

The Department of Tourism, Youth and Sports of Bima City applies a marketing mix in a strategy to increase the number of visitors, in addition to the marketing mix that is carried out also using the promotion mix, elements of the marketing mix and promotional mix that have been carried out by the Department of Tourism, Youth, and Sports of the City of Bima are as follows :

1. Product

A product is something that can be sold and is able to provide satisfaction to consumers when used. Products can be in the form of goods and services where each product has differences with other products, so that a product can have character and advantages. The nature of the product is easier to identify because the product has the quantity and quality that can be seen, touched, touched, and smelled and tasted. Service is a service that can be used, such as help, teaching, mentoring. The characteristics of services cannot be held or felt but are able to provide goods or value to consumers (Bungin, 2015).

The main product offered by Lawata Beach is its stunning natural beauty. Lawata Beach has a length of half a kilometer which is surrounded by beautiful hills, the waves are categorized as quite calm because it is located in Bima bay. There are several Japanese heritage caves which are relics from World War II. Lawata Beach has an instagramable place that visitors use to take pictures. The leading tourist attractions owned by Lawata Beach are water games such as banana boats, rolling dounat, and jet skis because on the island of Sumbawa only Lawata Beach has these rides. On the eastern hillside there are rides for children's games and also a swimming pool. In addition, on the beach there are cafes and food stalls that sell a variety of typical Bima foods such as grilled fish, palumara, doco and others.

2. Price

Price is a company management system to determine the right base price for a product or service, but must also pay attention to other things such as distribution payments, price discounts and various other things. Pricing can influence consumers to make purchases, if the product is not good and the price is high, then it is called expensive, if the product is good and the price is low, it is called cheap, whereas if the product is directly proportional to the price it is called reasonable. In the process of determining the price, it is not only calculated from the value of a product, but also competition, market demand, and consumer perceptions of the product (Bungin, 2015).

Traveling in Bima City can be said to be quite cheap for some people, there are tourist attractions that can be enjoyed for free or only pay for parking. Lawata Beach is a beach that is managed directly by the Department of Tourism and Sports Youth of the City of Bima, so there are rules regarding the price of admission tickets and other levies.

The entrance ticket price offered at Lawata Beach is considered quite expensive by some people in Bima City, this is because most tourist attractions in Bima City can be accessed for free or only pay parking fees. Then the people of Bima City are used to coming with their family or relatives en masse by using a pick-up car, so the costs incurred are felt to be a lot. The income of the people of Bima City is relatively low, this is because the average income of the community is only the minimum wage for Bima City work of Rp. 2,265,367 (BPS Kota Bima 2021).

3. Place

According to Kotler (2002) there are 4 distribution systems, namely the zero-level channel (directly), the level with one intermediary, the level with two intermediaries, and the level with three intermediaries. The distribution channel used by the manager of Lawata Beach in Bima City in serving visitors uses a zero-level distribution channel strategy or directly. Lawata Beach offers its tourism services to visitors directly, does not use the services of a travel agency to sell tickets, Lawata Beach also does not sell tickets online or through e-commerce or based on applications such as Traveloka, Tike.com, Trip Advisor and others. Lawata Beach entrance tickets can only be purchased on the spot so that visitors can visit without a reservation.

There are other forms of policy from the manager in the form of giving commissions to service bureaus or tour guides. The purpose of the commission is to attract service birjos or tour guides to bring visitors and hold events at Lawata Beach. The commission given by the management of Lawata Beach to the service bureau or tour guide is 10%.

As a natural tourist attraction in the coastal area, water games at Lawata Beach are very popular with visitors. The need for online reservations can be felt in the use of water rides. The reservation pattern for water rides is that the manager creates a waiting list that can be ordered through Instagram accounts (@wisatakobi) and facebook (Kobi Tourism Promotion). water rides.

4. Promotion

Promotion is an important activity to be able to introduce a product to consumers by providing information about the product (Tciptono, Chandra, & Adriana, 2008: 219). Promotion is part of the marketing mix whose role is quite very important, with the company's promotional activities introducing goods and services to consumers. The function of promotion itself in this marketing mix is to convey information about products and services with advantages and benefits to consumers in order to influence these consumers. The Department of Tourism, Youth and Sports of Bima City uses several promotional instruments, namely:

1. Advertising (Advertising)

Advertising is an approach using communication media to convey product and service information to the general public consisting of publications and advertising. Advertising is clearly a persuasive message for marketing communications about product information, which can be in the form of goods, services, or ideas conveyed through the media and financed by advertisers aimed at the wider community. Advertising is also a form of mass communication where advertising is not through a face-to-face process but requires a medium as a medium for delivering messages to the general public. (Junaedi, 2013:109).

The Department of Tourism, Youth and Sports of Bima City as the manager of Lawata Beach carries out advertising activities using the following media:

a. Outdoor Media

Outdoor media is media that is displayed outside the room which usually has a large shape and size on the side of the road to make it easier for the public to understand the content of the message. The Bima City Tourism, Youth and Sports Office uses banners, billboards, banners placed at certain points, usually banners or billboards located near the tourist area to promote Lawata Beach. Then when there are activities such as bazaars, Lawata festivals or other activities, there are banners or billboards installed in strategic advertising places.

b. Electronic Media

Electronic media is media that uses modern technology to market a product, such as television, radio, and videotron. The Department of Tourism, Youth and Sports of the City of Bima, in the results of interviews with the tourism office, did not cooperate with television or radio stations, because the cost of advertising on television and radio stations was quite expensive and the available budget was limited. However, for some time Lawata Beach has entered one of the segments for journalistic needs from the television station, this is an indirect marketing medium for Lawata Beach.

2. Personal Selling

Personal selling or personal selling involves interpersonal communication between buyers and sellers so that more communication and information can be established to meet the needs of both parties. Personal selling is a face-to-face communication between sellers and potential customers to introduce their products in an effort to shape customer perceptions so that they are willing to buy goods or services (Tciptono, Chandra, & Adriana, 2008:224).

The Department of Tourism, Youth and Sports of Bima City cooperates with the Tourism Office of other regions as well as tourism promotion activities held by other parties who have events or activities, by filling out the events that have been provided to promote Lawata Beach directly to potential visitors. On weekends or holidays, the management of Lawata Beach provides information about existing tourism products such as Banana Boat, Roulindounat, Jetski and others to visitors by way of announcements via loudspeakers on Lawata Beach.

3. Sales Promotion

Sales promotion or sales promotion is one way to attract buyers because potential buyers will get special offers. Where the special offer can be in the form of discounts or discounts. The Department of Tourism, Youth and Sports of the City of Bima carried out sales promotions by providing shopping vouchers

that could be used only in Lawata Beach. The promotion is usually distributed when there is an event or events on Lawata Beach and distributed when visitors manage to answer questions through their Instagram or Facebook accounts.

4. Public Relations (Public Relations)

Public Relations or Public Relations is one of the promotional activities that have a plan or concept to establish good relations with a group that directly interacts with the company. The Department of Tourism, Youth and Sports of Bima City has a marketing field whose task is to plan marketing activities to be held. Lawata Beach has a National Enchantment Lawata event which is held annually, these activities include ornamental boat competitions, triathlon competitions, fashion show competitions, eating fish together and others. However, from 2020 to 2021, these activities will no longer be carried out to prevent the spread of Covid 19.

Every once a month the Bima City Youth and Sports Tourism Office conducts an art performance which invites the arts community, community, schools and several government and private agencies to participate in the event to be carried out. In addition, the management of Lawata Beach participates in events or expos outside the city as representatives to introduce Lawata Beach in Bima.

All kinds of promotional activities carried out by the Bima City Youth and Sports Tourism Office as the manager of Lawata Beach will be reported through social media, either in the form of live broadcasts or postings on Instagram or Facebook channels. There are also several print media reporting activities on Lawata Beach, this has become a promotional platform for Lawata Beach.

5. Internet Sales (Internet Marketing)

In an all-digital era where technological developments are very advanced, the Internet is one of the media to promote tourism, via the internet is not so expensive, especially social media users make it possible to interact with each other so that it is very easy for someone to get information. Recognizing the importance of the internet or social media as an efficient promotional tool that can reach the general public, the Department of Tourism, Youth and Sports of Bima City uses Facebook, Instagram and its website to share information about Lawata Beach. The year 2021 was the beginning of marketing Lawata Beach using social media with an Instagram and Facebook account called (@promosipariwisataakobi), on this account there are photos and videos as well as live broadcasts concerning information and tourist activities on Lawata Beach.

From the results of interviews with the management of Lawata Beach, it was stated that the interaction made by visitors with the manager through social media was very frequent, the interaction was in the form of questions about the tourist attraction of Lawata Beach as well as criticism or suggestions from visitors to the manager. In April 2022 social media accounts in the form of Instagram belonging to the manager of Lawata Beach were hacked by irresponsible parties. So that the Bima City Youth and Sports Tourism Office as the manager of Lawata Beach created a new Instagram account called (@wisatakotabima).

The manager is currently focusing its promotion through social media, especially on Facebook and Instagram, the manager of Lawata Beach is also collaborating with the photographer community in creating interesting content on the tourist attraction of Lawata Beach.

5. People

People is the human element involved including all the people who participate in the tourism marketing process (Kotler A, 2008:62). All actors who play a very important role in the activity so that it can directly influence the perception of buyers. This person can enter tourism management, both at the highest and lowest levels, all have a role.

The author identifies those involved in the elements of the actors in the tourism marketing mix of Lawata Beach, Bima City, namely the government through the Department of Tourism, Youth, and Sports which is the manager, supervisor and main actor of Lawata Beach tourism marketing. All forms of tourism marketing on Lawata Beach are prepared, planned and implemented by the Bima City Youth and Sports Tourism Office.

The community also plays an active role in tourism marketing, especially those around the tourist attraction of Lawata Beach. The fishermen group is an association of fishermen who come from the WaduMbolu environment around Lawata Beach, the fishermen pick up visitors from Lawata Beach who want to fish around Bima bay or transport visitors who want to go around the beach using fishing boats. The merchant group is an association of traders located on LawataBeach, the group interacts closely with visitors. Traders introduce their business or merchandise by making banners around their merchandise to attract visitors.

6. Process

The process is all the mechanisms and flows that can be delivered during the activity of delivering products, the process in delivering products both goods and services is a major factor in the marketing mix where customers will be happy if the product purchase process is carried out in a friendly manner (Kotler A, 2008: 64). The results of interviews with the Head of Destinations, Department of Tourism, Youth and Sports of Bima City, Lawata Beach currently do not have written operational standards related to services to visitors, but only verbal directions from the leadership.

The workforce at Lawata Beach is currently doing their work according to verbal instructions from the Tourism Office. Smiles, greetings, and greetings are priorities in service to visitors. The service process at the Lawata Beach tourist attraction consists of several stages, namely:

1. Visitors come to the entrance area of the tourist attraction of LawataBeach;
2. Visitors queue up;
3. Visitors will be served by officers in purchasing entrance tickets and parking tickets;
4. Visitors will be directed to the desired parking lot and tourist attraction;
5. Visitors enjoy the available tourist attractions;
6. Visitors leave the tourist attraction of Lawata Beach.

7. Physical Evidence

Lawata Beach can be said to be a complete tourist attraction in Bima City, this is because Lawata Beach has facilities such as a large parking area and applies electronic parking so that vehicle security is very well maintained. there is also a prayer room, toilet & rinse area for the refugees. Visitors who want to buy food and drinks have stalls and cafes that provide a wide variety of food.

There is also a tourist information center on Lawata Beach, where the place is a place that provides information to visitors so as to provide security and comfort for visitors to maintain interest in coming back again.

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