

# SWOT Analysis of the Development Event Promotion at Pavilion Batur, Geopark, Bangli Regency, Bali

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## ABSTRACT

### Keywords:

*SWOT Analysis*  
*Event Promotion*  
*Batur Geopark*

Since the operation of the UNESCO Global Geopark (BUGG) Batur Management Agency has had a positive impact in increasing the Regional Original Revenue (PAD) of the Regency of Bangli, it hasn't even been a year in operation since 2019 the revenue achieved has almost reached half of the target. The development of the campaign carried Museum Geopark Batur Kintamani is not maximized in terms of the management of events that can be done there, based on the phenomenon, the focus of this study is to determine the appropriate strategies with potential tourist attraction that can then be implemented by the local community and become one alternative forms of tourism in Bangli Regency and North Bali in general. This research using qualitative and quantitative data. While the primary data used are documents obtained from the internet. Data collection in this study uses the method of observation and documentation. The strategy that can be used in developing the Batur Kintamani Geopark Museum is by utilizing all the potential it has, starting from creating an event to introduce this geopark, making tour packages that include other tourist objects around the geopark, and capturing potential markets, especially among students. To minimize weaknesses, geopark managers can learn more knowledge and skills on how to maximize the potential of the Batur Kintamani Geopark Museum.

## ABSTRAK

Sejak beroperasinya Badan Pengelola Batur UNESCO Global Geopark (BUGG) memberikan dampak positif dalam meningkatkan Pendapatan Asli Daerah (PAD) Kabupaten Bangli, bahkan belum setahun beroperasi sejak tahun 2019 pendapatan yang berhasil diraup telah hampir mencapai setengah dari target. Pengembangan promosi yang dilakukan Museum Geopark Batur Kintamani belum maksimal dari segi pengelolaan event yang dapat dilakukan disana, berdasarkan fenomena tersebut, maka fokus penelitian ini adalah untuk menentukan strategi yang sesuai dengan potensi objek wisata tersebut sehingga kemudian dapat diimplementasikan oleh masyarakat sekitar dan menjadi salah satu bentuk pariwisata alternatif di Kabupaten Bangli maupun di Bali utara secara umum. Pengumpulan data pada penelitian ini menggunakan metode observasi dan dokumentasi. Teknik analisis data yang digunakan adalah analisis *exploratory* dengan menggunakan analisis SWOT. Adapun strategi yang dapat digunakan dalam mengembangkan Museum Geopark Batur Kintamani ini adalah dengan memanfaatkan seluruh potensi yang dimiliki mulai dari membuat sebuah event untuk memperkenalkan geopark ini, membuat paket wisata yang mencakup objek-objek wisata lain yang berada di sekitar geopark, dan menangkap pasar potensial terutama kalangan pelajar.

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## INTRODUCTION

Bangli Regency is one of the Northern parts of Bali's region that has tourism potential in the form of mountains. The most famous tourist attractions are Lake and Mount Batur. However, Bangli Regency especially in the Kintamani area not only has a beautiful Lake and Mount Batur as its natural tourist attraction. Batur Kintamani Geopark Museum is a new tourist attraction owned by Bali. The new museum was inaugurated on April 1st, 2016 by ESDM Minister Sudirman Said. In Batur Geopark Museum, visitors can get to know the history and geopark of Mount Batur more closely. Since the operation of the UNESCO Global Geopark (BUGG) Batur Management Agency has had a positive impact in increasing the Regional Original Revenue (PAD) of the Regency of Bangli, it hasn't even been a year in operation since 2019 the revenue achieved has almost reached half of the target. According to Bangli's Regent, I Made Gianyar, Banda business development Bugg performance has been quite remarkable, once income never reached 15 billion but is now predicted to reach 25-27 billion (Fajar Bali, 2019).

One marketing concept that has now developed amid in society is the concept of a show (event) (Mas, 2018). Holding an event at a tourist attraction can increase the number of visits and promote the place indirectly so that it is better known to a wide audience. Each event always has the main goal for what is holding the event, one of the main objectives of the event is to promote the venue for the event. Apart from holding an event, a tour package can also be an alternative to increase tourist visits to an object. These two things are not yet owned by the Batur Kintamani Geopark Museum.

Other potentials around the Batur Kintamani Geopark Museum are various, such as Trunyan Village which is located 5 kilometers from Kedisan Village, Ngusaba Tegan's unique tradition, and Bangli Regency's distinctive dance namely Kang Ching-Wei Creation Dance (Batur Global Geopark, 2019). Also besides, there is a bridge in the Kintamani dive, this place is not too far from the Batur Geopark Museum. After being renovated and reorganized, the Kintamani viewing platform is reopened for tourists, some several seats and gazebos that are now neatly arranged. This area consists of two floors, namely the ground floor functioned as a stage for cultural performances, while the upper floor is a platform to admire the natural panorama from a height. However, this venue has not been maximally managed for an event.

The development of the campaign carried Museum Geopark Batur Kintamani is not maximized in terms of the management of events that can be done there, based on the phenomenon, the focus of this study is to determine the appropriate strategies with potential tourist attraction that can then be implemented by the local community and become one alternative forms of tourism in Bangli Regency and North Bali in general.

### A. TOURIST OBJECT

Overseas attractions are called tourist attractions (tourist attractions), whereas in Indonesia better known as tourist attractions. According to Government Regulation No.24 / 1979, a tourist attraction is an embodiment of human creation, living arrangements, cultural arts, as well as the history of the nation and places of natural condition that has an attraction to visit.

Decree of the Department of Tourism, Post and Telecommunications No.KM 98 / PW: 102 / MPPT-87, Tourism object is a place or state of nature that has tourism resources that are built and developed so that it has attraction and destruction as a place visited by tourists.

## B. GEOPARK

Batur Global Geopark is an area that has an internationally valued geological heritage, where the inheritance is used as sustainable development capital for local communities based on education conservation and creative economy ( Indonesian National Commission for UNESCO, 2019).

Parks earth ( geopark ) hereinafter called geopark is a geographical area of residence or a combination, which has World Heritage Site Geology ( Geosite ) and landscape value, relevant aspects of the heritage of Geology ( Geoheritage ), Diversity Geology ( geodiversity ), Biodiversity ( Biodiversity ) , and Cultural Diversity ( Culture Diversity ), as well as managed for the purposes of conservation, education, and economic development of the community in a sustainable manner with the active involvement of the community and the Regional Government, so that it can be used to foster community understanding and concern for the earth and the surrounding environment (Perpres, 2019). Geopark is currently used as a means of introducing the earth's heritage to students and tourists, in addition to this geopark is also used as a place for developing natural tourism or local economic development through nature-based tourism activities.

Management Geopark is a body or organization established by the regional government in the management of a Geopark, with membership may come from the elements Center, Local Government and Stakeholders, by not exclude the existence of the agency or organization which manages at Geopark formed by Central Government and Local Government in accordance with statutory provisions (Perpres, 2019).

## METHODS (12 pt)

In this study using qualitative and quantitative data. While the primary data used are documents obtained from the internet. Data collection in this study uses the method of observation and documentation. The data analysis techniques used are exploratory and SWOT analysis. Exploratory analysis is a stage or type of qualitative research in which the researcher describes his understanding of the phenomenon being studied (Eka, 2018).

### SWOT analysis

SWOT Analysis is a thorough assessment of the strengths ( strengths ), weaknesses ( weaknesses ), opportunities ( opportunities ) and threats ( threats ) of a company (Kotler and Armstrong, 2008). The SWOT analysis can be applied in determining the objectives of marketing management strategies, can be stated before determining the marketing objectives to be achieved should the company analyze:

#### 1. Strengths and weaknesses

Every company has certain strengths and weaknesses, company strengths can be a supporter of achieving business goals. While the company's weaknesses can become obstacles.

#### 2. Business opportunities

A wide variety of growth or change people's lives inside and abroad often provide opportunities for business ( business opportunities ) that promise to firm observant and able to capture these opportunities.

#### 3. Various kinds of obstacles

The development of an unfavorable business environment (for example the monetary economic crisis, government budget deficits) can be a threat (threats). (Jayanti, 2011). One of the tools used to compile the company's strategic factors is the SWOT matrix.

**Table.1 SWOT Matrix**

IFAS EFAS	STRENGTHS (S) Determine 5-10 internal strength factors	WEAKNESSES (W) Determine 5-10 internal weakness factors
OPPORTUNITIES (O) Determine 5-10 external opportunity factors	SO STRATEGY Create strategies that use power to take advantage of opportunities	WO STRATEGY Create strategies that minimize weaknesses to take advantage of opportunities
THREATS (T) Determine 5-10 external threat factors	ST. STRATEGY Create strategies that use power to overcome threats	WT STRATEGY Create strategies that minimize weaknesses and avoid threats

Source: Rangkuti (2006)

#### 1. SO Strategy

This strategy is based on the mindset of the company, which uses all the power to seize and take advantage of opportunities as much as possible.

#### 2. ST Strategy

This strategy is a strategy in using the strength of the company to overcome threats.

#### 3. WO Strategy

This strategy is implemented based on the utilization of existing opportunities by minimizing existing weaknesses.

#### 4. WT Strategy

This strategy is based on defensive activities and seeks to minimize existing weaknesses and avoid threats.

Below are presented systematic efforts to be used as material to describe the conditions encountered:

#### 1. *Strengths* (Strength)

It is something that has been the main force (internal-something that can be directly influenced) from the past until now.

#### 2. *weaknesses* (Weakness)

It is something that has become a major internal (internal) past and present.

#### 3. *Opportunities* (Opportunity)

There are various potentials that can be exploited to affect the expected achievements of the people.

#### 4. *Treats* (Threats)

Cited as something that can limit/frustrate the achievement of (external) targets that are set but have never happened and cannot be directly affected (Jazuli, 2016).

## RESULTS AND DISCUSSION

The Batur Kintamani Geopark Museum already has an official website that contains information about the Geopark B set itself, which can be accessed at [www.baturglobalgeopark.com](http://www.baturglobalgeopark.com). Batur Kintamani Geopark Museum is a museum with the first geopark concept in Indonesia and precisely located at Jalan Raya Penelokan,

Kintamani, Bangli Regency, Bali. There is its uniqueness in the Batur Geopark that is not owned by other Geoparks, namely Mount Batur has two calderas. Batur Geopark Museum has 2 floors. On the first floor, there is a lobby and main lobby hall that visitors can see a diorama of Mount Batur. The diorama presented is in the form of a miniature of Mount Batur along with Lake Batur in a rectangular shape measuring 2.5 x 2 meters. On the second floor, there is a room of biodiversity, cultural diversity, and the auditorium. In this Batur Museum Geopark main building, visitors can observe the volcanism activity of Mount Batur at the observation post. Observing volcanic volcanism activities can certainly be an experience and increase knowledge about volcanology activity. Schedule of visits to the Batur Geopark Museum Monday - Thursday at 08.00 - 16.00 WITA, Saturday and Sunday at 08.00 - 14.00 WITA, while on Friday and national holidays are closed.

### **SWOT analysis**

The SWOT analysis has points that are Strength (S) or strengths, Weakness (W) or weaknesses, Opportunities (O) or opportunities, and Threats (T) or threats. Here is an analysis that the author did as follows:

#### 1. Strength (S)

- Has a beautiful view and cool weather
- Can provide knowledge about geology
- The facilities are quite good with a capacity of up to 2000 people and 9 guides who can speak foreign languages

#### 2. Weakness (W)

- The lack of promotion through events that can be presented to provide an added value experience for tourists
- There are no tour packages offered
- Managers do not have the skills and knowledge about managing tourist attractions that the area has

#### 3. Opportunities (O)

- Other attractions can be used as tour packages besides visiting the Batur Geopark such as Lake Batur, Terunyan Village, and Batur Temple
- Potential visitors from among Balinese students to learn what is in the geopark
- Become a place for music events like Bromo Jazz Festival

#### 4. Threat (T)

- Uncontrolled construction of supporting facilities such as hotels and restaurants
- Natural disasters such as Mount Batur erupted and landslides around the mountains
- Environmental pollution that occurs around the geopark

After the SWOT points are determined, the authors determine the strategies analyzed according to the SWOT analysis above.

#### 1. SO Strategy

- Supported by good natural resources and the uniqueness of the tour packages can be made to visit objects other than Batur Geopark.

- With lots of information and knowledge that can be provided to students, can collaborate with schools in Bali while increasing the number of visits
- With a large capacity, Batur Geopark can hold an event while promoting the introduction of Batur Geopark to the wider community

## 2. ST Strategy

- The local government must make regulations regarding the construction of tourism accommodation and restaurants so as not to damage the environment and obstruct natural scenery.
- With the geological knowledge provided it is expected that visitors have more knowledge about volcanic eruptions and can anticipate when volcanic eruptions occur
- If organizing an event will certainly bring in a lot of tourists in the geopark area, this can certainly threaten environmental pollution such as the problem of garbage, it is necessary to supervise these things to be prevented

## 3. WO Strategy

- Lack of promotion through an event can also be done with other alternative promotions by making a tour package
- Because there is no tour package, the manager can make a tour package especially for students so that in school activities they can choose to visit and take a tour package at Batur Geopark
- Lack of knowledge and skills about tourism potential that has led to low tourist visits to the Batur Geopark, by holding a music event can be a solution to increase tourist visits, but still, have to learn knowledge and skills in the field

## 4. WT Strategy.

- If the Batur Geopark makes a music event especially on a large scale, it needs supporting accommodations such as lodging and restaurants, this can trigger the growth of accommodation and restaurants that are not controlled. Therefore, it is necessary to make a regulation that regulates development.
- Make evacuation routes and evacuation instructions in the event of a natural disaster to increase the sense of security for visitors
- In addition to knowledge about tourism development, it is also necessary to learn about the preservation of natural resources and the rules for preserving nature itself

## CONCLUSION

Based on the above study, this research found the fact that in general the attraction of the Batur Kintamani Geopark Museum has quite the potential to develop promotional events to promote this place to attract more visitors. The strategy that can be used in developing the Batur Kintamani Geopark Museum is by utilizing all the potential it has, starting from creating an event to introduce this geopark, making tour packages that include other tourist objects around the geopark, and capturing potential markets, especially among students. To minimize weaknesses, geopark managers can learn more knowledge and skills on how to maximize the potential of the Batur Kintamani Geopark



Museum.

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