

Strategic Elevation of an Emerging Destination through a SWOT-Based Marketing Approach at Taman Jati Larangan

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Abstract

Taman Jati Larangan is a developing tourist destination with high cultural and historical potential. This study aims to formulate a strategic marketing plan through SWOT analysis, supported by the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices. Employing a qualitative approach, data were collected via interviews, field observations, and document analysis. Key findings include strong internal assets such as community-led management, local wisdom-based attractions, and creative tourism innovation. Meanwhile, external opportunities such as mapped tourism routes and third-party investment potential present avenues for growth. The SWOT results place the site in the S-O (Strengths-Opportunities) quadrant, suggesting a Maxi-Maxi strategy. Recommended actions include developing agro-tourism based on green initiatives (e.g., catfish, farming), enhancing digital marketing, and creating integrated tourism packages. These findings provide both a strategic model and practical implications for stakeholder-driven rural tourism planning.

Keywords: SWOT Analysis, Destination Marketing, Rural Tourism, IFE, EFE

Introduction

Taman Jati Larangan is a relatively new tourism destination located in Dusun Iroyudan, Guwosari Village, Pajangan Sub-district, Bantul Regency, in the Special Region of Yogyakarta (DIY). The park was designed to offer a unique cultural and culinary tourism experience. Despite its substantial potential, it faces several challenges in enhancing its attractiveness and increasing visitor numbers. One of the most pressing issues is the lack of an optimized marketing strategy. In the context of globalization and intensifying competition among tourism sites, implementing a SWOT analysis becomes essential to identify the internal strengths and weaknesses, as well as external opportunities and threats (Setiawan et al., 2024).

Based on preliminary observations, the local tourism market in Bantul is highly competitive, with numerous destinations offering similar experiences. Taman Jati Larangan was developed with a foundation in historical and cultural heritage, where the visitor experience includes both cultural-historical tourism and traditional culinary offerings. Meanwhile, surrounding attractions vary widely, including other culinary destinations, historical sites, and officially designated tourist villages. This competitive environment necessitates a comprehensive SWOT-based evaluation to assess internal and external factors. The internal analysis focuses on the park's managerial, operational, and resource-based elements, while the external analysis includes market trends, policy shifts, and regional competition.

This study aims specifically to identify the internal and external factors influencing the strategic position of Taman Jati Larangan. The research will analyze strengths and weaknesses within the organization and identify opportunities and threats emerging from the external environment. The deeper understanding of these elements is expected to provide a clear representation of the park's current market positioning.

Furthermore, the study is designed to formulate an integrated marketing strategy using SWOT analysis, particularly through the application of the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices. This approach enables a more structured and data-driven strategic framework. The study will also propose an innovative and targeted promotional program to increase the park's visibility and attract new visitors. Through creative and context-specific marketing strategies, the aim is to expand the park's reach and strengthen engagement with both local and non-local tourist audiences.

Marketing of tourist attractions

Tourist attractions are a fundamental element of the tourism industry, serving as a key draw for visitors. They are defined as locations or activities that attract visitors and offer enjoyable experiences (Swarbrooke, 1999). These attractions encompass not only natural beauty but also cultural, historical, and interactive elements (Cohen & Cohen, 2017). For instance, *Taman Jati Larangan*—with its historical and culinary offerings—can be categorized as a cultural tourism destination, aligning with classifications that divide attractions into natural, cultural, and man-made types (Caber, Albayrak, & Matzler, 2012).

Marketing plays a critical role in developing sustainable tourism, aiming not only to increase visitor numbers but also to uplift local communities (Haryanto, Makiya, & Novianti, 2024). Effective marketing considers multiple factors influencing a destination's competitiveness, such as service quality, unique selling points, and the overall experience provided (Eddyono, 2021; Maesaroh, 2019). A destination with a unique, high-quality experience is more likely to gain visitor attention and loyalty.

SWOT analysis

In formulating marketing strategies, market analysis is crucial. Understanding visitor behavior and market characteristics enables precise strategic planning. The SWOT matrix—comprising Strengths, Weaknesses, Opportunities, and Threats—is a widely adopted strategic analysis tool for evaluating internal and external factors (Kurniawati & Marlina, 2021).

SWOT helps managers identify internal strengths and weaknesses alongside external opportunities and threats (Font & McCabe, 2017; Risfandini, Thoyib, Noermijati, & Mugiono, 2023). It facilitates the design of appropriate and actionable strategies. Strengths may include robust human resources, financial support, or operational systems, while weaknesses could involve limited promotions or infrastructure (Paramitasari, Pratama, Winata, & Putra, 2021; Paramansyah, 2022). External opportunities may involve emerging tourism trends, while threats include competitor destinations or regulatory changes (Purwohandoyo, Lubis, & Saputra, 2020; Mallick, Rudra, & Samanta, 2020).

The SWOT matrix enables the formulation of four strategy types:

- SO Strategies: Using strengths to leverage opportunities.
- WO Strategies: Overcoming weaknesses through opportunities.
- ST Strategies: Mitigating threats using strengths.
- WT Strategies: Minimizing weaknesses while defending against threats (David, 2015).

Recent studies have enhanced SWOT analysis by integrating it with IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices, shifting from qualitative to semi-quantitative assessments (Purwohandoyo et al., 2020). This enhances objectivity in evaluating internal and external factors. Moreover, hybrid models combining SWOT with methods like AHP (Analytical Hierarchy Process) and Balanced Scorecard further refine strategic prioritization (Amirshenava & Osanloo, 2022).

There is also a growing trend of integrating digital tools and big data—such as artificial intelligence—to support SWOT analysis by providing richer inputs for market and competitor evaluation (Goranczewski & Puciato, 2011). Although qualitative SWOT applications remain prevalent, especially in tourism studies, applying IFE and EFE together with multi-stakeholder insights, including community and visitor input, offers a broader foundation for strategic formulation (Handayani, 2017; Gurl, 2017).

Methodology

The present study employs a qualitative research design aimed at assessing the strategic conditions of the Taman Jati Larangan tourist site. Specifically, it explores internal and external variables that influence the attraction's development, structured through a SWOT framework: strengths, weaknesses, opportunities, and threats. This design was selected to allow a detailed and contextual understanding of how tourism dynamics operate at the local level (Morgan, 2022; Handayani, 2017).

To generate rich and triangulated data, the research relied on three principal techniques: interviews, observations, and document analysis. Interviews were conducted in a semi-structured format to provide flexibility while maintaining thematic consistency. Informants were selected purposively and included site managers, who provided organizational and operational insights; tourists, who shared their service experiences; and community stakeholders, who represented local perspectives and policy-related viewpoints. These interviews aimed to capture perceptions from both the internal management structure and the broader external environment (Gurl, 2017; Saragih & Sitorus, 2023).

Field observations were performed using a predetermined checklist to ensure consistency across different times and conditions. These observations focused on physical attributes of the site—such as infrastructure quality, cleanliness, and visitor flow—as well as operational practices including safety management, guiding services, and ticketing systems. The research team conducted visits on both weekdays and weekends to detect variations in service delivery and visitor behavior. This step was essential in validating the claims and patterns derived from the interviews (Kurniawan & Sari, 2024; Font & McCabe, 2017).

After data collection, a structured analytic process was implemented. Raw data were filtered and organized based on relevance to the study's objectives. Key insights were sorted into four thematic categories aligned with SWOT: strengths, weaknesses, opportunities, and threats. Each factor was then evaluated through weighted scoring. The importance of each element was quantified using a scale from 0.0 to 1.0, and its

performance assessed on a scale of 1 to 4. The weighted scores were calculated by multiplying these values, and the resulting totals were entered into the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices (David, 2015; Purwohandoyo, Lubis, & Saputra, 2020).

These matrices helped determine the strategic position of the destination within the broader tourism landscape. The SWOT matrix provides a structured framework for developing strategic options by combining internal factors (Strengths and Weaknesses) with external factors (Opportunities and Threats), resulting in four strategic quadrants—SO, WO, ST, and WT—each representing a distinct approach (Amirshenava & Osanloo, 2022; Goranczewski & Puciato, 2011).

Strengths – Opportunities (S-O Strategy)

- *Quadrant I*
- *Maxi-Maxi Strategy*
- *A strategy focused on using strengths to take full advantage of opportunities.*

Weaknesses – Opportunities (W-O Strategy)

- *Quadrant II*
- *Mini-Maxi Strategy*
- *A strategy aimed at reducing weaknesses to effectively pursue or optimize opportunities.*

Strengths – Threats (S-T Strategy)

- *Quadrant III*
- *Maxi-Mini Strategy*
- *A strategy focused on utilizing strengths to reduce or avoid threats.*

Weaknesses – Threats (W-T Strategy)

- *Quadrant IV*
- *Mini-Mini Strategy*
- *A strategy directed at minimizing internal weaknesses to avoid or lessen threats.*

Results

Table 1: IFE Matrix iTaman Jati Larangan

Internal Factor			
Strength	Weight	Rating	Score
Relatively strategic location, close to the city, making it more accessible	0,04	2,00	0,09
Emphasizes empowerment as the main foundation of management principles	0,09	4,00	0,36
Managed by local residents	0,09	4,00	0,36
Tourism attractions are based on local wisdom	0,08	3,75	0,31
Capable of creating positive impact on the local economy	0,07	3,00	0,20
Friendly and tourism-conscious community	0,07	3,00	0,20
High community creativity and innovation	0,08	3,50	0,27
Affordable product pricing	0,06	2,50	0,14
Total			1,92

Weaknesses	Weight	Rating	Score
Limited management funding	0,09	4,00	0,36
Inadequate supporting facilities	0,08	3,50	0,27
Poorly managed social media	0,07	3,00	0,20
Promotion has not been carried out optimally	0,07	3,25	0,23
Infrastructure is not well-managed	0,08	3,75	0,31
Waste management is not yet optimal	0,04	1,75	0,07
Total			1,44

The total strength score is 1.92, indicating that Taman Jati Larangan has several significant internal advantages. Key strengths include being managed by local residents (0.36), the use of empowerment as a management principle (0.36), and tourism based on local wisdom (0.31). These strengths reflect strong community integration, cultural authenticity, and a foundation of local values.

Other contributing factors such as community creativity, tourism awareness, and affordable pricing further reinforce the destination's appeal, especially for culturally motivated and value-conscious visitors.

Meanwhile, the total weakness score is 1.44. Major internal constraints include limited management funding (0.36), poor infrastructure (0.31), and inadequate facilities (0.27). These weaknesses may hinder service quality and visitor satisfaction if not addressed. Issues like underutilized social media and waste management add to operational inefficiencies. The gap between strengths and weaknesses (X-axis) is 0.48, showing that internal capabilities outweigh internal challenges—providing a moderately strong foundation for development.

Table 2: EFE Matrix Taman Jati Larangan

External Factor			
Opportunity	Weight	Rating	Score
The presence of a mapped tourism route network has the potential to increase visits	0,12	3,50	0,42
Colaboration with locsl businesses	0,10	3,00	0,31
Implementation of infrastructure development or renovation	0,12	3,50	0,42
interest in investment from third parties	0,07	2,00	0,14
Local government tourism policies support development plan	0,09	2,75	0,26
Divesification of tourism products holds great potential	0,11	3,25	0,36
Total			1,9
Threat	Weight	Rating	Score
Many similar types of tourism exist around Taman Jati Larangan	0,14	4,00	0,55
Visitor numbers decline during certain seasons, such as the rainy season	0,10	3,00	0,31
Lack of tourists awareness regarding cleanliness	0,05	1,50	0,08

Leading tourist destinations dominate the majority of the market.

0,09

2,50

0,22

Total

1,16

On the external side, the total opportunity score is 1.90. Prominent opportunities include the mapped tourism route (0.42) and infrastructure development or renovation (0.42), indicating that accessibility and physical improvements are key external drivers. Additional factors such as business collaboration, product diversification, and supportive tourism policies signal a positive and enabling external environment.

Conversely, the total threat score is 1.16. The most critical threat is the high number of similar attractions in the surrounding area (0.55), suggesting competitive pressure. Other threats include seasonal visitor decline, low awareness of cleanliness, and market dominance by major destinations, which could impact long-term positioning if left unaddressed. The opportunity–threat gap (Y-axis) is 0.76, highlighting that external condition are largely favorable and can be leveraged to support strategic goals.

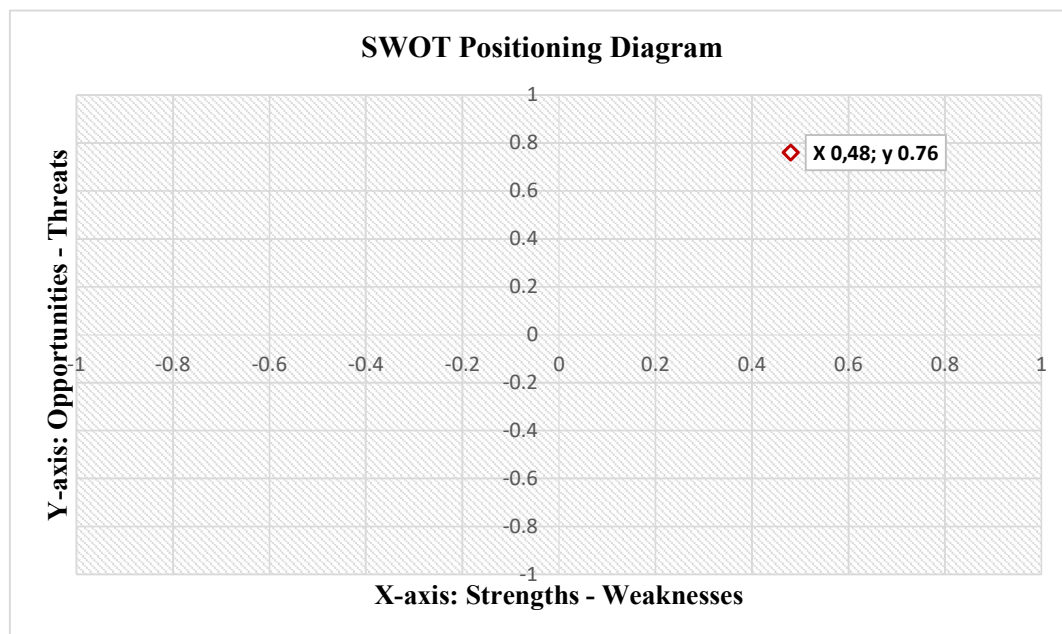


Figure 1: SWOT Positioning of Taman Jati Larangan

With a positive X-axis score of 0.48 and a positive Y-axis score of 0.76, Taman Jati Larangan falls into the S-O (Strengths–Opportunities) quadrant, also known as the Maxi–Maxi strategy. This quadrant indicates a strong strategic position where the destination is encouraged to use its internal strengths to capitalize on external opportunities.

- Leveraging community-led management and local wisdom to align with tourism routes and infrastructure investments.
- Enhancing visibility through improved digital presence and collaboration with local businesses.
- Scaling innovation in tourism offerings while utilizing government support and investor interest.

Discussions

Taman Jati Larangan is managed by local residents and emphasizes empowerment as a core principle—both key internal strengths identified in the IFE matrix. These should be aligned with external opportunities such as the mapped tourism route network, which increases accessibility, and infrastructure improvements in the area. By positioning itself as a culturally rooted, community-based destination, Taman Jati Larangan can distinguish itself from nearby competitors. Operators and management of Taman Jati Larangan are encouraged to collaborate with tourism route planners and regional partners to include Taman Jati Larangan in multi-site packages, enhance storytelling through signage, and design walking tours centered on local culture, heritage, and ecology.

One of the critical weaknesses identified is **the** underutilization of social media. However, this can be addressed by tapping into the growing significance of digital engagement, paired with collaboration from local businesses such as food vendors, artisans, and nearby attractions. Targeted content marketing using platforms like Instagram, Facebook, and YouTube can elevate the destination's profile. The success of Agrowisata Kopi Luwak in Bali illustrates how combining authentic storytelling with digital tools can significantly improve visibility and visitor engagement (Ribek & Saraswati, 2018). It is suggested that the management conduct social media training for the management team, appoint youth volunteers as digital ambassadors, and co-create local promotional content with small businesses and influencers.

Taman Jati Larangan's strong community creativity and innovation aligns with opportunities for tourism product diversification. As a site originally developed under the concept of green tourism, it already features agro-ecological components such as planted crops and lele (catfish) farming, making it highly suitable for agro-tourism development. Interactive programs could include agricultural workshops, lele feeding activities, composting demonstrations, and farm-to-table experiences. These initiatives respond to the rising demand for educational, hands-on tourism experiences—Additionally, the management can create tour packages that either focus solely on Taman Jati Larangan or connect it to other destinations along the tourism route map. This integrated approach increases time spent by visitors and strengthens the site's competitive advantage.

While Taman Jati Larangan, being privately owned, is not eligible for direct government funding, it can seek third-party funding from private investors, CSR programs, or NGOs interested in sustainable tourism. The EFE matrix highlights third-party investment interest as a notable opportunity that can be pursued to address infrastructure-related weaknesses, such as limited public amenities and poor facility maintenance. Consulting with third-party such as academicians through arranged collaboration, it is suggested to develop a professional investment proposal focused on green tourism and community empowerment; seek partnerships with universities, CSR divisions, or eco-focused foundations; and phase infrastructure upgrades with measurable outcomes for visitor experience and local benefit.

Although seasonal visitation drops (e.g., during the rainy season) remain a challenge, Taman Jati Larangan can maintain appeal by emphasizing affordability, authenticity, and environmental responsibility. Cleanliness, cited as a visitor concern, can become a promotional point through community-led eco-awareness programs and proper waste handling systems. Positioning the site as an eco-conscious, clean, and culturally rich destination can increase its market share among responsible travelers and educational groups.

Conclusion

The S-O strategy for Taman Jati Larangan should be proactive, integrated, and community-driven. By combining its internal assets—such as local empowerment, cultural authenticity, and creative potential—with favorable external conditions like digital trends, mapped tourism routes, and opportunities for third-party investment, the destination can grow sustainably and improve its visibility in a competitive tourism landscape. The successful implementation of similar strategies in comparable agro-tourism and heritage-based destinations reinforces the practicality and strategic relevance of this approach.

For future academic research, it is recommended to expand the scope by incorporating quantitative validation methods, such as using the AHP (Analytical Hierarchy Process) to prioritize SWOT factors, or integrating visitor perception analysis to assess brand image and service quality more precisely. Longitudinal studies evaluating the impact of implemented S-O strategies on visitor growth, community welfare, and economic outcomes over time would also be valuable. Furthermore, comparative studies across multiple community-based rural tourism sites in Yogyakarta could provide deeper insights into regional success factors and shared challenges, contributing to a more comprehensive model for sustainable destination management.

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