



Implementation of Marketing Mix and Digital Strategies in Promoting the Tanah Barak Beach Tourist Attraction, Badung

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ABSTRACT :

This research is entitled “Digital Marketing Strategy at the Tanah Barak Beach Tourism Attraction in Kutuh Traditional Village, Badung Regency” which is descriptive qualitative research using informants as data sources. This study aims to determine the internal and external factors that influence the marketing carried out by the management of the Tanah Barak Tourism Attraction of the Traditional Kutuh Village and to analyze the marketing strategy carried out by the management of the Tanah Barak Tourism Attraction of the Traditional Kutuh Village. Data were collected by observation, interview, documentation, and literature study. The technique of determining informants using purposive sampling. The data were analyzed by descriptive qualitative method with Strengths, Weakness, Opportunities, and Threats (SWOT) approach.

The results of research from the Marketing Mix, PEST and Market Segmentation that has been carried out by the Tanah Barak Beach Area, in the Marketing Mix, namely product, price, distribution, promotion, human resources, process and physical evidence have advantages in terms of products with the beauty of the beach and the trending of the towering cliff hemisphere but the impact caused by digital utilization is still very lacking. In terms of political PEST factors that still refer to the PERDA and with the new regulations in order to maintain the image of the attraction and in terms of market segmentation by grouping geographic, demographic, psychological, and behavioral characteristics, it is found that there is still no established segmentation leading to which for now Tanah Barak Beach has a general market segmentation, namely Domestic and International, but in terms of Positioning Tanah Barak Beach already includes sufficient facilities. Therefore, there is a strategy planned by researchers based on the SWOT analysis that has been carried out, namely Marketing through utilization such as google ads / facebook ads and digital media by selling very unique beaches and cliffs at Tanah Barak Beach, Maximizing various national and international scale events based on history and culture by involving the participation of the local community, Promotion through digital media that this beach is a beach with photography with the concept of Hidden gem Beach and is often used as a pre-wedding location, utilizing natural beauty and adding tourist facilities. Conducting more intensive direction to employees conducting training sessions every month.

Keywords: Digital Marketing, Tanah Baarak Beach, Segmentation, Strategy

1. Introduction

Digital marketing is a marketing strategy that utilizes digital technologies and online platforms to promote products or services to target audiences. Marketing is a job that organizes and strategizes ways to create, communicate, deliver, and exchange offerings that are beneficial for customers, clients, partners, and society as a whole (Malau, 2017). Tourism marketing is the system used by organizations to identify customers who wish to travel and have the money to enjoy tourism services (Yoeti, 2008; Liga & Vanny, 2015). The development of technology and information is growing rapidly today. With the increasing use of digital technology, internet usage has also risen, and this aligns with its utilization in the marketing world, making online marketing increasingly popular as internet usage grows (Mukhsin, 2019). In Indonesia, internet usage has been increasing every year. In early 2021, internet users in Indonesia reached 202.6 million people. This number increased by 15.5 percent, or 27 million people, compared to January 2020 (Kompas.com, 2021). This presents an opportunity for business players, as it enables them to offer convenience to consumers in selling their products through digital means (Febriyantoro & Arisandi, 2018).

The tourism sector today has widely adopted digital marketing strategies to attract visitors. According to Kotler et al. (2016), digital marketing refers to the use of digital channels such as search engines, social media, email, and websites to communicate with potential consumers or customers. The tourism industry has begun to combine marketing and digitalization, which has become widespread due to the dependence of both local and international communities. This has led to the rapid spread of information through the internet and application platforms. In today's world, digital marketing has been implemented in various aspects, from product definition, branding, to creativity.

The tourism industry has undergone significant changes in line with the rapid development of technology and the increasing use of digital media in various aspects of life. Popular digital platforms, such as social media, websites, and online ads, have become the primary tools for tourist destinations to introduce their attractions to potential travelers. The use of digital media allows for broader, more interactive, and effective promotion, making it easier for destinations to reach a wider audience and build a strong image, such as Bali.

Bali Island is one of the islands in the Republic of Indonesia that offers a diverse range of tourist attractions. Bali covers an area of about 5,634.40 km² or 5,634.40 ha and is home to eight regencies and one city with a strong cultural, traditional, and artistic heritage. The predominantly Hindu island is rich in religious rituals performed by its people, which adds to its sacredness, making it unique to tourists. Bali is one of the best tourist destinations in Indonesia and is well-known in Southeast Asia. The categories of tourist attractions offered on Bali Island include natural, cultural, and man-made attractions, making it a destination suitable for all types of people worldwide.

An example of the development of South Bali, which has a very different tourism development model compared to North Bali, is in Badung Regency, which focuses on the development of MICE tourism, nature, beaches, shopping centers, agro-tourism, and eco-tourism, as outlined in Regional Regulation No. 17 of 2016 on RIPPARKAB Badung for the period 2017-2025, Article 23. This contrasts with Buleleng Regency, as explained by the Head of the Tourism Office (Kadispar) of Buleleng Regency, Gede Dody Sukma Oktiva Askara, who mentioned that Buleleng Regency only focuses on the development of natural and cultural tourism. "The disparity in tourism development between the north and south is a reality. However, we are trying to take strategic steps to reduce this gap," (ValidNews.id, 2024).

Badung Regency has a unique physical shape resembling a dagger, extending from north to south. The regency is divided into six districts. These six districts are a strong magnet in the tourism sector, and in 2018, the Regency's Local Revenue (PAD) reached 7.8 trillion IDR. Badung Regency is one of the regions in Indonesia that contributes the highest annual revenue to the state compared to other regions in Bali Province (Udhiyani et al., 2018). The six districts in Badung, with a focus on tourism development, are in accordance with the Regional Regulation No. 17 of 2016 on RIPPARKAB Badung for the period 2017-2025, Article 2.

In the southern region of Bali Island, specifically in the South Kuta District, the development of coastal tourism attractions is being prioritized. Coastal tourism refers to tourism and environments based on attractions in areas dominated by water and the ocean, where visitors can enjoy the natural beauty and unique features of coastal and marine attractions, along with other recreational activities (Hafidian et al., 2013). South Kuta District has many new tourism potential due to its unique characteristics, distinguishing it from other districts. Kutuh Village, located in the southernmost part of Badung Regency, Bali, is one such village. Kutuh Village is situated in a dry land area, making it difficult for residents to access clean water. Historically, the village was established with a strong determination and hope from the community for a better life. Kutuh Village covers an area of 999.57 hectares, most of which consists of hilly terrain.

One of the most popular tourism attractions in Kutuh Village is Tanah Barak Beach. The beach is known for its natural beauty, with clean white sand and clear waters. This beach offers a different experience from other beaches, due to the local wisdom and traditional values maintained by the community and tourism managers. The name "Tanah Barak" comes from the reddish rocks or soil found around the beach, which is a unique feature and a major attraction of the area. Tanah Barak Beach is under the management of the Kutuh Customary Village, meaning the local community is directly involved in its management and development. The beach is managed together with Pandawa Beach under the Badung Regency Government-Owned Enterprise (BUMDA) of Kutuh Customary Village.

The popularity of Tanah Barak Beach as a natural tourist attraction became a trend at the end of 2023. Visitor numbers in the Pandawa area reached 1,500 to 2,000 per day in 2023, but as of September 21, 2024, this number increased by 20%, reaching 2,500 to 3,000 people per day (NusaBali.com, 2024). Given these numbers, Tanah Barak Beach has significant potential for further development. In 2023, the Pandawa and Tanah Barak areas recorded a total of 1,488,512 visits, according to BUMDA Kutuh Customary Village's records. However, despite the significant increase in visitors, the sustainability of Tanah Barak Beach as a tourist destination and the continuous growth of visitor numbers are not guaranteed.

Several marketing strategies have been implemented for Tanah Barak Beach, including through websites, social media, content marketing, and viral marketing. However, digital marketing efforts have not been maximized, which has impacted the visitor numbers in the area. Digital marketing is essential, especially after the incident on Monday, January 6, 2025, at 08:40 WITA (local time). The disaster occurred due to heavy rainfall in the South Kuta area, which caused a 20-meter-high cliff to collapse. The rainwater flowed into hollow gaps, leading to the dissolution of the limestone, which weakened the cliff. During the disaster, the landslide blocked the access road to Tanah Barak Beach. The area was closed for two days while the debris was being cleared. This incident will certainly lead to negative sentiments about the safety and security of the Tanah Barak Beach tourist destination.

The disaster will have a significant impact on tourist visits in early 2025, compounded by the lack of effective promotion for the destination. Tourists need time to regain trust in a destination's safety before returning. This presents a major challenge for the management of Tanah Barak Beach to improve its digital marketing efforts, ensuring that it remains competitive as a leading tourist attraction alongside Pandawa Beach in Kutuh Village.

Based on the analysis above, increasing the competitiveness of Tanah Barak Beach requires the use of social media and other digital marketing platforms. Marketing strategies are essential to keep up with the development of the global tourism industry and the evolving needs of tourists. The main challenge is how to integrate both internal and external elements into an effective marketing strategy. This integration involves a comprehensive evaluation of internal strengths, such as unique local culture and skilled human resources, and external threats, such as tourism policies and changing

tourist preferences. According to Wibisono's study (2020), an effective marketing strategy requires collaboration between local stakeholders and the government to optimize the potential of tourist attractions. In this context, the inclusive and responsive management of Tanah Barak Beach under BUMDA is essential to ensure the sustainability and growth of this tourist attraction. With wise management and adaptive marketing strategies, Tanah Barak Beach can improve its competitiveness and continue to develop in line with global tourism market dynamics.

2. Methodology

According to Sukmadinata (2017: 61-66), analytical techniques in research aim to find or at least strengthen a theory. Sugiyono (2016:244) defines data analysis as a process of systematically collecting data from interviews, observations, field notes, and other sources to make it easier for researchers to obtain an understanding that can be easily comprehended by others. In this study, the process involves using several data collection techniques, including:

1. Data Reduction

Data reduction refers to summarizing, selecting the essential aspects, focusing on important things, and identifying themes and patterns (Sugiyono, 2009). In this study, the data obtained from field observations conducted at Tanah Barak Beach are reduced to highlight key points.

2. Data Display

After data reduction, the next step is data presentation. In qualitative research, data is presented in the form of brief descriptions, diagrams, relationships between categories, flowcharts, and similar representations (Sugiyono, 2016). Miles and Huberman (as cited in Sugiyono, 2013) stated that the best way to present data in qualitative research is by describing it narratively in text. This method makes it easier to understand what is happening and plan the next steps. The data presentation stage in this study helps the researcher to understand the data collected in the field. In this stage, the marketing strategies and marketing mix applied to Tanah Barak Beach based on the management of BUMDA (Village-Owned Enterprises) in Kutuh Customary Village are shown.

3. SWOT Analysis

This study will use SWOT analysis to determine what needs to be improved and what should be reduced from Tanah Barak Beach's attractions to improve in the future. SWOT analysis can also evaluate both internal and external factors of Tanah Barak Beach's tourism attraction to find solutions to arising issues. The internal factory analysis matrix (IFAS) will identify strengths and weaknesses, while the external factory analysis matrix (EFAS) will identify opportunities and threats, which include:

IFAS Matrix (Internal Factory Analysis Summary): a. Strengths

Strengths refer to the positive features or advantages of Tanah Barak Beach that can be used as a competitive advantage. b. Weaknesses

Weaknesses refer to the drawbacks or deficiencies that Tanah Barak Beach has in competing in the market.

EFAS Matrix (External Factory Analysis Summary): a. Opportunities

Opportunities refer to external factors surrounding Tanah Barak Beach that can be used to increase profit, market share, or growth. b. Threats

Threats are challenges or risks that could hinder Tanah Barak Beach's expansion or profitability.

According to Rangkuti (2004), each strategy in the SWOT matrix is explained as follows:

a. SO Strategy (Strength-Opportunity):

This strategy focuses on using the strengths of the organization to seize and maximize available opportunities.

b. ST Strategy (Strength-Threat):

This strategy involves using the organization's strengths to anticipate and mitigate threats.

c. WO Strategy (Weakness-Opportunity):

This strategy aims to leverage opportunities while minimizing weaknesses.

d. WT Strategy (Weakness-Threat):

This strategy is defensive, aiming to minimize weaknesses while avoiding threats.

SWOT analysis is used to systematically identify the strengths, weaknesses, opportunities, and threats related to Tanah Barak Beach, enabling the development of strategies to maximize its competitive advantages while addressing its weaknesses and threats.

4. Drawing Conclusions

This stage involves drawing conclusions from all the data collected as the final result of the research. The initial conclusions made are temporary and may change if no strong supporting evidence is found in the next stages of data collection (Sugiyono, 2016). Drawing conclusions aims to answer the

research questions that were formulated at the start and to summarize the main points based on interviews, observations, and documentation conducted by the researcher.

3. Results

Overview of Tanah Barak Beach Natural Tourist Attraction

The characteristics of the Tanah Barak Beach natural tourist attraction are similar to those of Pandawa Beach, as both are within the same management area. The location of Tanah Barak Beach is in close proximity to other natural beach attractions, such as Gunung Payung Beach and Timbis Beach. However, a striking difference lies in Tanah Barak Beach, which features unique red coral rocks stretching over approximately 500 meters, attracting the attention of tourists. The natural tourist attraction of Tanah Barak Beach has a coastline of around 1 kilometer, which accommodates activities such as swimming and relaxing. The tourism activities at Tanah Barak Beach are directed in line with the commitment of Kutuh Customary Village and the BUMDA (Village-Owned Enterprises) of Kutuh Customary Village, focusing on the preservation of the environment and local culture.

Regarding the coral characteristics at Tanah Barak Beach, the coral is of the carbonate rock type, which is commonly found in southern Bali. Carbonate rocks, or limestone, are porous and permeable, allowing water to flow through them, making them susceptible to changes and erosion (Haribuana, 2010). On Monday, January 6, 2025, at 02:00 AM, a landslide occurred along the access road to Tanah Barak Beach, which necessitates further examination of the stability of the coral cliffs along the tourist attraction's road to ensure safety.

In early 2021, the Kutuh Customary Village planned the development of the Tanah Barak Beach area to integrate it with the surrounding attractions, including Pandawa Beach, Gunung Payung, and Timbis Beach, under the management of BUMDA Kutuh Customary Village. This planning focused on the development of infrastructure and accessibility, creating an interconnected tourism area.

The development of accessibility proved to be a significant challenge for the management of BUMDA Kutuh Customary Village, as it required a project to cut through limestone hills to establish integrated access. The infrastructure and accessibility development took place between 2021 and 2022, officially opening according to the Master Plan held by BUMDA Kutuh Customary Village. This integrated development marked a significant transformation for the Pandawa Beach area and the other beaches under the management of BUMDA Kutuh Customary Village. The resulting infrastructure improvements provided better facilities supporting tourism and enhanced the quality and value of the tourist attractions.

Tanah Barak Beach remains a relatively new attraction and does not yet have a deep history or philosophical narrative, as it has been in operation for only about three years, from 2022 to 2025. Initially, the area was known by the local community as a fishing spot, primarily used for local activities. At that time, Tanah Barak Beach had not yet been publicly promoted due to limited access. However, in 2021, when a new access road was constructed to reach Tanah Barak Beach, the location began to attract attention for its potential as an alternative tourist destination by BUMDA Kutuh Customary Village. Tanah Barak Beach became an alternative tourism destination to Pandawa Beach.

Since its operation, Tanah Barak Beach has received positive reviews from tourists. The development of this natural tourist attraction not only enriches the tourist experience in the Pandawa Beach area but also holds potential to increase the destination's existence and popularity in the future. The continued development of Tanah Barak Beach promises to further enhance its tourism value and reputation in the years to come.

Tanah Barak Beach natural tourist attraction is a coastal area that combines the natural beauty of the beach with the unique cultural elements of the coastal community, as well as the surrounding aquatic ecosystem. The beach features the concept of a Hidden Gem Beach, referring to a hidden destination with an untouched atmosphere, far from the crowds. The size of Tanah Barak Beach is smaller compared to other popular beaches, making it easier to monitor and sterilize.

The attractions at Tanah Barak Beach are not as varied as those at Pandawa Beach. However, some new attractions have started to develop at Tanah Barak Beach, including:

Private Beach: This area is quite difficult to reach for visitors, as they must walk about 700 meters downhill from the photo spot to the beach, which has led to fewer tourists visiting this area.

Red Coral Rocks: The red coral rocks that adorn much of the area draw attention from visitors. These carbonate rocks, commonly found in southern Bali, have a reddish-brown hue at Tanah Barak Beach, setting it apart from other beaches and becoming an identity marker for the area.

Sunset Panorama: Tanah Barak Beach offers a stunning sunset view with gradients of orange, red, and purple reflecting on the ocean's surface. As the sun slowly sets on the horizon, it creates a calm and romantic atmosphere, making it the perfect moment for tourists to relax or capture the natural beauty in photographs. With the silhouettes of cliffs and clean white sand, Tanah Barak Beach is an ideal spot to enjoy Bali's enchanting sunset.

The supporting facilities at Tanah Barak Beach natural tourist attraction are heavily influenced by the integrated Master Plan of the Pandawa Beach tourism area. The Tanah Barak Beach area is equipped with various supporting facilities, including:

Parking Availability: A spacious parking area at Lelangon Beach Club, which can accommodate up to 500 vehicles.

Public Toilets: Three public toilets are available at strategic points, including the main gate and within the Lelangon Beach Club area.

Local MSMEs: Small businesses, particularly cafes and beach clubs around the area, are also supported, such as Pandawa Beach Café and Lelangon Beach Club, which are managed by the village.

However, Tanah Barak Beach still requires further improvements to reduce its dependence on Pandawa Beach, despite being part of the integrated tourism area. The independence of Tanah Barak Beach as a tourist attraction is crucial, and the facilities that are still lacking should be completed over time as development progresses.

Accessibility to Tanah Barak Beach is provided through two entry points: the main entrance via the Pandawa Beach gate in the east, and a direct entry through Tanah Barak Beach from the west. The access through the main entrance at Pandawa Beach is via the Pantai Pandawa road leading directly to Tanah Barak Beach, connecting to Jalan Karang Pandawa. A new policy has been implemented for the access through Jalan Karang Pandawa, restricting it to one-way traffic to help organize and maintain the area's photography zones at Tanah Barak Beach. This planned accessibility is aimed at supporting the sustainability of Tanah Barak Beach as a tourist attraction in the future.

Regarding communication accessibility at Tanah Barak Beach, it is now comprehensively managed by BUMDA Kutuh Customary Village to enhance the comfort and experience for visitors. Written information is made available to assist tourists in planning their visits. Some of the details provided include: operational hours from 07:00 WITA to 17:00 WITA, entrance fees and associated costs, available facilities such as shuttle services, parking, toilets, and photo spots, a brief description of the beach and activities, upcoming events such as festivals and sports events, and travel distances for transport options like motorcycles, cars, and buses. This information can be accessed via the official website, official social media platforms, and through travel media and articles in collaboration with BUMDA Kutuh Customary Village by simply searching "Tanah Barak."

In terms of digital accessibility, Tanah Barak Beach has established several digital platforms managed by BUMDA Kutuh Customary Village, including: the official website, which visitors can access by opening a browser and typing the website address www.pandawabalibeach.com, leading them directly to the homepage offering essential information. Social media platforms such as Instagram @bumda.desakutuh and @pantaipandawabali focus on information about the management and specific content related to the beach's attractions. The official TikTok @bumdakutuh showcases short, engaging videos about the beach's beauty, activities, and visitor experiences. Additionally, the official Facebook @bumdakutuh keeps visitors updated with the latest news and builds a community of tourists interested in visiting Tanah Barak Beach. These digital platforms make it easier for tourists to access information on various devices such as computers, laptops, and smartphones, allowing them to stay informed, interact with the tourism managers, and plan their visits to Tanah Barak Beach more practically and efficiently.

Internal and External Factors in Marketing Conducted by the Village Authorities

1. Product

The main product offered at Tanah Barak Beach is the Hidden Beach concept, which embraces the theme of a hidden beach with a natural and peaceful atmosphere. This beach offers a unique experience for tourists with its clear, blue-green water and stunning sunset views. Another highlight is the artistic limestone cliffs that provide a beautiful backdrop. The activities available at this beach are simpler compared to other beaches, creating a peaceful experience. While snorkeling and beach chair rentals are not available, Tanah Barak Beach offers simplicity in enjoying the calm beach environment.

2. Place

Tanah Barak Beach utilizes both direct and indirect distribution channels. Direct distribution allows tourists to visit the location and purchase tickets directly without intermediaries. On the other hand, indirect distribution involves partners such as travel agents and OTAs (Online Travel Agents) like Balitripon, Uluwatu Tour, and Agoda, who help market the destination to tourists.

3. Price

The ticket prices for visiting Tanah Barak Beach are affordable, making it an attractive option for tourists. The entrance fee for international adult visitors is IDR 15,000, while children's tickets are IDR 10,000. For domestic tourists, the adult ticket price is IDR 8,000, and for children, it is IDR 4,000. The tickets provide access to various areas around the beach. Although the facilities are limited, the pricing is economical for tourists wishing to enjoy the beauty of the beach.

4. People

BUMDA Kutuh Customary Village, as the manager of Tanah Barak Beach, assigns staff to maintain and manage the area. There is ticketing staff at the main gate, security personnel moving throughout the beach area to coordinate visitors, and village security assistants stationed at the photo spots to maintain the sterilization of pathways. The creative team of BUMDA is also responsible for digital marketing, graphic design, and promotional content to attract tourists.

5. Physical Evidence

Tanah Barak Beach offers significant physical evidence that attracts tourists, such as the first gate's design with traditional Balinese architecture welcoming visitors. The natural scenery, including the towering cliffs and supporting facilities like shuttle services, parking, and toilets, enhances the tourist experience. Other physical evidence includes the clean and well-maintained environment, creating an authentic and comfortable atmosphere for

visitors.

6. Process

The service process at Tanah Barak Beach begins when visitors arrive and purchase tickets at the main gate. After purchasing tickets, visitors are directed towards the beach area but are not allowed to use motor vehicles according to the new regulations. Visitors can either walk or use the shuttle service to reach the beach. After enjoying the beach and iconic cliffs, visitors will leave the area through the main gate.

7. Promotion

The management of Tanah Barak Beach uses an aggressive digital marketing strategy through various social media platforms such as Instagram, TikTok, and Facebook, as well as their official website. BUMDA's creative team consistently manages content to attract tourist attention. Additionally, collaborations with influencers help promote the beach in a more personal and trusted way, expanding its visibility. The website pandawabeachbali.com serves as a comprehensive source of information about the facilities and activities available to visitors. By combining social media, influencer partnerships, and the official website, Tanah Barak Beach successfully uses digital marketing to attract both local and international tourists.

PEST analysis

1. Political Factors

Political factors can greatly influence the development of a region, including tourism. In the case of Tanah Barak Beach, there are still few policies specifically regulating the area. According to an interview with Ms. Hepi, all revenues from Tanah Barak Beach must coordinate with both the customary village and central government, in line with the Bali Provincial Regulation No. 4 of 2019, Article 31, regarding the authority of Bali's customary village leaders. There is also a regulation set by BUMDA Kutuh Customary Village in the form of operational policies, such as the implementation of a one-way system for the second gate at Karang Pandawa road. This regulation was established through Memorandum No. 083/BUMDA-DAK/VIII/2024 on August 27, 2024, which includes provisions for access restrictions to improve organization and maintain the photography zones in Tanah Barak Beach. The area is part of a master plan for future development, which will include accommodations and make the area more exclusive.

2. Economic Factors

Economic factors are crucial in driving tourists to visit. Both national and global economic conditions can impact the purchasing power and the desire for people to travel. When the economy is stable, tourists are more inclined to go on vacation. As one tourist, Abdan Syakur, from Bekasi, shared, "Because prices are affordable and the domestic economy has started to recover post-COVID, my family decided to go on a vacation. It's important for us as an achievement." Economic conditions significantly affect domestic tourism. On a global scale, the exchange rate, such as the weakening of the rupiah against foreign currencies, can make Tanah Barak Beach more affordable for foreign tourists. Conversely, a deteriorating economic condition in foreign tourist markets will impact the number of international visitors. In 2023, the total visits of international tourists to Tanah Barak were 166,611, while domestic tourists numbered 1,321,901. This reflects that domestic tourists represent 88.81% of visitors, while international tourists make up only 11.19%. Despite this, international visitors still contribute to the economy, with higher ticket prices (IDR 15,000 for adults and IDR 10,000 for children) compared to domestic tourists (IDR 8,000 for adults and IDR 4,000 for children). Transportation costs also vary, with options like motorbikes costing IDR 40,000 and cars costing IDR 130,000 for trips from Kuta to Tanah Barak Beach, providing flexibility for tourists.

3. Social Factors

Social factors play a significant role in the management of Tanah Barak Beach, particularly through the involvement of BUMDA Kutuh Customary Village, which is responsible for overseeing the area. All human resources working in this organization are from the local Kutuh village community, ensuring that the local community is actively involved in managing the tourism area. BUMDA regularly conducts training programs for its staff to enhance their skills and capabilities. The organization also has programs to recognize and reward employees, keeping morale high. Strict Standard Operating Procedures (SOPs) are implemented to ensure high service quality. BUMDA is also actively involved in promoting the area by organizing annual events such as sports events and festivals, which aim to promote Kutuh village as a progressive community while ensuring that the economic benefits of tourism are felt by the local population.

4. Technological Factors

The tourism sector heavily relies on advanced technology, and BUMDA Kutuh Customary Village has made significant strides in utilizing technology to support operations and marketing. One major innovation is the use of various social media platforms as promotional tools and the creation of an official website to facilitate easier access to information for tourists. The management has leveraged platforms such as Instagram, Facebook, and TikTok to spread the latest updates about Tanah Barak Beach. This technology allows visitors to stay up-to-date with beach conditions, events, and services available at the site. Furthermore, the official website enables tourists to check ticket prices and book attractions around Tanah Barak Beach online, making it more efficient for planning visits. However, the ticketing system still does not support advanced online payment systems, as the digital payment method QRIS (Quick Response Code Indonesian Standard) has not yet been implemented. As technology continues to evolve, there are plans for future enhancements, including the integration of online payment systems to improve convenience for visitors.

Segmentation, Targeting, and Positioning (STP) Analysis at Tanah Barak Beach Area

In promoting the products and services offered by a tourist destination, implementing an effective management strategy is crucial. To ensure that promotional strategies run smoothly and efficiently, good management is required at every step of the promotional process, from planning to execution, to ensure that the target market is reached and desired outcomes are achieved. Understanding customer needs, creating appropriate communication plans, and selecting the most efficient marketing channels will help with structured management. Additionally, tourism attractions can ensure that their resources are used optimally, enhancing the competitiveness of the products or services offered with proper management. The marketing efforts carried out by BUMDA Kutuh Customary Village at Tanah Barak Beach are as follows:

1. Segmenting

According to Kotler (2009) in the journal by Herlina and Ahmadi (2017), the characteristics of tourists can be divided into four market segmentation categories: geographical, demographic, psychographic, and behavioral segmentation. The segmentation categories applied in Tanah Barak Beach are:

a. Geographical Segmentation

Geographical segmentation aims to make marketing activities more efficient by identifying key market areas. This segmentation divides the market into variables such as country, region, province, and city. Based on observations, there is an imbalance between international and local visitors to Tanah Barak Beach. Currently, the majority of international visitors come from China, and they tend to spend much of their time at the cliffs for photo-taking and relaxing on the beach. On the other hand, domestic tourists come from various places, including Lombok, Sulawesi, Java, and Bali, with the majority being from Java. These tourists usually travel in large groups using buses.

b. Demographic Segmentation

Tanah Barak Beach attracts visitors from various age groups, from children to adults, with no single dominant age group. The beach is a favorite destination for different types of tourists, especially those traveling in large groups. Many tourists arrive in groups of five to ten people, or even more, often from government agencies, communities, or educational institutions like schools. Additionally, there are smaller groups, typically consisting of two to five people, such as families, couples, or groups of friends. This variety in visitor types and group sizes shows that Tanah Barak Beach is inclusive and appealing to all demographic backgrounds.

c. Psychographic Segmentation

Psychographic segmentation relates to the lifestyle and personality of the visitors. Based on field observations, domestic tourists visiting Tanah Barak Beach have various motivations, but most are looking to enjoy the stunning cliffs and the white sandy beach with the hidden beach concept, which creates a warm and exotic atmosphere for couples and families. In an interview with Ray Dinata, a tourist from Depok, West Java, he stated: "I'm not disappointed. Coming here met my expectations with my family, and the ticket price was very affordable. The beach is clean and quiet, it's worth coming here again." (Ray Dinata, Depok tourist, September 21, 2024)

This interview highlights that the affordable ticket price significantly increased the interest of tourists in visiting Tanah Barak Beach. The affordable price is a major attraction for both local and international tourists, making it an inclusive destination where visitors from different social and economic backgrounds can enjoy the beach without worrying about high costs.

d. Behavioral Segmentation

Behavioral segmentation relates to how tourists respond to the attractions at Tanah Barak Beach. Tourists are particularly drawn to the photo spots at the cliffs, which are trending on social media. Visitors focus on capturing these moments, whether with family, couples, or groups. One of the visitors, Reynald Sohimbing from Bekasi, shared:

"Honestly, I came here because of recommendations from friends in Bali and TikTok. I saw the photos going viral. The price is cheap, and the beach is very peaceful. I'm really satisfied." (Reynald Sohimbing, Bekasi, September 20, 2024)

In addition to Chinese tourists, Tanah Barak Beach also attracts a variety of international visitors who are curious about the hidden gem beach concept. They spend time relaxing in the tranquil beach environment with calm waves. The clean beach environment also encourages tourists to be conscious of keeping the area clean, with many visitors bringing their trash to designated disposal points, showing a commitment to maintaining the surrounding environment.

2. Targeting

Targeting is the process of evaluating and selecting one or more market segments to serve. In the marketing program, this activity aims to target specific segments and provide satisfaction to consumers. Tanah Barak Beach targets a broad range of visitors. Based on field observations in 2023, domestic tourists dominated with a total of 1,321,901 visits, while international tourists accounted for 166,611 visits. The current focus of the management is on a more general segmentation. As observed, there is no significant difference in visitation patterns, with domestic tourists still dominating compared to international tourists.

3. Positioning

According to Kotler (2005), positioning is the activity of designing an image and positioning oneself in the minds of consumers. The market positioning of Tanah Barak Beach is as a hidden gem beach, with a strong focus on photography at the cliffs. Therefore, the management strives to maintain the authenticity of the natural environment and local wisdom. With the new regulation of a one-way system for vehicle access, the management aims to restore the image of the area. Previously, visitors often parked haphazardly, disrupting the view of the cliffs for others who wanted to take photos. This regulation is expected to improve the image of the area, both directly and indirectly, through social media. Additionally, Tanah Barak Beach offers a traditional Kecak dance performance near the Lelangon area, which adds to the cultural attractions for visitors who want to experience the local culture.

Implementation of Digital Marketing Concept at Tanah Barak Beach Area

After analyzing the 7P marketing mix, PEST (Political, Economic, Social, Technological) factors, and the market strategies such as segmenting, targeting, and positioning, it is evident that the management of Tanah Barak Beach has been engaging in digital marketing activities on a regular basis. However, this marketing management has yet to achieve significant effectiveness. The digital marketing platforms currently used by the management are widely accessed by the general public seeking information about Tanah Barak Beach. These platforms include:

a. Website

A website is a page accessible through a browser that connects information globally. Websites have become a common tool for the public to search for information through search engines, offering access to videos, music, articles, and more. Tanah Barak Beach now has an official website, accessible at

<https://pandawabalibeach.com>, which is managed by the creative team of the local management. The website serves as a unified platform for Pandawa Beach, Timbis Beach, Gunung Payung Beach, and Tanah Barak Beach, reflecting the Kutuh Customary Village's intent to highlight the excellent coastal tourism offerings in the area. As shared by Kadek Juna from the creative team, "We manage one website that includes Pantai Pandawa, Pantai Timbis, Pantai Gunung Payung, and Pantai Tanah Barak for efficiency, so there is no need for separate sites for these four attractions" (Kadek Juna, Creative Team, September 4, 2024). Although the website includes elements of photography and information, it still requires updates to reflect current conditions, ensuring that the website provides accurate and effective information about the products offered to consumers.

b. Online Advertising

Online advertising has become a powerful tool in digital marketing. According to Kotler and Armstrong (2010), traditional media such as TV, radio, newspapers, and magazines once dominated advertising. However, online advertising through the internet, including platforms like Instagram, Facebook, and TikTok, has become a driving force for business initiatives. Online ads through visual images and videos on these platforms can attract consumers by generating interest and being shared by businesses. Currently, Tanah Barak Beach uses influencer marketing for promotion. As noted in an interview with Kadek Juna, "We currently only use influencers to promote the area, and for third-party platforms like Meta (Facebook), we are not using them yet. However, Tanah Barak Beach can be found in articles from news outlets like detik.com, Indonesia Travel, and IDN Times" (Kadek Juna, Creative Team, September 4, 2024). Influencers with significant engagement have contributed to attracting visitors for free, while articles from reputable media outlets help in expanding online reach.

In addition to influencer marketing, visitors also serve as persuasive advertisers. Tourists' posts on social media, featuring photography and videos of Tanah Barak Beach, help promote the destination through hashtags and captions that indirectly encourage their followers to visit the area.

c. Social Media

Social media serves as a platform where people can share information, find new friends, and interact online (Thoyibie, 2010, in Martoyo, 2020). Social media platforms like Instagram, Facebook, and TikTok are widely used for various purposes, including socializing, building communities, and attracting more people to become part of their community. In the case of Tanah Barak Beach, the management has maximized the use of social media networks, particularly Instagram, which is directly managed by the Kutuh Customary Village's creative team. The official Instagram account @pandawabalibeach has collaborated with several travel media outlets to promote the beach. Similarly, the TikTok platform has received good reviews and comments from prospective and previous visitors. However, the impact of the Facebook platform, which focuses on news and community building, has not been as significant in attracting public attention. Despite maximizing both Instagram and TikTok, the content shared has not yet significantly attracted visitors. According to an interview with the creative team, they have not felt a significant impact from these platforms yet. The information provided is good, and tourists can access it through social media, but there is a lack of content updates that detail the services and activities available for potential visitors.

The posts shared on Tanah Barak Beach's social media accounts highlight activities that visitors can do at the site, but the engagement, particularly on the TikTok platform, is still relatively low. An example of this is shown in a post that received 123,300 likes, while a post on Instagram received 448 likes. The content also discusses the new regulations applied to the area and the mobility rules, which are informative and help build awareness through collaborations with media outlets like @melalibaliofficial. However, the overall engagement on these platforms is still not as strong as expected, and the management hopes to increase its effectiveness with more engaging content and broader social media reach.

SWOT Analysis of Marketing Tanah Barak Beach Attraction

The SWOT analysis technique is used to summarize the observations made regarding the digital marketing strategy to increase tourist visits to Tanah Barak Beach:

a. Strengths

1. Tanah Barak Beach offers stunning natural beauty with its soft white sand and hidden beach concept. This makes it a unique attraction, as the beach area is well-maintained and free from activities that cause overcrowding, offering visitors tranquility during their vacation.
2. The strategically placed photography spots are a major strength of Tanah Barak Beach. The cliffs, which stand tall and face each other, create a dramatic background for photos, adding aesthetic value. These spots have become popular on platforms like TikTok and Instagram. Additionally, photographers are provided by the management to help visitors capture the perfect shot.
3. The accessibility is quite good for various vehicles, with two gates providing access. The main gate, which passes through Pandawa Beach, offers a spacious parking area for cars and buses. The second gate is a drop-off point, allowing visitors to park only in designated areas and ensuring the photography spots remain clear. This is in line with the new regulations for one-way traffic to maintain the cleanliness and comfort of the area.

b. Weaknesses

1. One of the weaknesses is the lack of significant impact from digital marketing and promotions. Based on observations and interviews, the digital marketing efforts have not yielded substantial results, as the information shared tends to be monotonous and lacks variety.
2. The distance from the parking area to the photo spots is a concern. According to the management, the new regulations make it difficult for visitors to park close to the beach. However, this regulation was implemented to prevent improper parking around the photo spots, which could disturb the aesthetics and visitor experience. The management provides shuttle services to transport visitors from the main gate to the beach, ensuring that the photo spots remain clear of vehicles.
3. The limited number of attractions available for tourists is another weakness. Currently, the main activities at Tanah Barak Beach are relaxing on the beach and taking photos. The lack of diverse attractions may limit the overall visitor experience.

c. Opportunities

1. The strong support from the local community is a significant opportunity. Local residents are actively involved in various management activities, and the management has prioritized hiring local workers. This policy has a positive impact on the local economy, as the workers

are paid higher than the regional minimum wage (UMR) in Badung for 2024. According to Ibu Hepi, the Director of BUMDA Kutuh Customary Village: "We set the wages for local workers slightly above the UMR in Badung to improve their welfare and maintain their loyalty to the development of tourism in Tanah Barak Beach" (Ibu Hepi, Director, BUMDA Kutuh, September 4, 2024).

2. Tanah Barak Beach has become a popular tourist destination, especially on social media platforms like Instagram and TikTok. The dramatic cliffs and stunning views provide a perfect backdrop for photos, making it a favorite spot for photographers and tourists alike. The natural beauty of the beach, combined with the cliffs and the sea, has made Tanah Barak Beach a trending location, frequently promoted by influencers and tourists in their social media posts.
3. The rapid development of technology presents an opportunity to improve visitor experiences. With technology, visitors can easily access information, reviews, and experiences online. The management has leveraged modern technology to efficiently promote the beach, provide up-to-date information on products, and collect feedback from previous visitors. These advancements help introduce Tanah Barak Beach to a broader audience.

d. Threats

1. The presence of competing beaches in the area is a significant threat. Tanah Barak Beach faces competition from other well-established coastal tourist destinations in South Bali, such as Jimbaran Beach, Melasti Beach, Dreamland Beach, Jerman Beach, and Green Bowl Beach. This intense competition may reduce the number of visitors to Tanah Barak Beach. To address this, the management needs to continually innovate by organizing events, offering promotions, and creating special packages to maintain visitor interest.
2. Natural disasters such as earthquakes, landslides, and tsunamis pose a serious threat to Tanah Barak Beach, as the area is vulnerable to such events. The management has implemented mitigation measures and emergency planning to address these potential risks. Regular monitoring of meteorological and geological conditions, along with awareness campaigns for visitors and local communities, are essential to minimize the impact of natural disasters. Although these disasters cannot be fully prevented, taking preventive measures can reduce their adverse effects.
3. Service quality issues have been identified based on reviews on Google. Some visitors have expressed dissatisfaction with the service at the ticket entrance to Tanah Barak Beach. Improving the service quality is essential to meet visitor expectations and ensure a more pleasant experience.

In summary, the SWOT analysis of Tanah Barak Beach highlights the strengths, weaknesses, opportunities, and threats facing the beach, providing a foundation for developing alternative strategies using the SWOT matrix.

Marketing Strategies at Tanah Barak Beach Attraction

Based on the SWOT analysis table (4.3) outlined above, several strategies can be applied as follows:

1. SO Strategy (Strengths-Opportunities)

A. Marketing through the use of Google Ads/Facebook Ads and digital media by promoting Tanah Barak Beach and its unique cliffs (S1-O3). This marketing strategy will focus on promoting the beach at Tanah Barak, leveraging digital ads through platforms like Instagram, TikTok, and Facebook Ads, developed by Meta. By utilizing Meta Ads, this strategy will enhance reach and engagement through digital advertising. These platforms offer various features that help optimize ad performance and reach a broader audience. Tools like Pixel Helper will be used to track and analyze the performance of ads, allowing the management team to assess success and improve results. Additionally, Creative Hub will be used to help the creative team adjust advertising elements like images, photos, and videos that will be shown to the audience. Audience Insights will also be used to collect and present data about people interested in the ads and those who visit the website after viewing the ad. This information will allow the management to better understand the interests and characteristics of the audience, enabling marketing campaigns to be better tailored. By combining these features, digital marketing for promoting Tanah Barak Beach will become more efficient, reaching a larger audience and increasing engagement.

B. Maximizing various national and international events and promoting them through email marketing platforms (S2-O1, O2).

One effective way to attract both domestic and international tourists and enhance the appeal of the tourist area is by organizing national and international events. To date, the management of Tanah Barak Beach, or BUMDA Kutuh Customary Village, has successfully held an annual festival from December 25 to January 1, focusing on art and culture to honor and introduce local traditions to both domestic and international visitors. By using email marketing, the event's segmentation can be enhanced, directly delivering information to targeted potential visitors based on their interests, location, or travel history. This innovation will help the festival evolve into one of the most prestigious cultural events at the national and international levels, further strengthening the image of Tanah Barak Beach and attracting more visitors annually.

C. Promoting through digital media that this beach is an excellent photography spot with a "Hidden Gem Beach" concept, often used for pre-wedding shoots (S4-O3).

This strategy should focus more on showcasing the variety of activities that visitors can enjoy at Tanah Barak Beach, rather than just emphasizing the strategic photo spots. Although the photo spots are a major attraction, future promotions should highlight the potential of the beach itself, presented through more creative and engaging content. This approach will give prospective visitors a more comprehensive idea of the beach's flexibility and the various activities they can enjoy besides taking photos. An essential aspect to promote is the use of Tanah Barak Beach as a pre-wedding photo shoot location. This promotion should include clear and detailed information about the available pre-wedding packages, complete with set prices. However, beyond pricing, promotional content should also highlight the benefits and advantages that couples can enjoy, such as special facilities, beautiful photo spots, and logistical support provided at the location. With informative content aimed at attracting couples planning their pre-wedding photo shoots, this strategy will add value to the destination, positioning Tanah Barak Beach as a top choice for such events. Overall, targeted digital promotion focused on various activities, flexibility, and special services such as pre-wedding shoots will enhance the attractiveness of Tanah Barak Beach as a multifunctional tourist destination with many benefits.

2. ST Strategy (Strengths-Threats)

A. Utilizing the beauty of nature and adding tourism facilities to compete with similar attractions (S1-T1).

Tanah Barak Beach is known for its well-maintained cleanliness and its mesmerizing natural beauty, which gives it a competitive edge over other beach destinations. To maintain and enhance this positive image, the management should continue to prioritize cleanliness and natural beauty. Additionally, focusing on improving supporting facilities is a strategic move to strengthen the appeal of Tanah Barak Beach. Adding clean and comfortable toilets, along with spacious and accessible parking areas, will improve visitor satisfaction and comfort. By combining strategies to maintain cleanliness, beauty, and adding supporting facilities, Tanah Barak Beach can continue to build its image as a top-tier tourist destination.

B. Using good road access as part of disaster risk mitigation (S3-T2).

In facing potential natural disasters, Tanah Barak Beach's management must take proactive measures to ensure the safety and preparedness of visitors. One essential step is ensuring that the location and access roads are securely positioned, allowing for easy evacuation in case of emergencies. Adding evacuation signs in the area is crucial, providing clear guidance on evacuation routes, especially in case of potential disasters like tsunami waves. In the photo spot areas leading to Tanah Barak Beach, special evacuation signs should be placed to indicate safe evacuation routes in case of landslides, given the area's vulnerability to such events.

With these signs in place, visitors will be more aware of safe exit routes, which increases their awareness of emergency procedures. The management should ensure that the evacuation areas are not only located in safe places but also have sufficient capacity to accommodate a large number of visitors. These areas must function as temporary shelters, ensuring visitors' safety and comfort until the emergency situation is under control. Through these measures, visitor preparedness for emergencies will increase, providing tourists with reassurance when visiting Tanah Barak Beach.

C. Providing more intensive training for employees to maintain the positive image of Tanah Barak Beach (S1-T3).

Improving service quality is also a key strategy in maintaining and strengthening the positive image of Tanah Barak Beach. Based on reviews from Google, some aspects of service, especially at the ticketing gate, have been rated as less than satisfactory. To address this issue, the management should take concrete steps to provide more intensive training for staff, particularly in terms of how to interact with visitors professionally and courteously. The first step would be to create a specialized training program focused on improving service skills. This program could include aspects like how to engage with visitors, handle complaints, provide clear information, and ensure that every tourist feels valued and treated well.

With proper training, staff at the ticketing section and other service areas will be better prepared to provide an exceptional experience for visitors. Improving service quality is expected to not only increase ratings and positive reviews on platforms like Google Reviews but also directly impact visitor satisfaction. Consistent positive experiences will leave a lasting impression, encouraging visitors to return and recommend Tanah Barak Beach to others. This will make the beach a competitive destination among others, both locally and regionally.

3. WO Strategy (Weaknesses-Opportunities)

A. Developing dedicated social media accounts for promoting Tanah Barak Beach (Instagram and TikTok as the most efficient platforms) (W1-O3). Developing dedicated social media accounts for Tanah Barak Beach on platforms like Instagram and TikTok is an important strategic move. These two platforms are the most effective for reaching a wide audience, as they are popular across various age groups. TikTok, in particular, has seen an extraordinary rise in popularity in Indonesia, with the country being the largest TikTok user base in the world, with nearly 157.6 million users as of July 2024 (cnnindonesia.com, 2024). This makes TikTok a potent promotional platform. Instagram, too, remains a top platform for visual content, allowing for the display of beautiful photos of Tanah Barak Beach. By leveraging these platforms, the management can create engaging content to boost the visibility of Tanah Barak Beach.

B. Creating high-quality content like reels and TikTok videos that incorporate current trends (W1-O2).

Updating content regularly and consistently will make Tanah Barak Beach's social media accounts more interactive and informative for users. Instagram and TikTok content can vary, from short videos showcasing the beach's views and fun activities to visitor reviews. By implementing the right content strategy, Tanah Barak Beach's management can reach more audiences, strengthen the beach's image as a top tourist destination, and build direct engagement with potential tourists. Successful management of these accounts will create opportunities to attract more visitors, increase engagement, and enhance Tanah Barak Beach's competitiveness in the domestic and international tourism markets. This is particularly crucial since visitors tend to be attracted to the latest posts that provide up-to-date information on conditions and services at tourist locations.

C. Adding more attractions at Tanah Barak Beach to capitalize on its popularity as a trending destination (W3-O2).

As a trending tourist destination, Tanah Barak Beach has a significant opportunity to increase its appeal by developing more tourist activities. This strategy aims to diversify the activities available to visitors without altering the beach's natural character and while maintaining environmental sustainability. Adding attractions like canoeing, cycling, and a jogging track would provide visitors with more ways to enjoy the beach interactively. Canoeing will allow tourists to explore the surrounding waters leisurely, while cycling will give them an active way to enjoy the beach's scenery, and the jogging track will be a facility for those who want to exercise while breathing in the fresh air.

These activities will not only make the experience richer but also encourage visitors to stay longer, thus increasing Tanah Barak Beach's competitiveness among other destinations. The addition of these attractions will be done with a focus on sustainability, ensuring that the environment is preserved while enriching the tourist experience.

4. WT Strategy (Weaknesses-Threats)

A. Building closer parking areas or reducing the parking distance at Tanah Barak Beach (W2-T1).

This strategy aims to improve visitor comfort and satisfaction by reducing the distance visitors need to walk from the parking area to the beach. Currently, the parking area is about 1.5 kilometers away from the beach, which has been a common complaint among visitors based on Google Reviews. To address this issue, the management should consider building new parking spaces closer to the beach. Providing easily accessible parking will make visitors feel more comfortable and reduce reliance on shuttle services, which some tourists find less efficient. However, shuttle services can still be optimized by connecting different tourist spots, such as from Pandawa Beach to Tanah Barak Beach, to provide a more enjoyable tour experience. This strategy will help minimize negative reviews related to parking issues and improve the overall visitor experience.

B. Increasing interaction and engagement on social media to compete with other destinations (W1-T1).

In digital marketing, interaction intensity is crucial for attracting more visitors and building closer relationships with potential tourists. Tanah Barak Beach management needs to leverage communication features on popular social media platforms like Instagram, TikTok, and Facebook to engage directly with visitors. These platforms have messaging features that allow direct communication with visitors, enabling them to inquire about their visit plans. Increasing interaction through these features will provide a more personalized and responsive experience for tourists. Furthermore, using Instagram Reels, TikTok videos, and Facebook Stories will help extend content reach and boost engagement. This strategy aims to increase brand awareness, build a loyal audience, and differentiate Tanah Barak Beach from competitors in the competitive tourism industry.

4. Conclusion

Based on the analysis of the marketing strategy for Tanah Barak Beach, Desa Adat Kutuh, Badung, the internal and external factors influencing digital marketing have been summarized. Internally, the use of the 7P marketing mix by the management has identified several strengths, such as the hidden beach concept and the clean, peaceful environment, while also highlighting areas for improvement, particularly in digital content updates. Despite efforts to promote through social media, the impact has been limited, as the content remains somewhat monotonous. Externally, factors such as local political support, government regulations, the global and national economic impacts, strong community support, and the effective use of modern technology have been crucial. These factors provide a solid foundation for refining and implementing a more efficient marketing strategy, especially when combined with market segmentation based on geographical, demographic, psychological, and behavioral characteristics of potential visitors.

The marketing strategies formulated are as follows: First, the SO strategy focuses on leveraging digital marketing tools such as Google Ads and Facebook Ads, maximizing national and international events through email marketing, and promoting Tanah Barak Beach's reputation as a hidden gem beach with excellent photography spots and pre-wedding locations. Second, the ST strategy includes utilizing the beach's natural beauty and enhancing its facilities to compete with other destinations, improving access roads for disaster mitigation, and intensifying employee training to maintain a positive image. Third, the WO strategy involves developing dedicated social media accounts on platforms like Instagram and TikTok, creating high-quality content such as reels and TikTok videos, and leveraging viral marketing. Finally, the WT strategy recommends shortening the parking distance to prevent visitors from choosing competitor destinations and enhancing social media engagement to improve visibility and competition with similar attractions.

Several recommendations have been made for future development. First, the Desa Adat Kutuh government should remain consistent in its efforts and continue collaborating with local communities, small businesses, and academics to evaluate and improve marketing strategies. Second, the management of Tanah Barak Beach should keep optimizing digital marketing efforts, conduct regular staff training, and explore collaborative promotions with other entities. Monitoring the condition of the cliffs and preparing for potential natural disasters is also essential to ensure the safety and trust of visitors. Lastly, the local community should continue to participate actively in management activities, helping to foster strong loyalty and support the sustainable development of the tourism industry. This engagement will contribute to the long-term success and growth of the destination.

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