Abstract

Monument of Palagan Ambawara has attractive tourist potential consisting of two tourist attractions that are Palagan Monument and Isdiman Museum. The number of tourists was still relatively low. Besides, the existence of this monument was unable to compete with the others tourism objects in Semarang Regency including those managed by Department of Youth, Sport and Tourism.

Hence, this research is to investigate factors affecting tourist arrivals and analyze marketing strategy used by Departement of Youth, Sport, and Tourism to promote Monument of Palagan Ambawara.

This research used descriptive qualitative methods and strength, weakness, opportunity, and threat (SWOT) analysis by using the external factor analysis summary (EFAS) and internal factor analysis summary (IFAS) to determine the factors, which affect the number of tourist arrivals.

Based on data processing, it can be concluded that there were still weakness in every variable of the marketing strategy implemented by Departement of Youth, Sport and Tourism. The marketing strategy covered positioning, branding, market segmentation, targeting, marketing mix 4 P, and timing strategy. Therefore, the findings of this research suggested a new marketing strategy formulations that can be applied in marketing Monument of Palagan Ambawara more effectively and efficiently. The new Marketing strategy formulations includes positioning, branding, market segmentation, targeting, timing strategy and in addition to marketing mix 7 P (product, price, place, promotion, people, process, dan physical evidence). Hopefully, the new strategy formulations can be applied by the management to contribute in increasing the number of tourist arrivals in Monument of Palagan Ambawara.

Keyword : Marketing strategy, Tourism, SWOT (IFAS, EFAS)