

***Analysis of Supporting and Inhibiting Factors for the Promotion of Patemon
Bathing Tourism Destination, Tanggul District, Jember Regency***

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ABSTRACT

This study aims to analyze the supporting and inhibiting factors for the promotion of the Patemon Baths Tourist Destination in Tanggul District, Jember Regency, and to formulate an effective promotional strategy based on the 7P marketing mix concept. The study used a qualitative method with a descriptive approach. Data collection was conducted through observation, interviews, and documentation of 15 informants consisting of tourism destination managers, tourists, and local MSMEs. The data analysis technique used refers to the Miles and Huberman model, namely data reduction, data presentation, and conclusion drawing, while the validity of the data was tested using source triangulation. The results of the study indicate that Patemon Baths has considerable tourism potential for development, supported by the presence of natural springs, a cool and beautiful environment, affordable ticket prices, good accessibility, and support from the community and local MSMEs. Supporting factors for promotion include tourist attractions, adequate facilities, easily accessible locations, and the use of social media as a promotional tool. Factors inhibiting promotion include suboptimal social media management, a lack of consistency in content publication, limited human resource capabilities in digital marketing, minimal variety and creativity in promotional content, and the lack of an official destination website. Based on the 7P marketing mix analysis, effective promotional strategies can be implemented through improving the quality and consistency of digital promotions, developing human resource competencies, expanding collaboration with various parties, improving service quality, and maintaining facilities and the cleanliness of the tourist environment. These efforts are expected to increase promotional effectiveness and the number of tourist visits.

Key words: *tourism promotion, 7P marketing mix, supporting factors, inhibiting factors, Patemon Baths.*