

# Marketing Strategy Planning in an Effort to Revitalize Pasir Gintung Tourism in Ciliang Village, Pangandaran Regency

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## ABSTRACT

Pasir Gintung is one of the natural tourist destinations in Tanjungsari Hamlet, Ciliang Village, Pangandaran Regency which is currently in the revitalization stage. However, this revitalization stage also encountered obstacles, including: (1) lack of support from the Government and the surrounding community, (2) inadequate accessibility of roads and tourist facilities, (3) not yet known by many tourists because in terms of promotion, it is still carried out in a limited manner. To help the use of tourism, the research team compiled scientific papers to analyze and identify the right marketing strategies in order to support the revitalization and development of Pasir Gintung as a leading tourist destination. This study uses descriptive qualitative data mapped through SWOT analysis. Data collection techniques are carried out through direct observation, interviews with related parties (Hamlet Heads and tourists), literature studies, and documentation. Based on the results of the SWOT analysis, Pasir Gintung's position is currently in quadrant 4, namely the turn around. This shows that the right strategy is internal restructuring and efficiency to overcome weaknesses and take advantage of existing opportunities. Once the revitalization is complete, marketing strategies that can be implemented include promotion through social media, as well as cooperation with local travel agents and influencers to gradually increase the attraction and number of visitors.

**KEYWORDS:** Ciliang Pangandaran village; marketing strategy; natural tourism revitalization; Pasir Gintung; SWOT analysis

## INTRODUCTION

Tourism has focused on sustainable development in recent years due to the urgent need to balance economic growth with cultural and environmental preservation (Dobre et al., 2024). Pangandaran Regency is one of the leading tourism in West Java. Pangandaran has various tourist destinations that are able to attract domestic and foreign tourists. Based on BPS (Badan Pusat Statistik) data in 2023, the number of tourist visits in Pangandaran Regency was recorded at 3,898,575 people. This figure reflects the high public interest in the tourism sector in Pangandaran. In addition, the Regional Original Revenue of Pangandaran Regency in 2023 reached Rp. 242,331,341.40.

This high number is supported by various existing tourist destinations. Not only beaches, Pangandaran has expanded its tourism offerings through the development of various types of nature-oriented activities, including marine tourism, river streams, and mountainous areas (Salam et al., 2023). These various destinations include the beauty of Pangandaran Beach, Batu Hiu, Madasari, Batu Karas, Nature Reserves, to natural destinations such as Green Canyon. Each destination has its own characteristics in attracting customer interest. In Indonesia, tourism is part of the economic sector that can create economic development, provide employment quickly, improve the standard of living and has the potential to drive other productive sectors (Ahmad, 2022). Therefore, tourism in Pangandaran Regency also plays a role as a driver of the local community's economic sector.

Behind the natural wealth and beauty of the existing beaches, Pangandaran still has various tourist destinations that have not been fully developed optimally, especially in rural areas that take advantage of natural potential. One of the villages in Pangandaran Regency that holds this potential

is Ciliang Village, which is located in Parigi District. Ciliang Village has an area of  $\pm 921 \text{ km}^2$  with a total population of 3,545 people and the majority of its residents work as farmers, fishermen, traders and work in the tourism sector. Ciliang Village has a varied topography, ranging from lowlands to hills, thus providing stunning natural scenery. One of the famous destinations in Ciliang Village is Batu Hiu Beach which provides the beauty of the Indian Ocean sea from coral hills and has a stretch of green grass. Batu Hiu Beach has rocks jutting out into the middle of the sea so it is often dubbed as the "Land of Lot" of West Java. However, the characteristics of the current at Batu Hiu Beach are relatively strong and strong, so the water area is not recommended for swimming or other water activities. Thus, tourists who visit Batu Hiu Beach are more focused on enjoying the beach scenery and a relatively quiet atmosphere.

In addition to the beauty of the beach, Ciliang Village has the potential for other tourist attractions that can still be explored, such as mountains, rivers, and even the air. Pasir Gintung is one of the potential tourist attractions in Ciliang Village that can be developed into a natural tourism destination or ecotourism. Ecotourism is a type of nature-centered activity that increases visitors' appreciation and understanding of the value of natural and cultural values (Seervi, 2023). The location of Pasir Gintung which is in the hilly area can be used as a paragliding spot and camp, and is able to provide a calm atmosphere for tourists by enjoying the natural scenery and the blue sea of Pangandaran.

Pasir Gintung was opened as a tourist destination in Ciliang Village in 2019. At the beginning of its opening, this area was quite crowded with local people. However, as a result of the Covid-19 pandemic and lockdown policy in 2020, Pasir Gintung's operations had to be stopped. In addition to being affected by the pandemic, the cause of the dim attraction and potential of Pasir Gintung as a tourist destination is also influenced by other obstacles such as inadequate infrastructure and facilities, the absence of further management by the government, and the lack of community involvement in managing and developing tourism potential in the Pasir Gintung area. This causes the potential and development of Pasir Gintung not to develop and gradually disappear.

In terms of marketing, the promotion of Pasir Gintung as a tourist destination is carried out on a limited basis, especially in the use of social media. These promotional efforts are only carried out by the Pasir Gintung management community independently, one of which is through the YouTube platform. The content offered is generally in the form of documentation of activities, atmospheres and photo spots available. However, this promotion has not been carried out optimally so that it has not reached a wide audience. The absence of a structured marketing strategy and support from the government and related agencies causes information about Pasir Gintung to not be widely disseminated and less known by the general public. Currently, Pasir Gintung is in the revitalization stage so that it can become a tourist destination, so that Ciliang Village can become a sustainable tourism object. According to (Đerčan et al., 2023) sustainable tourism, it presents a development concept that will balance the ecological, socio-cultural, and economic components of the environment on the one hand and tourist satisfaction on the other. The rural tourism industry can drive the rural economy by leaps and bounds (Ding et al., 2025). In addition, based on research conducted by Yanan, the development of rural tourism has had a significant positive impact on the social and economic conditions of the region (Yanan et al., 2024). So that the revitalization of Pasir Gintung is the first step in order to improve the economy of the community in Ciliang Village.

In revitalization efforts, marketing strategies have a very important role so that tourist destinations can be known by the wider community. According to (Haque-Fawzi et al., 2022) marketing strategy is an attempt to market a product, either a good or a service by using certain plans and tactics to increase sales. In the context of the revitalization of Pasir Gintung, marketing strategies are used to develop suitable promotional strategies on various social media in re promoting tourist destinations in Ciliang Village, especially Pasir Gintung, so that the wider community can know and visit Pasir Gintung. In promoting tourist destinations, the use of social media is now an important part of the development of the industry, as it offers creative methods to expand the reach of promotions and attract tourists from different demographics (Ramadhan et al., n.d.).

Based on these problems, the article solely focus on the strategy to support the revitalization of a rural tourism. Whilst the majority of article publications covered about the digital marketing strategy to promote the tourism marketing, this article provides a comprehensive analysis to support the revitalization of Pasir Gintung tourists spot. The purpose of this research is to analyze the revitalization program of a certain rural tourism destination to enhance the effectivity of the strategy by using a SWOT analysis to identify external and internal factors of Pasir Gintung.

## METHODOLOGY

This study uses the qualitative method of SWOT analysis (Strengths, Weakness, Opportunities, Threats) which aims to analyze the internal and external conditions of Pasir Gintung tourist attractions located in Tanjungsari Hamlet, Ciliang Village, Parigi District, Pangandaran Regency, West Java. The unit analyzed in this study is a post-revitalization marketing strategy prepared based on the results of identification of internal and external factors of tourist attractions. The research was conducted in May 2025. By applying a descriptive qualitative approach, in order to describe the overall planning of the right marketing strategy in the post-revitalization Pasir Gintung Tourist Attraction (Anita & Fithriyyah, 2023). The use of qualitative methods with SWOT analysis is effectively used in analyzing the strengths, opportunities, weaknesses and threats of tourist attractions, as well as formulating development strategies that are in accordance with the conditions of the tourist attractions being studied. This research is a case study with a qualitative approach. Qualitative case studies are an approach to understanding phenomena in depth within the constraints of a particular context, and provide opportunities for researchers to explore the complexity of internal and external factors (Risfandini & Mustika, 2023). The main focus of this case study is to explore and examine information on internal and external factors of Pasir Gintung tourist attractions, in order to make post-revitalization marketing strategy planning. Through a case study approach, researchers can find out the complexity of phenomena that occur contextually, with the aim of generating an understanding of the actual conditions faced by tourist attractions.

It is based on an interpretive paradigm, which examines that social realities are diverse, contextual, and formed through direct experiences and interactions in the field. This paradigm is in accordance with the view of (Saraswati & Afifi, 2022) that social science is a systematic analysis of socially meaningful action through direct observation of social actors naturally, to understand and interpret individuals in maintaining their social. This paradigm is applied because it is relevant to the research objectives; planning marketing strategies that can be used post revitalization, based on an in-depth understanding of the actual condition of Pasir Gintung tourist attractions. Within the framework of an interpretive paradigm, researchers interpret information as a whole and contextually to come up with the right strategy. Therefore, the strategic planning prepared is a strategic construction of the researcher obtained from the meaning of the dynamics that take place contextually in the research object.

Data collection was obtained based on the type of data including; primary data and secondary data. Primary data was obtained through in-depth interviews with local governments, local communities, tourists, and direct observation at the research site, while secondary data was obtained through literature studies. The data obtained was analyzed using SWOT analysis to identify internal factors; strengths, weaknesses, and external factors; opportunities, threats. Then, weighting and ranking are carried out on SWOT analysis through IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) tables to find out each SWOT (Strengths, Weakness, Opportunities, Threats) factor of tourist attractions. According to (Alfandi Irianto, 2022), SWOT analysis combined with IFE & EFE matrix in descriptive qualitative research has effectiveness in identifying the strengths, internal weaknesses, and opportunities, external threats of a tourist attraction.

Furthermore, the total scores from the IFE & EFE tables are analyzed into SWOT quadrants to determine the strategic position of the attractions. This position is the basis for formulating the right marketing strategy to use. According to (Alfikri et al., 2025), the mapping of tourist attraction strategies in the SWOT quadrant based on the total IFE & EFE score is able to determine the strategic position of tourism. Here are the SWOT quadrants, including:

1. Quadrant I: aggressive strategy

2. Quadrant II: diversification strategy
3. Quadrant III: defensive strategy
4. Quadrant IV: Turnaround strategy

Thus, the application of descriptive qualitative methods with SWOT analysis techniques based on case studies, can provide an overall and in-depth picture of post-revitalization marketing strategies based on the results of analysis of internal and external factors of Pasir Gintung Tourism Objects

## RESULTS AND DISCUSSION

### SWOT Analysis

Based on the information obtained through the results of interviews with related parties, the filling out of the questionnaire by the research informants, namely visitors, literature studies, and direct observation at the research locus, namely Pasir Gintung, located in Tanjungsari Hamlet, Ciliang Village, Pangandaran Regency, can be identified several internal factors and external factors that affect the revitalization of Pasir Gintung tourism. After an analysis of internal and external factors that affect the revitalization of Pasir Gintung tourism, the results of strengths, weaknesses, opportunities, and threats of Pasir Gintung tourism are presented in the following table:

**Table 1.** SWOT Analysis Results of Pasir Gintung Tourism

| Strengths                                                                                                                                                                                                                   | Weakness                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Have a natural view of the hills with a unique beach view in Pangandaran<br>2. The area reaches 20 hectares for various tourist activities<br>3. A driving community has been formed (Perkumpulan Pasir Gintung Lestari) | 1. Inadequate tourist facilities (no toilets, rest areas are not available)<br>2. Difficult road access<br>3. Not widely known to tourists<br>4. Lack of full support from the local community and the government |

| Opportunities                                                                                                                                                                                                                                                                                                                                                               | Threats                                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. The emergence of natural tourism trends that are increasingly in demand such as agro-tourism, campgrounds, and instagramable tourist spots.<br>2. Potential collaboration with travel agents and influencers<br>3. There is a revitalization plan from the village government in 2025<br>4. Potential development of adventure tour packages (paragliding, bicycle tour) | 1. The number of interesting natural tourist destinations in Pangandaran<br>2. Environmental problems such as erosion and potential waste<br>3. There is rejection from some local residents<br>4. Lack of budget support from local governments |

### IFE (*Internal Factor Evaluation*) Matrix

After knowing the strengths and weaknesses of Pasir Gintung tourism based on the results of the SWOT analysis, then an IFE (Internal Factor Evaluation) analysis can be carried out which is used to summarize and consider the main strengths and weaknesses in business areas, and is used as a

reference for the identification and evaluation of the relationship between these areas (Santosa, 2023) by providing assessment and rating weights as shown in Table 2.

**Table 2.** IFE Score Determination

| <b>STRENGTHS</b>                                                             | <b>Weight</b> | <b>Rating</b> | <b>Score</b> |
|------------------------------------------------------------------------------|---------------|---------------|--------------|
| It has a natural view of the hills with a unique beach view in Pangandaran   | 0.2           | 4             | 0.8          |
| The area reaches 20 hectares for various tourist activities                  | 0.15          | 4             | 0.6          |
| A mobilizing community has been formed (Perkumpulan Pasir Gintung Lestari)   | 0.1           | 1             | 0.1          |
| <b>TOTAL STRENGTHS</b>                                                       | <b>0.45</b>   | <b>9</b>      | <b>1.5</b>   |
| <b>WEAKNESS</b>                                                              | <b>Weight</b> | <b>Rating</b> | <b>Score</b> |
| Tourist facilities are inadequate (no toilets yet, rest areas not available) | 0.1           | 3             | 0.3          |
| Difficult road access                                                        | 0.15          | 4             | 0.6          |
| Not widely known to tourists                                                 | 0.15          | 3             | 0.45         |
| Lack of full support from the local community and the government             | 0.15          | 4             | 0.6          |
| <b>TOTAL WEAKNESS</b>                                                        | <b>0.55</b>   | <b>9</b>      | <b>1.95</b>  |
| <b>TOTAL (STRENGTHS &amp; WEAKNESS)</b>                                      | <b>1</b>      | <b>18</b>     | <b>3.45</b>  |

### **EFE (External Factor Evaluation) Matrix**

After knowing the opportunities and threats of Pasir Gintung tourism based on the results of the SWOT analysis, then an EFE (External Factor Evaluation) analysis can be carried out. According to David (2011) in (Arrafi et al., 2025), EFE analysis is used to summarize and evaluate economic, social, cultural, demographic, environmental, political, governmental, legal, technological, and competitive information by giving weight to assessments and *ratings* as shown in Table 3.

**Table 3.** EFE Score Determination

| <b>OPPORTUNITIES</b>                                                                                                                   | <b>Weight</b> | <b>Rating</b> | <b>Score</b> |
|----------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|--------------|
| The emergence of natural tourism trends that are increasingly in demand such as agro-tourism, campgrounds, instagramable tourist spots | 0.2           | 4             | 0.8          |
| Potential for collaboration with travel agents and influencers                                                                         | 0.05          | 2             | 0.1          |
| There is a revitalization plan from the village government in 2025                                                                     | 0.1           | 4             | 0.4          |

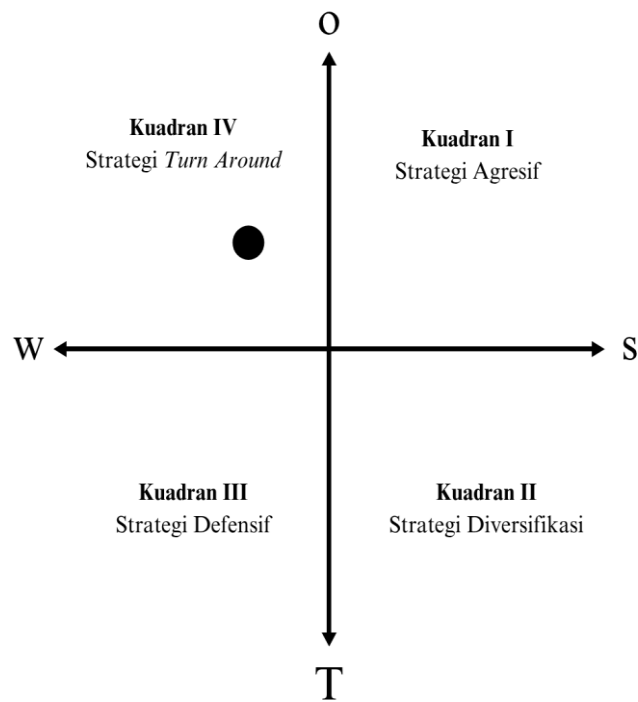
|                                                                               |               |               |              |
|-------------------------------------------------------------------------------|---------------|---------------|--------------|
| Potential development of adventure tour packages (paragliding, bicycle tours) | 0.2           | 4             | 0.8          |
| <b>TOTAL OPPORTUNITIES</b>                                                    | <b>0.55</b>   | <b>14</b>     | <b>2.1</b>   |
| <b>THREATS</b>                                                                | <b>Weight</b> | <b>Rating</b> | <b>Score</b> |
| The number of interesting natural tourist destinations in Pangandaran         | 0.1           | 3             | 0.3          |
| Environmental problems such as erosion and potential waste                    | 0.05          | 2             | 0.1          |
| There was rejection from some local residents                                 | 0.1           | 3             | 0.3          |
| Lack of budget support from local governments                                 | 0.2           | 4             | 0.8          |
| <b>TOTAL THREATS</b>                                                          | <b>0.45</b>   | <b>12</b>     | <b>1.5</b>   |
| <b>TOTAL (OPPORTUNITIES &amp; THREATS)</b>                                    | <b>1</b>      | <b>26</b>     | <b>3.6</b>   |

### SWOT Analysis Chart

Based on the results of the analysis of the IFE and EFE Matrix, it is known that the strength score is 1.5 and the weakness is 1.95, so the total weighting score for the IFE Matrix is 3.45. Meanwhile, for external factors, the opportunity score was 2.1 and threats were 1.5, resulting in a total score on the EFE Matrix of 3.6. The difference between strengths and weaknesses shows a value of -0.45 which is the position on the X axis, while the difference between opportunities and threats of 0.6 is on the Y axis.

**Table 4.** Quantitative SWOT Coordinates

|       | <b>Abscissa<br/>(Internal)</b> | <b>Ordinate<br/>(External)</b> | <b>Quadrant</b> |
|-------|--------------------------------|--------------------------------|-----------------|
| (+)   | 1.5                            | 2.1                            | 4               |
| (-)   | 1.95                           | 1.5                            |                 |
| Total | -0.45                          | 0.6                            |                 |



**Figure 1.** Sands Gintung SWOT Analysis Chart

This quadrant reflects conditions in which the organization faces great opportunities from the external environment, but still has internal weaknesses that need to be fixed. Therefore, the right strategy to implement is a turnaround strategy, which is by focusing on internal improvements in order to take advantage of the available opportunities optimally.

### SWOT Analysis Results of TOWS Matrix

#### 1. SO Strategy

- a) Developing adventure tour packages (paragliding, bicycle tours) by utilizing the unique natural scenery of the hills and beaches: Converting the power of natural scenery into tourism with high economic value through trending paragliding activities and bicycle tours.
- b) Utilizing an area of 20 hectares to build agro-tourism or campgrounds, supported by the village government's revitalization plan: Utilizing large land and government support for the diversification of sustainable tourist attractions.
- c) Involving the driving community (Perkumpulan Pasir Gintung Lestari) to collaborate with travel agents and influencers to increase promotion: Strengthen destination positioning through existing community networks.

#### 2. WO Strategy

- a) Utilize the village government's revitalization plan to build tourist facilities (toilets, rest areas): Overcome the limitations of basic facilities by utilizing available village government programs to significantly improve tourist comfort.
- b) Collaborate with travel agents or influencers to promote adventure tour packages while gradually improving road access and facilities: Solve two problems at once (promotion and infrastructure) through synergy with external parties that have an extensive marketing network.
- c) Increase popularity through digital campaigns (instagramable spots) with the help of influencers: Overcome the lack of public knowledge about gintung sand by leveraging the power of social media and influential public figures.

### 3. ST Strategy

- a) Highlighting the uniqueness of the beach and hilly scenery as a differentiation from other natural tourist destinations in Pangandaran: Using unique natural advantages as a differentiator from other destinations in Pangandaran.
- b) Utilize the area for environmental conservation programs (e.g., plant erosion prevention trees) and involve local residents as tour guides or local food vendors: Turn the threat of environmental damage into added value while creating economic benefits for the surrounding community.
- c) Driving communities can raise self-funding or private funding proposals if government budgets are lacking: Creating alternative financial solutions by leveraging established community networks when official funding sources are insufficient.

### 4. WT Strategy

- a) Build simple facilities on their own to attract tourists while waiting for budget support: Overcome funding constraints with quick and self-sustaining solutions that can still enhance the traveller experience.
- b) Involve local residents in improving road aspects by paying residents as labor: Solving infrastructure problems while increasing public acceptance of tourism development through direct job creation.
- c) Conduct a socialization program on the benefits of tourism for communities and local governments to increase support: Turn resistance into support through comprehensive education on the positive impact of tourism on the local economy.

From the results of the SWOT analysis above, the most suitable marketing strategy is a combination of cooperation strategies with travel agents and local influencers (SO) as well as digital campaign strategies through instagramable spots and collaborations with influencers (WO). This combination was chosen because it is able to take advantage of the main strengths of Pasir Gintung tourist destinations while effectively overcoming existing weaknesses at a fairly affordable cost.

The SO strategy that focuses on collaboration with local travel agents and influencers will maximize the potential of Pasir Gintung's unique natural scenery. By creating exclusive tour packages such as '*Pasir Gintung Adventure 2 Days 1 Night*' which is marketed through a network of travel agents specializing in natural tourism, this destination can reach a wider market without the need to spend considerable promotional costs. The commission per package sales system makes this cooperation mutually beneficial. Meanwhile, collaboration with local influencers in the travel field will result in testimonials that are more trusted by potential travelers compared to conventional advertising.

WO's strategy, which includes the development of instagramable spots and digital campaigns, is designed to address the problem of lack of promotion and popularity of Pasir Gintung. The creation of attractive strategic photo spots will be a magnet for younger generation of tourists. Digital campaigns through *challenge #PasirGintungChallenge* and user-generated content will create an organic viral effect. Collaboration with local influencers to create content in the form of reels, feeds, and stories on Instagram and TikTok will significantly expand the reach of promotion.

These two strategies complement each other within the framework of the 7P marketing mix. From the Product side, there are collaboration tour packages and photo spots. Prices are set at a special price for agent packages and promotions through influencer content. Place includes offline distribution through travel agents and digital access through social media platforms. Promotions are carried out through physical brochures and digital campaigns. People engage tour guides and content creators. The process includes a booking system and a content procedure. Physical Evidence in the form of travel agent logos and photo spots.



## CONCLUSION

This research focuses on planning marketing strategies to support the revitalization of Pasir Guntung tourism in Ciliang Village, Pangandaran Regency. Based on the SWOT analysis, it was found that Pasir Guntung has the main strength in the form of unique natural scenery of hills and beaches, as well as an adequate area for the development of various tourist activities. However, this destination also faces a number of weaknesses, including inadequate facilities, limited accessibility, and lack of effective promotion. On the external side, Pasir Guntung has great opportunities, including emerging natural tourism trends, potential collaborations with travel agents, influencers, and revitalization plans from the village government. The authors suggest further analysis on the revitalization program based on feasibility study theory and synergy of pentahelix stakeholders to enhance the tourism promotion. However, threats such as competition with other tourist destinations in Pangandaran and limited budget support also need to be considered.

The results of the quantitative analysis using IFE and EFE matrices show that Guntung Sand is located in quadrant IV (turn around) in the SWOT analysis diagram. This position signifies that the most appropriate strategy is to focus on internal improvements to make the most of external opportunities. Some of the recommended marketing strategies are the development of adventure tour packages such as paragliding and bicycle tours, improving basic facilities through revitalization programs, and digital campaigns by utilizing social media and collaboration with influencers. This approach not only aims to increase the attractiveness of Pasir Guntung, but also overcome the limitations of promotion and infrastructure that have been the main obstacles. The purpose of this research emphasizes the importance of synergy between the government, local communities, and the private sector in the revitalization process. By implementing a structured marketing strategy, Pasir Guntung has the potential to become a sustainable natural tourism destination and contribute to regional economic growth. In addition, the findings of this study can also be a reference for the development of similar tourist destinations that face challenges in terms of promotion and management. With the right steps, Pasir Guntung can again compete as one of the leading destinations in Pangandaran while providing long-term benefits to the surrounding community.

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