



THE STATE OF TOURISM MARKETING AND DEVELOPMENT STRATEGY (A CASE STUDY AT DANAU LAET OF SANGGAU REGENCY, WEST KALIMANTAN)

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ABSTRACT

Today's major sector of development in various countries in the world, tourism is also the focus of the West Kalimantan Provincial government. West Kalimantan has an area of pristine, beautiful landscapes, so the tourist destination in this province is the ecotourism region and has become the main capital in construction and development. One of the newly established natural tourism destinations is Danau Laet tourism, however has a dearth of marketing strategies so this study aimed at identifying the marketing and development strategies carried out by the natural tourism manager of Danau Laet in the area of Sanggau Regency through SWOT analysis. This qualitative descriptive research is a research method that explains the results of research or phenomena in the natural tourism of Danau Laet that have been researched with descriptions. Danau Laet facilities that are already adequate have their charm for local tourists, but road access to tourist sites is still inadequate and marketing promotion is still lacking for long-distance tourists. One of the alternative options to maintain the existence and number of tourist visits to Danau Laet who depend on the changing seasons is to organize cultural festivals.

Keywords: *marketing, development strategy, SWOT, tourism, Danau Laet, visitors, tourists.*

Introduction

Indonesia is a country that has many advantages from its astronomical and geographic location. One of the impacts is in the tourism sector. The tourism sector is a sector that is being the focus in many countries, especially for developing countries like Indonesia. Local governments are also competing with each other to provide the best quality to attract foreign tourists. The National Tourism Development Master Plan (RIPPARNAS) in Government Regulation Number 50 of 2011 which is by the mandate in Law Number 10 of 2009 concerning Tourism is one of the policies issued to discuss tourism governance. Referring to article 7 of Law Number 10 of 2009 concerning Tourism, it is discussed that the intended development includes the tourism industry, tourism destinations, tourism marketing, and tourism institutions. Development of tourist attractions, construction of public facilities and tourism support facilities, infrastructure development, community empowerment, and sustainable tourism investment development are the scope of development of tourist destinations. Then it will be lowered into regional regulations because referring to Law Number 12 of 2008 concerning Regional Autonomy, regional governments are given the authority to carry out development in their respective regions.

Nowadays, tourism to be the main sector for development in various countries in the world is now also the focus of the West Kalimantan Provincial government. West Kalimantan Province has a variety of tourist attractions, especially in nature tourism and cultural tourism. West Kalimantan is a province that is located around the equator. Based on the astronomical location of West Kalimantan, this province has the advantage of the beauty and richness of flora and fauna in it. Endemic animals typical of Kalimantan are also attractive residents for tourists to visit natural tropical rainforests. With a landscape that can be said to be still beautiful and beautiful, it is not surprising that most tourist destinations in this province are ecotourism areas. This is the main capital in the development and development of tourism in West Kalimantan. But unfortunately, tourism in West Kalimantan has not been managed optimally, this is due to the lack of strategy in tourism marketing. Tourism marketing is a management process to anticipate and compete with other destination competitors using the principle of satisfying the desires of visitors and potential visitors more effectively in Lumsdon 1977 (Lionel Becherel, 2008). This statement was strengthened by Mr. Dwi Suslamanto as Head of the West Kalimantan Representative Office for Bank Indonesia. It is unfortunate if the tourism industry has not been managed optimally, even though West Kalimantan has the potential for nature tourism which is very potential in every district and / city. If it is developed properly, it is hoped that it can become an object of attraction for tourists to visit (Suslamanto, 2018).

Danau Laet natural tourism because this destination is a tourist destination that is still newly established, but has received a good reception from the people who live in West Kalimantan. Even though the distance that must be taken from the capital city of West Kalimantan Province, Pontianak is quite fast, however, accessibility to the Danau Laet destination is still simple and steep. The road is still overgrown with trees and blends with an unpaved yellow dirt road. However, the response to Danau Laet's natural tourist destinations is also positive. From the data on the number of tourist visits to Danau Laet and the positive response, Danau Laet also received special attention from the West Kalimantan Youth Sports and Tourism Office. But unfortunately, because the natural in this destination is the main tourist attraction, the weather factor is a problem for the manager. When entering the dry season the lake will experience a drought, so it is forced to stop water tourism attractions.

Based on this description, this study aims to determine the marketing and development strategies carried out by the manager of the Danau Laet natural tourism area of Sanggau Regency. Through the SWOT analysis, it is also hoped that it can provide alternative attractions to minimize the decrease in the number of tourist arrivals when entering the dry season.

Literature Review

Definition of Tourism

According to Norval, the definition of tourism is all activities related to the entry, residence, and movement of foreign residents that occur within or outside the country, city, or a certain area (Nurhayati, 2002). Meanwhile, according to Nyoman Pendit. S (2003) tourism is anything related to travel or anything related to travel.

The next definition of tourism is broader, tourism is defined as a trip from one place to another which is carried out in groups or individually, with the main objective of seeking happiness through the environmental balance between nature, social, culture, and knowledge which is carried out in a temporary period (Kodhyat, 1983). So, it can be concluded that tourism is an activity related to travel or the movement of groups or individuals from one place to another which is not intended for business or earning income, but happiness or recreation which is the main objective temporarily.

Service Marketing Theory

The service marketing sentence consists of two constituent words, namely, marketing and services. The definition of marketing itself put forward by William J Stanton in Private and Irawan (2003) is everything related to business activities aimed at planning, pricing, promoting, and distributing goods and services that can provide satisfaction to the needs of both buyers and prospective buyers. While services are actions or performance offered by a party to the consumer. The services offered generally do not have ownership of the factors of production, although in the process there can be physical products.

All economic activities that produce products that are not physical or constructed are included as services. The output of the service is that usually, it can provide added value in the form of comfort, entertainment, pleasure, or health to the consumer. Therefore, services are not in the form of a product, but rather an intangible process or activity (Hamdani, 2006).

Understanding Tourism Marketing Tourism

Marketing is a series of management processes carried out by a national tourism organization or companies included in the tourism industry group. This management process aims to identify tourists who already have the motivation to visit as well as tourists who have the potential to visit. As well as analyzing motivations and opinions about an object and tourist attraction that has been provided, to provide an optimal level of tourist satisfaction (Wahab, 1992). Tourism marketing is a management process to anticipate and compete with other destination competitors using the principle of satisfying the desires of visitors and potential visitors more effectively in Lumsdon 1977 (Lionel Becherel, 2008).

Tourism Marketing Mix Strategy Marketing

Mix according to Kotler and Amstrong (2012) can be defined as a marketing tool of integration of marketing activities based on four components, namely *product*, *price*, *promotion*, and *place*. The explanation of each component is as follows:

1. *Product* (Product)

A product component is something that can be offered to the market to get attention, a product can be purchased, used, or consumed as a tool to meet the wants or needs of consumers.

2. *Price* (Price)

A price component is a unit of the amount of value that is exchanged by consumers to own or use the products or services offered. The selling value is by the agreement between the seller and the buyer through a bargaining process or an absolute value that has been determined by the seller and applies to all buyers.

3. *Promotion* (Promotion)

The promotion component is an activity to offer a product by conveying the benefits or advantages of the product to attract customers to buy the product offered.

4. *Place* (place)

where the components of the distribution channels are used to reach consumers who are targeted. Location, transportation, warehousing are examples of parts of a distribution system.

Tourism Development Strategy

Strategy is a combination of three principles, namely, implementing policies, determining targets to be achieved, and determining how or methods of using infrastructure to maximize results. The development strategy will always relate to the goals, tools, and methods that are the principles of a strategy. Therefore, the strategy must also require the support of the ability to analyze opportunities and anticipate existing threats. Local governments must make various efforts in improving and developing regional tourism infrastructure to carry out the functions and roles of regional tourism development (Suryono, 2004).

SWOT Analysis Theory

Analysis has begun to be abandoned and has switched to TOWS analysis. TOWS analysis is a matching analysis tool used to help develop four types of strategies, namely SO-WO-ST-WT (Fred R. David, 2009). The two analyzes are not much different, it's just that the TOWS analysis prioritizes looking at threats than opportunities, and weaknesses or weaknesses rather than strengths (Strength).

The data analysis technique is a systematic search process based on field notes, arranging interview transcriptions, and other materials that have been collected to increase understanding of the material so that it can present the data that researchers have found to others (Emzir, 2008).

According to (P. Siagian, 2003), SWOT analysis is one of the analytical instruments that is usually used to analyze and identify early on the threats or obstacles that will occur during development, so that it is expected to maximize opportunities with their strengths. SWOT is an acronym for the words strengths, weaknesses, opportunities, and threats. Another opinion from the SWOT analysis also came from Philip Kotler, who interpreted this SWOT analysis as an activity to evaluate internal and external environmental instruments. Where this analysis is useful for identifying or evaluating the overall strengths, weaknesses, opportunities, and threats. This analysis is based on minimizing possible weaknesses and threats to create opportunities and strengths. When applied accurately, these simple assumptions have a profound impact on the successful design of a strategy.

SWOT analysis stands for Strengths, Weakness, Opportunities, and Threats. SWOT analysis is a method used to improve conditions and evaluate ongoing problems, projects, or businesses by analyzing internal and external factors. This SWOT analysis method is used to describe the situation that is happening so that we can determine a solution to solve the problem that is currently happening. This definition is based on the understanding put forward by experts, as stated by (Kotler, 2008) SWOT analysis is an assessment of the strengths, weaknesses, opportunities, and threats of a company.

This analysis is needed to determine the promotion strategy in a company. Besides, SWOT analysis is used to prepare a company to face the challenges it faces by looking at the strengths and weaknesses of the company's resources (Jogiyanto, 2005).

According to (Ferrel, 2005) SWOT analysis has a function as a way to obtain information by conducting a situation analysis of the influencing factors. Two characteristics influence, namely internal (factors that come from the company itself) such as strengths and weaknesses and external factors (factors influenced from outside) such as opportunities and threats. The SWOT analysis will provide information on all the factors that will help a company, organization, or other agencies identify the obstacles to be faced. This is important to do to anticipate to minimize losses or failures.

Apart from using a SWOT analysis to realize the improvement of a company, organization, or other institution, an approach in public relations is also needed. The opinion of experts who strengthen the need for public relations is stated by (Ruslan, 1998), a public relations practitioner in carrying out his function requires a strategy to achieve the goals to be achieved both from internal and external aspects. Strategy is an interrelated part of a plan (A, 2003), whereas a plan is a product of a plan so that planning becomes a basic function of the management process. Of course, this SWOT analysis can also be used in companies in the marine tourism industry. By identifying the weaknesses and strengths of the marine tourism business, it can analyze the failure factors earlier.

SWOT Analysis Concept SWOT

Analysis stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis is a method used to improve conditions and evaluate ongoing problems, projects, or businesses by analyzing internal and external factors. This SWOT analysis method is used to describe the situation that is happening so that we can determine a solution to solve the problem that is currently happening. A SWOT analysis consists of four factors, namely (Fred, 2005):

- a. Strengths (Strength) Strengths or strength is a condition of excess in a positive sense contained in a business, organization, or project that you want to analyze. Knowing the strengths possessed in a tourism object is very important so that we can find out what is the attraction of the tourism object. By knowing the advantages they have, the tourist attraction can maintain to compete with other tourist objects.
- b. Weakness Weakness or weakness can be said to be a deficiency that a business, organization, or project has to analyze. Where weakness analysis is used to evaluate what factors can cause losses for tourist attraction developers. By knowing the weaknesses or weaknesses we have, we can find out what areas still need improvement.
- c. Opportunities (Opportunities) Opportunities or opportunities are factors that analyze or can describe how opportunities will occur in a business, organization, or project that you want to analyze in the future. In making decisions to improve the quality of a tourist attraction, one must consider the opportunities that will occur to minimize the possibility of losses.
- d. Threats Threats are factors that analyze what conditions can threaten a business, organization, or project that you want to analyze. This threat factor is included in external factors such as competition with other tourist objects in attracting tourists. By knowing the threats that occur, tourist attraction developers can better anticipate and minimize failures.

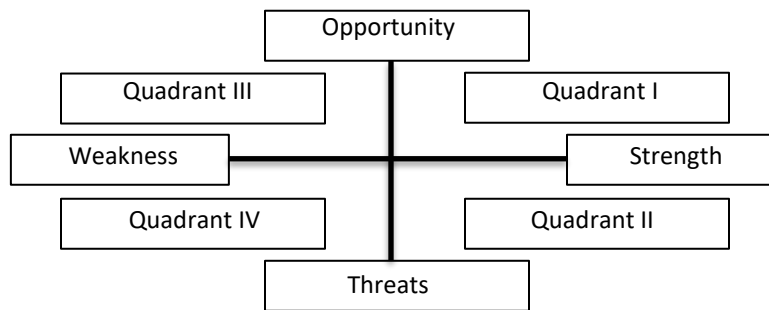


Figure 1. SWOT Quadrant

Materials and Methods

In research on the marketing situation and development strategy in Danau Laet Sanggau, West Kalimantan as natural tourism which has its charm, the initial data used are the results of documentation from researchers showing the location of tourist objects, governance of tourist objects, and object activities. tours and tourists who visit.

Primary Data Primary

Data is data obtained from direct observation at tourist sites and survey results. Direct observations in the field include:

- a. The interview method is where respondents can convey information orally to provide clear and precise information.
- b. A documentation method is a tool used to collect the object under study through documentation. Document collection can be done by digging or taking pictures. The results of this documentation method can be in the form of archival data, writings, photos, pictures, sound recordings, and so on.

Secondary Data Secondary data

can be collected through information searches in literature studies, observations, interviews, and other data documentation that is readily available in newspapers, magazines, the internet, and so on.

Data Analysis Method

This type of research used is to use descriptive research methods through a qualitative approach. Qualitative descriptive research is a research method that explains the results of research or phenomena in the natural tourism of Danau Laet that have been researched with descriptions or descriptions. The phenomenon described must have been studied systematically, factually, and accurately (Natsir, 1998). The analysis method reviewed by the SWOT approach aims to determine the responses of tourists who have visited regarding the advantages, disadvantages, opportunities, and threats. So it is hoped that this research can describe the marketing analysis and development strategies carried out by the manager in the natural tourist destination of Danau Laet, Sanggau Regency. The focus of this research are:

1. Situation analysis of tourism marketing carried out by the manager of Danau Laet, Sanggau Regency to promote and attract tourists which include:
 - a) the most effective marketing media to promote natural tourism in Danau Laet;
 - b) coverage based on the domicile of origin of the visiting tourists; and
 - c) the suitability of the entrance ticket price to the facilities provided.
2. Strategy analysis carried out by the manager of Danau Laet natural tourism in Sanggau Regency in developing these destinations which include:
 - a) internal factors;
 - b) external factors; and
 - c) alternative attractions to maintain the number of tourist arrivals during the dry season.

In this study, the research location is the natural tourism of Danau Laet in Sanggau Regency, West Kalimantan Province. Data collection was carried out through the results of interviews, observations, documentation, and questionnaires that were distributed to Danau Laet tourists as respondents.

Results

Marketing Situation Analysis

Data visits per month in 2020 to see the growth in the number of natural tourism visits to Danau Laet, Sanggau Regency, obtained from the manager of the Danau Laet Tourism Awareness Group (POKDARWIS).

Table 1. Data on Tourist Visits in 2020

No	Month	Number of Tourists	Information
1	January	5.509	
2	February	1.902	
3	March	998	
4	April	0	Closed due to pandemic
5	May	0	Closed due to pandemic
6	June	0	Closed due to pandemic
7	July	5.154	
8	August	14.394	
9	September	2.187	
10	October	2.573	
11	November	872	
12	December	2.271	
Total		35.860	

Source: Danau Laet tourism management

As well as to find out the tourist domicile visiting Danau Laet, the practitioner also surveyed by taking 35 respondents. However, at the time the data collection was incomplete from each Regency / City in West Kalimantan Province. The domiciles from which most tourists visiting Danau Laet are from Pontianak City. This is by the information obtained from the manager, usually many tourists in the group come from the city of Pontianak. The following is a breakdown of the tourist domicile visiting Danau Laet natural tourism in table 2.

Table 2. Data of Tourist Domicile Visiting Danau Laet

No	Tourist Domicile	Jumlah	%
1	Pontianak City	16	45,71429
2	Kubu Raya Regency	3	8,571429
3	Sintang Regency	4	11,42857

4	Sanggau Regency	10	28,57143
5	Putusibau Regency	2	5,714286
Total		35	100

Source: Personal data from respondent

The next is to analyze to what extent the marketing strategies carried out by the manager of Danau Laet natural tourism through social media and other media can attract potential tourists to visit. The following is data on the sources of tourists visiting Danau Laet based on marketing media in table 3.

Table 3. Tourist Sources based on Marketing Media

No	Marketing Media	Number	%
1	Social media	16	45,71429
2	Relatives or family	14	40
3	Travel agencies	0	0
4	Print media	0	0
5	Others	5	14,28571
Total		35	100

Source: Personal data from respondent

After knowing the data on visits, domicile of origin of tourists, and effective marketing media. Furthermore, to find out whether the price set by the manager is by the quality of the existing facilities and infrastructure in Danau Laet. Regarding the suitability of ticket prices with the facilities obtained, according to respondents, it can be seen in table 4 regarding the suitability of entrance ticket prices with the facilities and infrastructure obtained.

Table 4. Suitability of Entrance Ticket Prices Against Facilities

No	Respondent's Opinion	Number	%
1	Much worse than expected	2	5,714286
2	Worse than expected	5	14,28571
3	As good as expected	28	80
4	Better than expected	0	0
5	Much better than expected	0	0
Total		35	100

Source: Personal data from respondent

Tourism Development Strategy Analysis

Marketing strategies must also be supported by developments that must continue to be carried out to attract potential tourists. If the attractions that are served are attractive, it will also be directly proportional to the increase in the number of visits. Danau Laet natural tourist destination has quite complete facilities, facilities, and infrastructure for Danau Laet natural tourist destinations including restaurants, accommodation, tourist attractions, and tourist attractions. Danau Laet management, Danau Laet tourism awareness group

(POKDARWIS) also has a special section that deals with development. However, before seeing the respondents' responses regarding facilities and infrastructure, first look at the responses to the main attraction, namely the natural state (lake). Following are the responses of respondents in table 5 regarding natural beauty.

Table 5. Natural Conditions

No	Respondent's Opinion	Number	%
1	Much worse than expected	0	0
2	Worse than expected	7	20
3	As good as expected	16	45,71429
4	Better than expected	12	34,28571
5	Much better than expected	0	0
Total		35	100

Source: Personal data from respondent

Furthermore, find out the assessment of the respondents regarding the state of the lake. The condition of the lake is deliberately separated by the practitioner because the condition of the lake can be in the form of cleanliness of the lake and changes in the state of the lake according to the season when tourists visit. An assessment of the condition of the lake according to respondents can be seen in table 6.

Table 6. Lake Conditions

No	Respondent's Opinion	Number	%
1	Much worse than expected	0	0
2	Worse than expected	5	14,28571
3	As good as expected	24	68,57143
4	Better than expected	6	17,14286
5	Much better than expected	0	0
Total		35	100

Source: Personal data from respondent

The condition of the lake as the main capital in the development of natural tourism in Danau Laet must also be supported by adequate facilities and infrastructure. Therefore, the practitioner also asks the respondent to assess the quality of the facilities and infrastructure available in these tourist destinations. Some of the respondent's assessments regarding the quality of facilities and infrastructure can be seen in table 7.

Table 7. Quality of Facilities and Infrastructure

No	Respondent's Opinion	Number	%
1	Much worse than expected	0	0
2	Worse than expected	8	14,28571
3	As good as expected	24	68,57143
4	Better than expected	3	8,571429

5	Much better than expected	0	0
Total		35	100

Source: Personal data from respondent

Discussion of

Marketing Situation Analysis

Data on tourist visits in Danau Laet natural tourism in 2020 reached 35,860 with an average of 2,988 tourists who visit. The decline in visitors occurred in March and there was a drastic decrease from April to June due to the Covid-19 pandemic which required all tourist attractions to be temporarily closed. In July, the number of tourist visits increased again because the natural tourist attraction of Danau Laet was reopened to the public by implementing health protocols recommended by the government. In July, the number of tourist visits reached 5,154, where this month many tourists will visit because they are still on school holidays.

a. The most effective marketing media for promoting Danau Laet

natural tourism The management of Danau Laet natural tourism uses three marketing strategies to promote Danau Laet natural tourism, namely:

1. Through social media (Instagram)

Danau Laet makes documentation of tourists who have visited there become content material their account. Using system *repost* or re-uploading is a strategy that is quite easy to do. The management can make the photo into content material, and tourists have indirectly promoted this Laet Lake tour.

2. Through banner,

The Danau Laet several banners were also installed in front of the entrance gate, in the hope that passers-by will be captivated by the attractions that are presented. This is probably quite efficient considering that the main entrance to Danau Laet is on a busy city-wide road. However, there are some notes, the clarity of writing and image quality must be in good condition to tie a passing vehicle at a relatively fast speed.

3. Collaborating with travel agents.

The last marketing strategy is through travel agents. In this case, the manager of Danau Laet has collaborated with several travel agency agents. So that it will make it easier for potential tourists who will visit. This situation will provide benefits for both of them if it can be realized well.

Based on the results of the survey conducted, social media is the marketing medium for the highest source of information that makes tourists want to visit Danau Laet natural tourism. So that the marketing strategy for promotional media can be maximized on social media (Instagram).

b. Reach based on the domicile of origin of the visiting tourists

The researcher also surveyed to see which domicile of origin of the most tourists who visited Danau Laet natural tourism. In this case, the researcher surveyed by taking 35 respondents. However, at the time the data collection was incomplete from each Regency / City in West Kalimantan Province. The domiciles from tourists which most visiting Danau Laet are from Pontianak City. This is by the information obtained from the manager, usually many tourists in the group come from the city of Pontianak. The strategic location and close to the capital city makes tourists from Pontianak City choose to visit the natural attractions of Danau Laet.

c. The suitability of the entrance ticket price to the facilities provided on the suitability of the entrance ticket price

In the section on the facilities provided, the researcher intends to determine the level of tourist satisfaction with the nominal issued with the facilities obtained. Based on data from respondents, 28 people have considered that HTM (Entrance Ticket Prices) are by the facilities obtained. Especially considering that the natural tourism management of Danau Laet is still managed by the community and managed by the community organization POKDARWIS (Tourism Awareness Group). However, 7 of them still think that the HTM in

Danau Laet natural tourism is quite expensive and does not match the facilities obtained. Plus the entrance ticket price of IDR 20,000 / person still does not include parking fees.

Development Strategy Analysis

Marketing strategy must also be supported by developments that must continue to be done to attract potential tourists. If the attractions that are served are attractive, it will also be directly proportional to the increase in the number of visits. Danau Laet natural tourist destination has quite complete facilities, facilities, and infrastructure for Danau Laet natural tourist destinations including restaurants, accommodation, tourist attractions, and tourist attractions. Danau Laet management, Danau Laet tourism awareness group (POKDARWIS) also has a special section that deals with development. However, before seeing the respondent's responses regarding facilities and infrastructure, first look at the responses to the main attraction, namely the natural state (lake).

a. Internal factors

Based on data obtained from interviews, reviews, and questionnaire results, the practitioner will conduct a SWOT analysis to find out what strategies should be taken to improve Danau Laet natural tourism.

Table 8. Matrix of Internal Factor Strategy Analysis

Internal Factor	Weight	Ranking	Score
Strengths			1.78
1. Having Danau Laet and natural beauty as the main capital	0.13	4	0.52
2. Can be passed by various types of vehicles	0.08	4	0.24
3. The facilities are diverse and quite complete	0.12	3	0.48
4. The surroundings of the tourist attraction are clean	0.10	3	0.30
5. Unspoiled tourist attractions	0.08	3	0.24
Weakness			1.58
1. There are still many roads that have not been paved	0.11	4	0.44
2. The condition of the lake is very dependent on changing seasons	0.13	3	0.39
3. Internet signal is not stable	0.09	3	0.27
4. There is still damage to facilities and infrastructure	0.09	3	0.27
5. The source of income is not big enough	0.07	3	0.21
Total Internal Factor	1		3.36

b. External Factors

Table 9. Matrix of Eksternal Factor Strategy Analysis

Internal Factor	Weight	Ranking	Score
Opportunities			1.76
1. Can be a new option other than to the beach	0.10	4	0.40
2. Natural lake tourism was closest to the capital city	0.13	4	0.52

3. It has received attention from the West Kalimantan Province Youth Sports and Tourism Office (Disporapar)	0.08	3	0.24
4. Have a lots of followers in official Instagram account	0.11	3	0.33
5. Managed by the local comunity	0.09	3	0.27
Threaths			1.58
1. There are already several natural tourist destinations that are better known in Sanggau Regency	0.11	3	0.33
2. Other tourist destinations with better management	0.10	3	0.30
3. Less interested in visiting to the village	0.08	3	0.24
4. Far from the airport	0.11	4	0.44
5. The source of income is not big enough	0.09	3	0.27
Total Internal Factor	1		3.34

Based on the SWOT analysis of the information obtained marketing situation and development strategy in Danau Laet Sanggau Re-gency are at quadrant 1 supporting the aggressive strategy. An aggressive strategy accordingly should be optimizing marketing and development strategies while maintaining natural conditions.

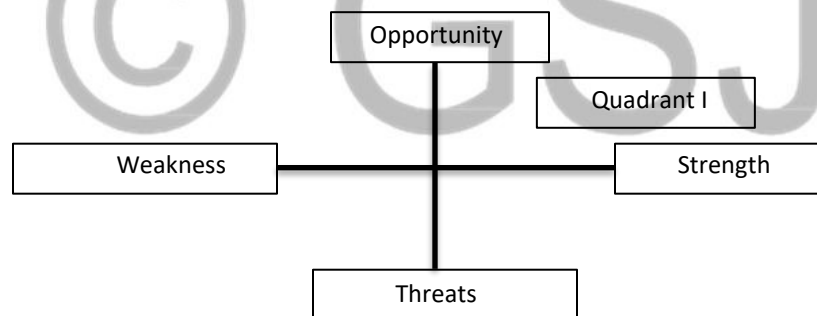


Figure 2. Quadrant SWOT Analysis

c. Alternative attractions to maintain the number of tourist arrivals during the dry season.

The problem with the lake's receding water during the dry season has led to a decrease in the number of visits. Therefore, to answer this problem, the practitioner offers a suggestion. Seeing the cultural diversity possessed by the people of West Kalimantan, especially the Sanggau Regency, can be used as an option during the dry season. By holding cultural festivals by offering diversity in terms of culinary delights and dances that are adapted to the culture or customs of the local community. The cultural festival is expected to attract tourists to visit.

Conclusion

Based on the results of research that has been carried out by the practitioner through the results of interviews, direct obser-vation, documentation, and distribution of questionnaires related to problems in fieldwork practices in Danau Laet, it can be con-cluded that:

1. Based on the results of the SWOT analysis carried out, Danau Laet has factors internal, namely: strength in the form of natural beauty as the main asset, strategic tourist location, has various water tourism attractions, and sufficiently complete facilities. Meanwhile, the weaknesses are that there are still many road conditions that have not been paved, the condition of the lake

is very dependent on changing seasons, and the range of promotion has only reached a local scale. Another factor is external factors in the form of opportunities and threats. The opportunity that Danau Laet natural tourism has is that it can be a new option besides going to the beach, natural lake tourism which is closest to Pontianak City has received attention from the West Kalimantan Province Youth Sports and Tourism Office (Disporapar). Meanwhile, the threat that must be faced is that there are already several natural tourist destinations that are better known in Sanggau Regency and other tourist destinations with better management.

2. The marketing strategy has internal and external factors that affect the potential for nature tourism in Danau Laet. To respond to the SWOT analysis, the Danau Laet manager used a marketing strategy in the form of promotion using social media, working with travel agents, and putting up banners. However, social media is the most effective marketing medium.
3. While the development department, the manager already has its division that handles development, repairing some of the facilities and infrastructure that are still deemed inadequate, especially in road conditions. Increasing community participation is also part of the development, namely the existence of the POKDARWIS (Tourism Awareness Group) organization. Organizing cultural festivals can be an alternative option to maintain the number of tourist visits to Danau Laet when entering the dry season.

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