

Developing Strategies for Taman Super Galaxy Jember as an Educational and Family Recreation Tourism Destination

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ABSTRACT

This study aims to analyze the existing condition of Taman Super Galaxy Jember based on the 6A components (Attraction, Accessibility, Amenities, Activities, Accommodation, and Ancillary Services) and to formulate appropriate development strategies using SWOT analysis. This study employed a descriptive method with a qualitative approach. Data were collected through observation, interviews, documentation, and literature review. The study involved 8 informants, consisting of 1 manager, 2 field staff members, and 5 tourists, selected using purposive sampling. Data were analyzed using the Miles and Huberman model, which consists of data reduction, data display, and conclusion drawing. The destination's existing condition was then analyzed based on the 6A components, while internal and external factors were analyzed using SWOT to formulate development strategies. The results indicate that Taman Super Galaxy Jember has potential as an educational and family recreation tourism destination. This potential is supported by the presence of a zoo, picnic areas, a comfortable environment, spacious land, and affordable visitor costs. However, several aspects still need to be improved, including inadequate educational media, suboptimal digital promotion, limited attraction innovation, and the absence of educational tour packages. Based on the SWOT analysis, the recommended strategies include developing zoo-based educational tourism, designing educational tour packages, improving facilities and service quality, optimizing digital promotion, and strengthening cooperation with various stakeholders. These strategies are expected to enhance the attractiveness and competitiveness of Taman Super Galaxy Jember as a sustainable educational and family recreation tourism destination.

Keywords: development strategy, 6A, SWOT, educational tourism, family tourism.