



Marketing Strategy For Developing Pulau Sara Beach Tourism Destinations, Talaud Islands District

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Abstract: This research aims to analyze the internal and external factors that influence the Sara Island Beach tourist destination and the Marketing Strategy that can be applied to develop the Sara Island Beach Tourism Destination. The research method used in the research is descriptive qualitative because it aims to analyze data by describing or illustrating internal and external conditions as well as determining the marketing strategy that will be applied to develop the Sara Island Beach tourist destination, Talaud Islands Regency. The research results show that from the internal environmental analysis through the IFAS matrix, the most influential Strength factor is that Sara Island Beach is still natural, and has beautiful views and the most influential Weakness factor is that the crossing access to Sara Island is at risk when the west wind and far from the city center. While the external environment uses the EFAS matrix, the most influential Opportunity factor is the favorite tourist attraction in the Talaud Islands district. The most influential threat factor is the emergence of competitors who are better prepared. Meanwhile, in the SWOT matrix, through four alternative strategies, marketing strategies can be found that can be applied to develop the Sara Island Beach tourist attraction, namely utilizing technology to carry out promotions in electronic media or directly to attract tourists to visit Sara Island Beach.

Key words: : SWOT Analysis, Marketing Strategy, Beach Tourism.

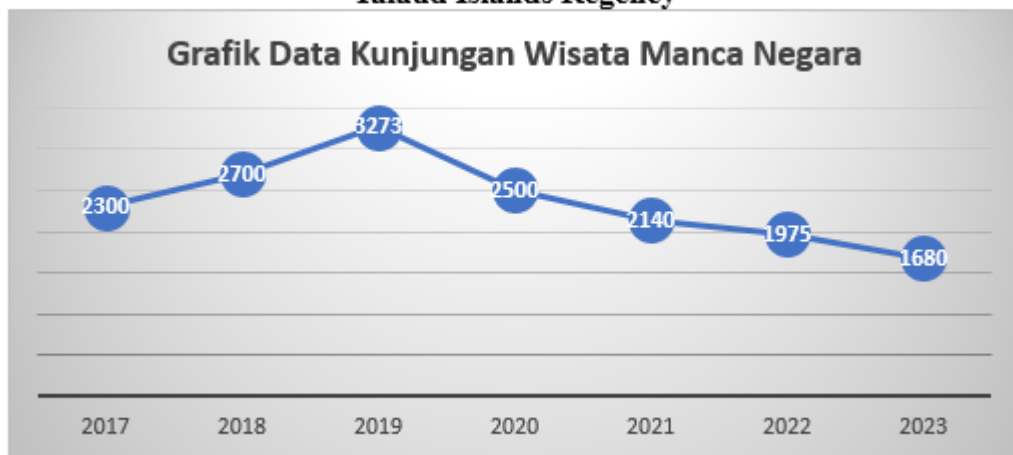
INTRODUCTION

Background

Tourism activities are a process for regional development by contributing to increasing the income of a region and society. Tourism development is also important in encouraging economic activity, improving community welfare, and providing employment opportunities. Indonesia has great tourism potential because Indonesia is a vast archipelagic country.

Talaud Islands Regency is one of the regencies in North Sulawesi Province, which has strategic and potential tourist attractions to be managed, developed and marketed. The existing potential tourist attraction is a beach tourist attraction. Currently the development of the tourism sector in Talaud Islands Regency is unstable. This can be seen from visits from foreign tourists and domestic tourists.

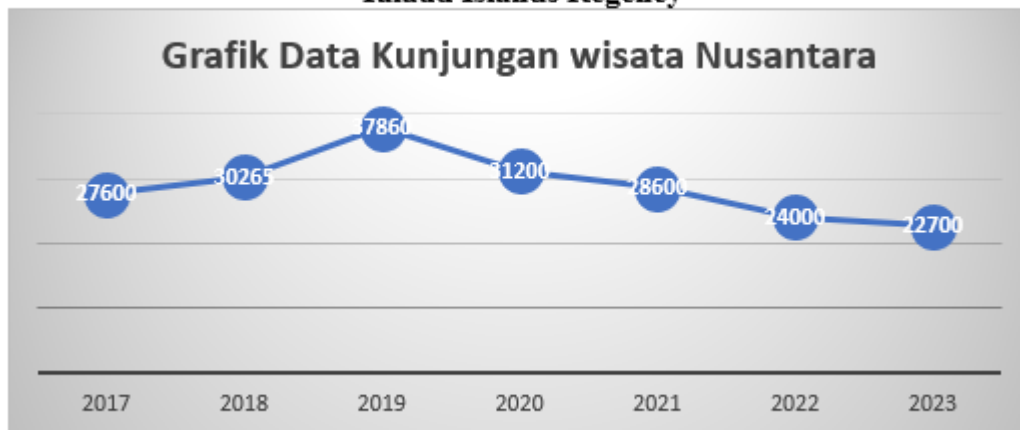
**Figure 1. Data graph of international tourist visits 2017-2023
 Talaud Islands Regency**



Source: Kep. District Tourism Office. Talaud, 2023

Figure 1 above shows the situation of foreign tourists and domestic tourists visiting the Talaud Islands Regency area, from 2017 to 2019 there has been an increase. From 2020 to 2023, tourist visits will decrease. This is because the management of tourist attractions in the Talaud Islands Regency lacks promotion either through electronic media or directly so that tourist attractions in the Talaud Islands Regency are not widely known by tourists even though the Talaud Islands Regency area has many tourist destinations, especially very beautiful beach tourism.

**Figure 2. Data graph of Indonesian tourist visits 2017-2023
 Talaud Islands Regency**



Source: Kep. District Tourism Office. Talaud, 2023

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One of the tourism potentials in Talaud Islands Regency which is a mainstay tourist attraction and is a potential tourist attraction to visit is Sara Island Beach which is located in Lirung I village, Lirung District. Sara Island has attraction and potential. Sara Island is a tourist attraction with a natural background and very beautiful and clean views. Tourist objects and attractions are one of the most

important elements in the world of tourism. Objects and attractions can adapt to government programs in preserving the nation's customs and culture as assets that can be sold to tourists.

Kotler and Keller (2019:51) is an overall evaluation of the company's strengths, weaknesses, opportunities and threats. Ways to observe the internal and external marketing environment, the internal environment includes analysis of strengths and weaknesses, the external environment includes analysis of opportunities and threats.

Research purposes

1. Analyzing the internal factors (strengths and weaknesses) of Marketing for the Development of the Sara Island Beach Tourism Destination in the Talaud Islands Regency.
2. Analyzing external factors (opportunities and threats) Marketing for the Development of the Sara Island Beach Tourism Destination in the Talaud Islands Regency
3. Analyzing the 7P Marketing Strategy for the Development of the Sara Island Beach Tourism Destination

LITERATURE REVIEWS

Theories used in research

Marketing is the spearhead of a company. In a world of increasingly fierce competition, companies are required to survive and develop. Therefore, a marketer is required to understand the main problems in his field and develop strategies to achieve company goals. Sunyoto (2012: 18).

According to Kotler and Armstrong (2012: 75), the marketing mix is a method of marketing that is used by companies or producers continuously to fulfill a company's mission in its target market.

Barreto and Giantri (2015; 34) tourism development is an effort to develop or advance tourist attractions so that they are better and more attractive in terms of places and objects in them to attract tourists to visit them.

Previous Research

Masrin and Akmalia, (2019) researched Marketing Strategy to Increase Tourist Arrivals. This research aims to determine marketing strategies to increase the number of tourists to Pabtai Arta. The type of research carried out is qualitative and quantitative. Data analysis in this research is SWOT analysis (Strengths, weaknesses, opportunities and threats) and determining marketing strategies. The results of the strategy ranking based on SWOT analysis show that the alternative marketing strategy in first place is maintaining its position as a tourist attraction that has special features and should involve the community in its development.

Wahyuningsih (2018), Strategy for developing the Apparalang Beach tourist attraction as a tourist destination in Bulukumba Regency. This research aims to examine analysis opportunities and strategies implemented by the government in developing the Apparalang beach tourist attraction in Bulukumba Regency. The research results show sThe strategy implemented by the tourism service is the maintain and maintain position. This condition is key in determining the strategy developed for market penetration that is appropriate to the tourism conditions in Bulukumba district. The three main strategies that resulted were conducting outreach on Sapta Pesona or awareness of the benefits of tourism to all levels of society in a sustainable and systematic manner, community-based tourism development, and tourism certification. absolutely owned.

Ratu and Adikampana (2016), Marketing Strategy for Blimbingsari Tourism Village, Jembrana Regency. The main objective of this research is to determine the marketing strategy for Blimbingsari Village Tourism. After the collection process, the data is analyzed descriptively and the marketing strategy analysis uses the SWOT approach. The results of the analysis show that the strengths, weaknesses, opportunities and threats of the Blimbingsari Tourism Village can create strategies that support the village's tourism marketing. Based on analysis using the SWOT approach, the strategies

carried out are the SO strategy, namely product packaging, the WO strategy, namely promotion, the ST strategy, namely repositioning, and the WT strategy, namely providing extra services to tourists.

RESEARCH METHODS

This research approach is descriptive qualitative. According to Sugioyono (2016:147) Descriptive research is a method used to analyze data by describing or illustrating the data that has been collected as it is without the intention of making general conclusions or generalizations.

Location and Place of Research

The location of the research was carried out in Talaud Islands Regency, namely Sara Island Beach, located in Lirung I Village, Kec. Lirung, Melonguane City.

Method of collecting data

According to Sugiyono (2016:224) that data collection techniques are the most strategic step in research, because the main aim of research is to obtain data. In this research, the methods used by research in collecting data are:

1. **Observation.** According to Sugiyono (2016:145) Observation as a data collection technique has specific characteristics when compared to other techniques, namely interviews and questionnaires. This field research is to obtain the data needed for direct research on the Sara Island Beach tourist attraction.
2. **Interview.** According to Sugiyono (2016:194) interviews are used as a data collection technique if researchers want to conduct a preliminary study to determine the problems that must be researched. In this research, the interview was addressed to the Head of the Talaud Islands Regency Tourism Office.
3. **Questionnaire.** According to Sugiyono (2016:199) Questionnaires are a data collection technique by giving respondents a set of questions or written statements to answer. The questionnaire in the research aims to obtain weighting and rating data from fake external and internal environmental factors that influence Sara Island Beach tourism, Talaud Islands Regency.
4. **Documentation.** According to Sugiyono (2016:240) Documentation is a technique collecting data regarding records of past events. Documentation of the article previous research, books and other information originating from Internet.

Research Population and Sample

Informant Key

Key informants are informants who have comprehensive information about the problems raised by the researcher. For this reason, researchers should start collecting data from key informants to get a complete and comprehensive picture of the problem being observed. There are four criteria for determining key informants (Martha and Kresno, 2016):

1. Must be an active participant in the group, organization, or culture under study, or have gone through a stage of enculturation
2. Must be involved in the culture being researched "in the moment". The "current" emphasis is very important, because the key informant must not forget the problem to be researched
3. Must have adequate time. It is not enough for key informants to just have the will, but can provide information whenever needed
4. Must convey information in your own language (naturally). It is best to avoid informants who convey information using "analytical language" because the information produced is no longer natural.

Sample

Samples in qualitative research are not called respondents, but as sources or participants, informants, friends and teachers in the research. The sample in research is also not called a statistic,

but a theoretical sample because the aim of qualitative research is to produce theory. The informants in this study consisted of 9 people, namely tourists who visited the Sara Island Beach tourist destination when the researcher was at the tourist destination.

Data analysis

EFAS Matrix (External Factors Analysis Summary)

After the external strategic factors have been identified, the EFAS (External Factors Analysis Summary) matrix is used to determine how big the role of external factors is in the Company by formulating these external factors in the framework of opportunities and threats.

IFAS Matrix (Internal Factors Analysis Summary)

After the internal strategic factors have been identified, the IFAS (Internal Factors Analysis Summary) matrix is used to determine how big the role of internal factors is in the Company by formulating these internal strategic factors in terms of strengths and weaknesses.

SWOT analysis

SWOT analysis compares external factors, opportunities and threats, with internal factors, strengths and weaknesses (Rangkuti,2015:20).

Research result

SWOT analysis

Table 1. Strengths, Weaknesses, Opportunities and Threats of Sara Island Beach Tourism Objects

| Strength (Strenghts) | Opportunities |
|--|--|
| <ol style="list-style-type: none"> 1. Beachynatural. 2. Beach Beauty. 3. The facilities available are in decent condition. 4. Management involves the surrounding community. 5. Affordable entry fee. 6. Conducive security. | <ol style="list-style-type: none"> 1. Favorite tourist attraction in the Talaud Islands district. 2. Beach tourist attraction with water sports facilities. 3. Opening job opportunities for local communities. 4. Opportunities for collaboration with other parties. 5. District government support.Talaud Islands. |
| Weakness | Threats |
| <ol style="list-style-type: none"> 1. The crossing access to Sara Island is risky in the west wind. 2. Lack of supporting facilities 3. Lack of available culinary businesses. 4. Far from city center. 5. Attraction facilities are lacking. 6. Limited transportation supplies 7. Budget limitations in developing facilities and infrastructure. | <ol style="list-style-type: none"> 1. The emergence of better prepared competitors. 2. Quite dangerous because of its large size. 3. The climate changes frequently 4. Lack of awareness in maintaining tourist attractions. |

Source: Field Survey, 2023

After identifying the strengths, weaknesses, opportunities and threats that exist in the Pulau Sara Beach tourist attraction, the results of which can be seen in table 5.1 above, then an IFAS (Internal Factor Analysis Summary) matrix and an EFAS (External Factor Analysis Summary) matrix were created.

IFAS Matrix (Internal Factor Analysis Summary)

The following is Table 2 in the form of an IFAS matrix which contains the strengths and weaknesses of the Pulau Sara Beach tourist attraction:

Table 2. IFAS Matrix

| No | Internal Strategy Factors | Weight | Ratings | Score (Weight X Ratings) |
|----|---------------------------|--------|---------|-----------------------------|
| | Strength | | | |
| | | | | |

| | | | | |
|--------------|--|---------------|----------------------|---------------------------------|
| 1 | Natural beach. | 0.12 | 4 | 0.48 |
| 2 | Beach Beauty. | 0.12 | 4 | 0.48 |
| 3 | The facilities available are in decent condition. | 0.09 | 3 | 0.27 |
| 4 | Management Involves the surrounding community. | 0.09 | 3 | 0.27 |
| 5 | Affordable entry fee | 0.09 | 3 | 0.27 |
| 6 | Conducive security. | 0.09 | 3 | 0.27 |
| No | Weakness | Weight | Ratings (1-4) | Score (Weight X Ratings) |
| 1 | The crossing access to Sara Island is risky in the west wind. | 0.03 | 1 | 0.03 |
| 2 | Lack of supporting facilities | 0.06 | 2 | 0.12 |
| 3 | Lack of available culinary businesses | 0.06 | 2 | 0.12 |
| 4 | Far from the center of the word | 0.03 | 1 | 0.03 |
| 5 | Attraction facilities are lacking | 0.06 | 2 | 0.12 |
| 6 | Limited transportation supplies | 0.06 | 2 | 0.12 |
| 7 | Budget limitations in developing facilities and infrastructure | 0.09 | 3 | 0.27 |
| TOTAL | | | 33 | 2.85 |

Source: Primary Data, 2023

Description: Example of how to determine weight:

$$\text{Strength Factor 1} = \frac{\text{Rating}}{\text{Totak Rating}} = \frac{4}{33} = 0,12$$

From the results of Table 2 above, the calculations in the IFAS table can be explained that the internal factors that have the highest weight with a rating of 4 (very good) are two strength factors, namely the Sara Island Beach tourist attraction which is still natural and has beautiful views. These two strength factors have a high rating because they are the key to developing Sara Island Beach now and in the future. Apart from that, there are four strength factors which have a weight of 0.09 and a rating of 3 (good), namely: facilities available in decent condition, management involving local communities, affordable entrance fees, and conducive security. These four strength factors have a good weight and rating because they are strength factors that support the development of Sara Island.

In the weakness factor, there are two factors that have a weight of 0.03 (low) and a rating of 1 (very weak/strong weakness), namely: Crossing access to Sara Island is risky when the wind is west, and far from the city center. These two factors are the weak factors that most influence the development of Pulau Sara Beach in terms of developing its marketing strategy, because the accessibility factor of tourist attractions is a consideration for tourists when visiting. Meanwhile, the four weakness factors have a weight of 0.06 with a rating of 2, namely: Insufficient supporting facilities, lack of available culinary businesses, insufficient attraction facilities, limited transportation supplies, are the actual impacts of the condition of Sara Island Beach's accessibility factors. For the limited transportation supply factor, the development of facilities and infrastructure has a weight of 0.09 with a rating of 3 meaning (quite weak) which means it does not have a significant impact on the development of the marketing strategy for the Sara Island Beach tourist attraction because currently the budget is already listed in the Talaud Islands Regency APBD with quite a large amount...

EFAS Matrix (External Factor Analysis Summary)

The following is Table 3 in the form of an EFAS matrix containing the Opportunities and Threats of the Pulau Sara Beach tourist attraction:

Table 3. EFAS Matrix

| No | External Strategy Factors | Weight | Ratings | Score (X Rating Weight) |
|--------|--|--------|------------------|-------------------------------|
| | Opportunity | | | |
| 1 | Favorite tourist attraction in Talaud Islands Regency. | 0.16 | 4 | 0.64 |
| 2 | Beach tourist attraction with water sports facilities. | 0.12 | 3 | 0.36 |
| 3 | Opening job opportunities for local communities | 0.12 | 3 | 0.36 |
| 4 | Opportunities for collaboration with other parties | 0.08 | 2 | 0.17 |
| 5 | Support from the Talaud Islands Regency government. | 0.16 | 4 | 0.64 |
| No | Threat | Weight | Ratings (1-4) | Score (X Rating Weight) |
| 1 | The emergence of better prepared competitors. | 0.16 | 1 | 0.16 |
| 2 | Quite dangerous because the waves are big | 0.08 | 2 | 0.16 |
| 3 | The climate changes frequently | 0.08 | 2 | 0.16 |
| 4 | Lack of awareness in maintaining tourist attractions | 0.12 | 3 | 0.36 |
| AMOUNT | | | 24 | 3.00 |

Source: Primary Data, 2023

Description: Example of how to determine weight:

$$\text{Strength Factor 1} = \frac{\text{Rating}}{\text{Totak Rating}} = \frac{4}{24} = 0,12$$

From the results of Table 3 above, the calculations in the EFAS table can be explained that the external factors that have the highest weight of 0.16 with a rating of 4 (very good) are two factors, namely: favorite tourist attractions in the Talaud Islands district, and support from the Talaud Islands Regency government. These two opportunity factors have high weight and ratings because they are key in developing Sara Island Beach tourism now and in the future. Apart from that, there are two opportunity factors which have a weight of 0.12 and a rating of 3 (good), namely the beach tourist attraction with water sports facilities, and opening up employment opportunities for the community around the tourist attraction. This opportunity factor has a good weight and rating because this opportunity factor supports the development of Pulau Sara Beach. The remaining opportunity factors have a weight of 0.08 and a rating of 2 (fairly good), namely; Opportunities for collaboration with other parties in developing tourist attraction facilities. This opportunity factor has quite good weight because this opportunity factor will be created if other opportunity factors can be realized.

In the threat factor, there is one factor that has a weight of 0.16 (low) and a rating of 1 (very weak/strong weakness), namely: the emergence of competitors who are more prepared. This factor is the threat that most influences the development of Sara Island Beach's marketing strategy because if there are competitors who are more prepared it will have an impact on the number of tourist visits so that Sara Island will be abandoned and visitors will choose more attractive beaches.

Furthermore, there are two threat factors, namely: quite dangerous because the waves are big, and the climate changes frequently. These two factors have a weight of 0.08 (high) and a rating of 2 (weak), these factors also influence the development of Sara Island's marketing strategy. These two factors are a threat because unpredictable weather and large waves can make Sara Island empty of visitors, and visitors prefer safer beaches.

Four Quadrant SWOT Matrix

After the matrix, the total value of the IFAS matrix is 2.85 and the EFAS matrix is 3.00 and then entered into the following four quadrant SWOT matrix:

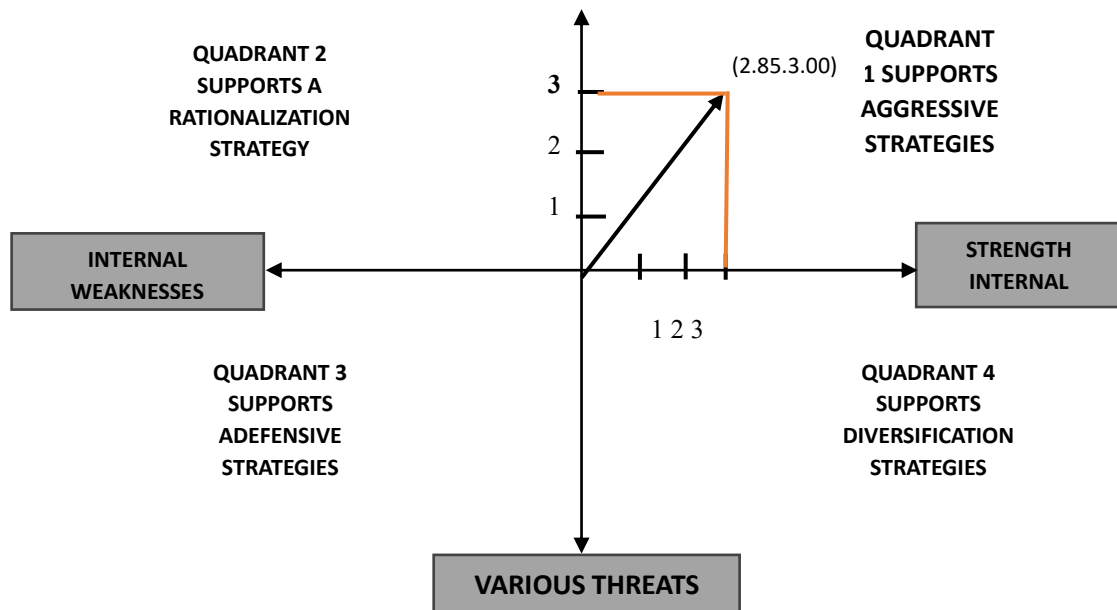


Figure 1 4- QUADRANT SWOT Matrix

Source: IFAS-EFAS Matrix Data Processing Results

Visually in Figure 1, The SWOT position of Pulau Sara Beach is in quadrant I. Thus, it is recommended to implement an aggressive marketing strategy. The description of this strategy is outlined in the 9 cell SWOT matrix.

Strategy Alternatives Matrix (SWOT 9 Cells)

Alternative strategies will be obtained from a combination of strengths - opportunities, weaknesses - opportunities, strengths - threats, and weaknesses - threats. The results of this combination will produce eight alternative development strategies.

Table 4. Alternative SWOT Matrix Strategy 9 Cells

| | | |
|---|---|--|
| <p>Internal factors</p> <p>External Factors</p> | <p>Strengths:</p> <ol style="list-style-type: none"> 1. Natural beach 2. Beach Beauty 3. The facilities available are in decent condition 4. Management involves the surrounding community 5. Affordable entry fee 6. Conducive security | <p>Weaknesses:</p> <ol style="list-style-type: none"> 1. Access to Sara Island is risky when the wind is west 2. Lack of supporting facilities 3. Lack of available culinary businesses 4. Far from city center 5. Attraction facilities are lacking 6. Limited transportation supplies 7. Budget limitations in developing facilities and infrastructure. |
| | <p>Opportunities:</p> <ol style="list-style-type: none"> 1. Favorite tourist attraction in the Talaud Islands district. 2. Beach tourist attraction with water sports facilities 3. Opening employment opportunities for local communities 4. Opportunities for collaboration with other parties in developing tourist attraction facilities | <p>STRATEGY (SO)</p> <ol style="list-style-type: none"> 1. Utilizing technology to carry out promotions in electronic media or directly to attract tourists to visit Sara Island beaches 2. Utilizing tourism products and tourist attractions such as facilities and infrastructure and festivals to improve the quality of Sara Island Beach |

| | | |
|--|---|--|
| 5. Support from the Talaud Islands district government | 3. Providing relatively cheap transportation prices | |
| <p>Threats:</p> <ol style="list-style-type: none"> 1. The emergence of better prepared competitors 2. Quite dangerous because of the big waves 3. The climate changes frequently 4. Lack of awareness in maintaining tourist attractions. | <p>STRATEGY (ST)</p> <ol style="list-style-type: none"> 1. Developing Sara Island beaches to be better to be able to compete healthily with other beaches. 2. Maintaining its characteristics such as nature, religion and education | <p>STRATEGY (WT)</p> <ol style="list-style-type: none"> 1. Sara Island Beach Management can propose an appropriate budget to the district government for the development of more adequate infrastructure. 2. Sara Island Beach Management provides counseling about developing tourism products in accordance with government programs. |

Source: Primary Data, 2023

Discussion

Based on research results, this is the strength of the Pulau Sara Beach tourist attraction, namely: panoramabeach which is very beautiful, still natural with white sand surrounding it and very beautiful coral reefs. Sara Island Beach also has a multi-purpose building that can be used for spiritual activities or other activities. Di tour this beach Tourists are not charged an entrance fee.

Sara Island also has a weakness, namely the crossing access to Sara Island Enough risky because there is no adequate means of transportation and the Sara Island Beach location does not yet have adequate tourism support facilities.

For opportunity owned by tourist attractions Sara Island Beach This is often a favorite beach tourist spot when compared to other beach tourist attractions in the are agency KTalaud Islands. Object Tour Beach Sara Island also opens up job opportunities and increase income Local communities like culinary business, boat rental business, equipment rentals snorkeling And rent other beach recreation equipment.

Threat What weakens the existence of the Sara Island Beach tourist attraction is the often changing sea weather conditions and the low level of awareness of visiting tourists, especially in maintaining the cleanliness and beauty of the Sara Island Beach tourist attraction.

An alternative marketing strategy that can be developed at the Pulau Sara Beach tourist attraction is an aggressive strategy. This is based on the idea that increasingly fierce competition in marketing products or services means companies or organizations must be more aggressive in approaching target consumers. Competition is triggered by increasing offers and the spread of similar producers, making companies have to be more astute in seeing opportunities. This encourages companies to compete or compete to meet consumer needs as much as possible. Along with efforts to serve increasingly diverse consumers, one of the very basic problems that every business feels is how management can increase sales volume in each period.

Companies must also realize that the starting point of marketing lies in human needs and desires. So an important target for the Company is to meet consumer needs and desires. Consumers buy goods and services to satisfy various desires and needs. The diverse needs of humans will give rise to various kinds of behavior to fulfill their needs. The needs that have been satisfied will not stop and will continue to become the main motivation for subsequent behavior, namely the behavior of consumers who will make repeated purchases of the product, so that consumers become loyal.

Companies that have begun to recognize that marketing is an important factor in achieving business success will be aware of the new methods and philosophies involved in it. This method is a marketing concept. As a business philosophy, the marketing concept aims to provide satisfaction to consumer wants and needs, or is consumer-oriented. A company cannot be separated from competition. With increasing competition in the business world, especially between companies that produce similar products.

Promotion is one of the right media to create demand through providing information as well as influencing and reminding consumers about a product so that consumers are willing to accept it, buy it, and even become loyal to the products offered by the Company. Smart consumers will not buy a product if they do not know and are not sure about the products offered by the company.

Apart from quality products, the Company always considers that the Company cannot survive without customers. Every consumer no longer just buys a product but also all aspects of services and services attached to that product, starting from the pre-purchase stage to post-purchase. With this principle, consumers always want to be served well. Even though the products offered are of high quality, if the service provided by sales employees is not satisfactory then customers may switch to another company, because they feel they are not appreciated.

Based on this background of thought, alternative development strategies are appropriate to the existing situation at Pulau Sara Beach. Based on the SWOT analysis, there are nine alternative strategies used in developing the Pulau Sara Beach tourism product. The strategy is determined from a combination of SO, WO, ST and WT, namely:

Combination of Strengths and Opportunities (SO)

1. Utilizing technology to carry out promotions in electronic media and directly to attract tourists to visit Sara Island beaches
2. Utilizing tourism products and tourist attractions such as facilities and infrastructure and festivals to improve the quality of Sara Island Beach
3. Providing relatively cheap transportation prices

Combination of Strengths and Threats (ST)

1. Develop Develop Sara Island beaches to be better so that they can compete healthily with other beaches.
2. Maintaining its characteristics such as nature, religion and education

Combination of Weakness and Opportunities (WO)

1. Increasing tourist products and attractions with existing local potential but still attractive and simple
2. Increase cooperation networks with other parties in developing tourist attractions and facilities and infrastructure.

Combination of Weaknesses and Threats (WT)

1. Sara Island Beach Management can propose an appropriate budget to the district government for the development of more adequate infrastructure
2. Sara Island Beach Management provides counseling about developing tourism products in accordance with government programs.

Conclusion

1. The identified strengths of Sara Island Beach are: Natural beach, beautiful beach, facilities available in decent condition, management involves local community, free entry fee, conducive security.
2. The identified weaknesses of Pulau Sara Beach are; crossing access which is at risk of being hit by western winds, lack of supporting facilities, lack of culinary businesses, limited transportation supplies, lack of attraction facilities, limited budget in developing infrastructure.
3. The opportunities faced in developing the Sara Island Beach tourist destination are; Favorite tourist attraction in the Talaud Islands district, beach tourist attraction with water sports facilities. Opening up employment opportunities for communities around tourism, opportunities for collaboration with other parties in developing tourist attraction facilities. Support from the Talaud Islands district government.

4. The threats faced in developing the Sara Island Beach tourist destination are; the emergence of competitors who are better prepared, quite dangerous because of big waves, frequently changing climate, lack of awareness in maintaining tourist attractions.
5. The appropriate marketing strategy for developing the Pulau Sara Beach tourist destination is obtained from the IFAS matrix values (Table 5.2) and EFAS values (Table 5.3) which are placed in the four quadrant SWOT matrix, namely an aggressive strategy.
6. The description of the aggressive marketing strategy for the Sara Island Beach tourist destination is: utilizing technology to carry out promotions in electronic media and directly to attract tourists to visit Sara Island, utilizing existing tourism products and tourist attractions such as infrastructure, security, services and festivals to increase the quality and quantity of Sara Island, make Sara Island Beach quality with free entry fees, increase the attraction of tourists to visit, develop Sara Island Beach to be better so that it can compete fairly with other beaches, maintain its unique characteristics beaches such as Alma, religion and education, interesting and simple, the manager of Pulau Sara Beach can propose an appropriate budget to the district government for the development of more adequate infrastructure, the manager of Pulau Sara Beach provides counseling regarding the development of tourism products in accordance with government programs.

Suggestion

1. Utilizing technology as much as possible based on digital marketing to make it easier for visitors to find the latest news about Sara Island Beach tourism
 2. Trying to maintain, maintain and improve the quality of existing products permanently
 3. Carrying out education to empower the community so that the entire community understands the potential that can be developed in the Pulau Sara Beach tourist destination
- Establish cooperation with the government and private investors.

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