

Marketing Strategy of Teduh Glamping Sumberwringin as a Nature Tourism Destination in Bondowoso Regency

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ABSTRACT

Teduh Glamping Sumberwringin is a nature tourism destination in Bondowoso Regency that holds great potential for growth through the concept of experience-based tourism. However, this potential has not yet been matched by destination marketing efforts, such as suboptimal use of social media for promotion and a limited reach among tourists. This study aims to analyze the application of the 7P marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) to formulate an appropriate marketing strategy for Teduh Glamping Sumberwringin. The method used is descriptive qualitative research, with data collected through field observations, in-depth interviews, and documentation. Data analysis was conducted using the 7P marketing mix analysis and SWOT analysis to identify internal and external factors influencing the destination's development. The results indicate that Teduh Glamping Sumberwringin possesses strengths such as a pristine natural environment, diverse tourist attractions and facilities, and relatively affordable prices; however, its promotion and brand identity remain weak, and improvements are needed in infrastructure conditions and service quality. Through SWOT analysis, several priority strategies were formulated based on their level of urgency and relevance to the current state of tourism at Teduh Glamping Sumberwringin, such as optimizing social media promotion, strengthening its social media identity, and expanding.

Keywords: *Marketing Strategy, 7P Marketing Mix, SWOT Analysis, Teduh Glamping Sumberwringin*