

# Promotion & Marketing Strategy Of Bener Meriah Tourism Potential In Increasing The Number Of Visitors (A Study At The Tourism Office Of Bener Meriah Regency 2022)

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## ABSTRACT

Promotion & Marketing Strategy of Bener Meriah Tourism Potential in Increasing the Number of Tourist Visits (Study at the Tourism Office of Bener Meriah Regency in 2022) This study aims to describe the strategy carried out by the Tourism Office of Bener Meriah Regency in 2022, this research is important because Bener Meriah has potential There are a lot of tourism but not well developed so this research wants to describe Tourism Promotion and Marketing Strategy in increasing the number of visits. This research refers to the concept of Tourism Strategy, Promotion, and Marketing, using SWOT Analysis, This study uses descriptive qualitative methods, research informants from the Tourism Office Data collection techniques through observation, interviews, and documentation Data analysis techniques through data reduction, data presentation, and conclusion drawing. The results of the study show that tourism promotion and marketing through the Calendar of Events (COE) is an annual event, but not all activities are included in the annual event. Bener Meriah Regency tourism promotion is carried out through Instagram, Facebook, and YouTube but has not been managed professionally so the existing tourism potential has not developed. , Tourism promotion is carried out through COE, support from stakeholders in the form of policies (Weaknesses) the tourism potential has not developed, tourist attractions are limited because the culture section is in the Department of Education and Culture, Tourism Accommodations already exist but are not standardized, Not all tourism potentials are included in the Calendar Of Event (COE) support from stakeholders is still at the policy level not, in reality, support from the community for tourism development is still minimal because it is in the comfort zone as a farmer of opportunities (opportunities), there is no home industry as a provider of souvenirs, building-based tourism local fans, the use of coffee plantations as educational tourism, the use of secondary crops into Eco-tourism Threats (threats) lack of awareness of Stakeholders and the public about tourism potential will be managed by other parties.

**Keywords:** SWOT Analysis Strategy, Marketing Promotion, Tourism Potential, Bener Meriah,

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## 1. INTRODUCTION

Tourism has a very important role in the development of Indonesia, especially as a foreign exchange earner in addition to the oil and gas sector. As a source of foreign exchange, tourism has enormous potential. Looking at tourism trends in 2020, world travel will reach 1.6 billion people. This encourages the government to promote the

development of the tourism sector [1]. Tourism is starting to be seen as one of the most promising sectors for regional development on a global scale. Along with unspoiled areas, which not only develop environmental aspects in terms of conservation but also provide benefits for the surrounding community, as one of the rural development efforts to improve the economy of local

communities, where the community in the area is the main control holder [2].

Community involvement in tourism management will certainly bring significant changes in income, this is in line with policies that favor the community, especially in tourism development. Tourism activities involve local communities, such as providing good coaching through tourism awareness groups and improving skills. Community development built through tourism interactions opens up opportunities to create sustainable jobs and profitable businesses among local communities (UNWTO, 2015) [3].

The local community, as a tourism business actor, must, of course, have full support from the government in this case the Tourism Office to develop. The role of the Tourism Office to conduct guidance and supervision of tourism actors will lead to regional progress so that the support of all parties will determine the sustainability of tourism 2003 Bener Meriah separated from Central Aceh District

After splitting up, the new district improved itself, including in the tourism sector. Currently, Bener Meriah district has a lot of tourism potential and there are 64 tourist destinations spread over 10 sub-districts, this number is much larger than Central Aceh, but unfortunately, the income from the tourism sector for Bener Meriah district is still minimal, so where is the problem? If you look at the tourism potential in the Bener Meriah district, it has natural, cultural, and historical tourist destinations. but unfortunately, it has not been managed optimally so the benefits have not been felt by the community.

One of the keys to success in tourism management is tourism promotion because by promoting people can find out important information related to tourism. One way to promote tourism is the annual Khazanah Piasan Nanggroe event (Disbudpar. aceh, 2022) but this is comprehensive in Aceh, although there are several events in Bener Meriah such as the Gayo Traditional Horse Race, which has existed for a long time (when joining middle of Aceh ) continues to this day, the Kenduri Kupa activity is also an annual event, as a form of gratitude for the abundant coffee harvest.

In addition to the cultural potential, Bener Meriah has natural potential with sensations on offer ranging from the Burni Telong Climb, Tansaran Bidin Waterfall, Berawang Tampu Waterfall, Puteri Pintu Waterfall, Damaran Baru Eco-Village, Lut Atas Tour, Muslim Cemetery at an altitude of 2100m above sea level. Nature Tours with the Enchantment of White Water Rafting in Tembolon, Elephant Rafting, Bener Meriah Bike Adventure, Pereri Pintu, Rimba Raya Radio Monument, and other tours.

The tourism potential in Bener Meriah certainly requires handling by the Tourism Office to organize, improve and promote tourism, so that the existing potential is not in

vain. increasing the Number of Visitors (tourists) carried out by the Tourism Office of Bener Meriah Regency.

## Literature Review

In this regard Previous research as the basis for this research refers to the research of Yusran Doni Tahir Burhanuddin, 2021 [4] with the title Flower Tourism Promotion Strategy in Tomohon City which is appropriate. By using qualitative descriptive research methods. So based on the analysis of the internal environment and the analysis of the external environment, it was found the strengths and weaknesses of the promotion of flower tourism in Tomohon City, opportunities and threats in the promotion of flower tourism in Tomohon City. Based on the analysis of the internal environment and the analysis of external environment, it was found the strengths and weaknesses of the promotion of flower tourism in Tomohon City, as well as opportunities and threats in the promotion of flower tourism in Tomohon City.

The results of the study show that ten issues are strategic formulations from the SWOT analysis through the Internal Factory Analysis Summary (IFAS) and External Factory Analysis Summary (EFAS). So that the Tomohon City Tourism Office is advised to take an aggressive strategy by maximizing strengths and taking advantage of opportunities very optimally. Then, through the litmus test, four issues were found in the strategic category, and six issues in the moderately strategic category

Then Raden Asri Kartini in his research Swot Analysis of Story omics Tourism as a Tourism Promotion Strategy (Case Study of the Cisadane River Tourism Area, Tangerang City, Banten, Indonesia) The paralysis of the tourism industry for almost two years of the Covid 19 pandemic from 2020-2021 made the Indonesian government uniquely make efforts promotion of destinations, namely using story omics tourism, by taking a tourism approach that puts forward narrative, creative content, living culture, and uses the power of culture as a destination DNA[5]. super priority in 2021. This research carried out a SWOT analysis on promotion using story omics tourism with a case study of the Cisadane River tourist area. The result of the SWOT analysis is to suggest the use of story omics tourism in the Cisadane River as an alternative promotion for the tourism marketing strategy of the city of Tangerang. This strategy will raise awareness and experience from tourists and the tourist will tell the experience he got after reading story omics tourism and visiting these tourist attractions.

## Promotion Strategy Concept

A strategy is an overall approach related to the implementation of ideas, planning, and execution of activity within a period. In a good strategy, there is a coordination of the work team, a theme, identifying supporting factors that are following the principles of implementing ideas rationally, and efficiently in funding,

and tactics to achieve goals effectively. In formulating a strategy, top management must pay attention to various critical factors, namely: a. Strategy as a Plan b. Strategy as Tactic c. Strategy as Pattern d. Strategy as Position e. Strategy as a Perspective. Types of Alternative Strategies according to David (Guswan) 2015:16 is 1. Integration Strategy 2. Intensive Strategy 3. Diversification Strategy 4. Defensive Strategy Meanwhile, according to Stephen Robins and Mary Coulter, the types of strategies are based on the organizational level area. Corporate Level Strategy B. Company Level Strategy C. Functional Level Strategy [4]

[6] reveal the SWOT analysis as follows: a) Strength is a resource advantage that has not been optimally explored so it gives the organization the possibility to further improve its performance. b) Weaknesses (weaknesses) are limitations and lack of resources c) Opportunities (opportunities) are elements of the external environment (political, economic, social, and science and technology) d) Threats (threats) are elements of the external environment (political, economic, social and science and technology) negative which hinders activities.[4]

#### Marketing Strategy Concept

Kurtz According to [7], the notion of marketing strategy is the company's overall program in determining the target market and satisfying consumers by building a combination of elements from the marketing mix; product, distribution, promotion, and price. There is Philip Kotler According to Philip Kotler, defining that marketing strategy is a marketing mindset that will be used to achieve marketing goals, in which there is a detailed strategy regarding the target market, positioning, marketing mix, and budget for marketing Stanton, understanding marketing strategy is something which covers all systems that have a relationship with the aim of planning and determining prices to promoting and distributing products (goods or services) that can satisfy consumers.[8]

#### Tourism Concept

Tourism (Tours) is a tourist trap that is carried out repeatedly / around, both planned and not able to produce a total experience for the perpetrators. [4] while Tourism (Tourism) is everything related to tourism activities and their impacts that occur due to the contact/interaction between tourist travel agents and tourist attractions, tourism support facilities, and infrastructure/infrastructure provided by the public, private and public [9]. government starts from the moment you leave your place of residence at the time of travel, at your destination, until you return to your place of residence

Yoeti (1996) states public facilities in tourism are all facilities that allow tourism facilities to live and develop and provide services to tourists to meet their diverse needs, both as basic, complementary, and supporting facilities such as banks, hospitals, and offices. the police.

These public facilities can be in the form of (a) basic facilities, namely companies whose lives and lives are highly dependent on the flow of tourist arrivals, such as travel agents, transportation, accommodation, and restaurants; (b) complementary facilities, namely companies or places that provide facilities for recreation whose function is not only to complement the basic tourism facilities but the most important thing is to make tourists stay longer in a tourism destination; and (c) supporting facilities, namely companies that support basic facilities and function not only to make tourists stay longer in a tourist destination but so that tourists spend more or spend their money at the places visited. [10]

Oka A. Yoeti, tourist destinations must have 4 (four) components, namely 1. Tourism attractions; 2. Easy access to transportation; 3. Facilities (restaurants, accommodations, entertainment venues, showers, and toilets). 4. Ancillary service, namely tourism organizations needed in tourist services such as tourism staff (guide, PHRI, tour and travel agent, and so on [11]

#### Regency Tourism Potential Bener Meriah

Tourism potential the tourism potential of Bener Meriah district consists of natural, cultural, and historical tourism potential, spread over ten sub-districts namely Timang Gajah, White Elephant, Pintu Rime Gayo, Bukit, Wih Pesam, Bandar, Bener Kelipah, Shia Utama, Mesidah, Permata (BPS Bener Meriah, 2021). The Tourism Office divides tourism potential into the form of mainstay tourism potential 10 and non-mainstay potential 41. Currently, lodging accommodations to support tourism in Bener Meriah district in 2021 as many as 13 non-star hotel inns, while for restaurants registered with the Trade Office there are 146 restaurants (houses). Eating) this number increased from the previous year by only 139 units [12]

A type of research in which the findings are not obtained through statistical procedures or other forms of calculation. Trying to understand and interpret the meaning of an event of human behavior interaction in certain situations according to the researcher's perspective. Done in a reasonable situation (natural setting). Qualitative methods are more based on phenomenological properties that prioritize appreciation (verstehen). Qualitative methods seek to understand and interpret the meaning of an event of human behavior interaction in certain situations according to the researcher's perspective. Qualitative research aims to understand the object studied in depth [13] The research approach in this study uses qualitative description.

In this study, there are two sources of data used, namely primary data sources in the form of information from research informants and secondary data obtained from supporting documents obtained from books, journals, online media, and others related to tourism promotion and marketing. Research informants related to this research are people who are involved with the focus of

studying Tourism Promotion and Marketing strategies in increasing the number of visits in Bener Meriah district. In this study, the research informants are those who are related to the research study.

The data collection technique used is data reduction, namely the activity of summarizing, choosing the main things, focusing on the important things, and looking for themes and patterns. Data display is the presentation of data as a set of structured information that gives the possibility of drawing conclusions and taking action. the conclusion is the result of research that answers the research focus based on the results of data analysis. Conclusions are presented in the form of descriptive research objects based on research studies [13]

Data collection techniques are the most strategic steps in research because the main purpose of research is to obtain data, so in this study, observation is a data collection technique that is carried out systematically and intentionally through observation and recording of the symptoms investigated in this study. will be carried out concerning Tourism Promotion and Marketing

Documentation is a record of events that have passed. Documents can be in the form of writing, pictures, or monumental works of someone. The definition of documentation is looking for data about things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, agendas, and so on.[14] This documentation is used to complete the data obtained from the results of interviews and observations sourced from documents and recordings. In qualitative research, some data sources come from non-human sources such as documents, photographs, and statistical materials.

## Results And Discussion

Tourism promotion is an effort made to increase the number of tourists in Bener Meriah Regency by looking at the tourism potential sources they have, along with the potential resources that exist in Bener Meriah Regency are divided into two, namely mainstay potential and non-mainstream potential so that the promotion strategy carried out is, of course, will be different.

### Tourism Promotion and Marketing Strategy carried out by the Tourism Office of Bener Meriah Regency

Tourism promotion and marketing at Bener Meriah has so far been carried out through annual events based on the Calendar Of Events (COE) "This Bener Meriah Regency has tremendous potential but not all of it can be included in the annual event, this is also related to the budget plot and adjustment of the annual agenda Aceh Tourism Office," said Irmansyah (45). By not mentioning the amount of the budget plot for each of these events. Bener Meriah has a lot of tourism potential, based on data obtained from the Bener Meriah Tourism Office, there are 10 mainstay potentials and 41 non-mainstay

potentials, the mainstay and non-mainstay categories can certainly lead to multiple interpretations.

Bener Meriah's tourism potential with relatively large numbers of both Nature Tourism, Historical and Cultural Tourism, but as Isan said (43) "is focused on nature, because our strength is there, the extraordinary natural potential is owned by this district. " This means that Bener Meriah tourism will focus on nature tourism. While the success of tourism development as stated by Yoeti is determined by three factors, namely Tourism Objects & Attractions, accessibility (Accessibility), and Facilities (amenities), then how is the condition of Bener Meriah Regency in conducting tourism promotion and marketing in increasing the number of tourists (visitors).

Tourism Promotion of Bener Meriah Regency is more focused on annual events, while the tourism potential of both natural and cultural attractions is not a priority, especially changes in the cultural sector to become part of the Education Office since 2021, so that the management of Cultural attractions becomes a different Duties of the Office and no longer in the Department of Education. Tourist.

One of the Cultural attractions is the tourism potential in Bener Meriah district, previously in the Tourism Office and now has shifted to the Education and Culture office, as a result, Cultural attractions become a different realm in tourism development and are related to tourism promotion carried out. As stated by Susi Sri Yuliarti (45) the Tourism Marketing Data Analysis Section at the Bener Meriah Regency Tourism Office, stating: "For our tourism promotion through the Calendar of Events (COE) as in 2022, we plan the Bener Meriah Coffee Trail (June 25, 2022), Bener Meriah Trail Adventure (11 June 2022), Elephant Rafting Festival (22 - 23 June 2022), Aceh Culinary Festival Exhibition (5 - 7 August 2022), Bhayangkari Expo Exhibition (18 - 19 August 2022), Independence Coffee Festival Exhibition ( 23 - 27 August 2022), Bener Meriah Offroad Adventure (23 - 25 September 2022)."

Bener Meriah Regency tourism promotion activities are very dependent on the Calendar of Events (COE) which is also still related to events organized by the Aceh Tourism Office, this can be seen in Khasanah Piasan Nanggro 2022 including annual events from Bener Meriah district such as Peteri Pintu Eco Camp (28 - 29 May 2022) the target of this activity is to go on an adventure while camping together in the Peteri Pintu waterfall camping ground area with an altitude of 1800m above sea level, offering beautiful views of coffee plantations and Bumi Telong (Disbudpar.aceh, 2022)

Regarding the Tourism Promotion and Marketing carried out by the Tourism Office, Candra Sasmita (30) as the Head of Tourism Destination development explained "so for Promotions carried out by the Office only through Instagram, Facebook is not the only thing." This promotion turned out to be very dependent on the activity

event, there was no consistency in the promotion and updating of each tourist destination because it was constrained by the media manager.

Based on the results of the study and the findings in the field of Tourism Promotion and Marketing in Bener Meriah Regency in increasing the number of visits (tourists) using the following SWOT analysis:

Table 1. SWOT Analysis of Tourism Potential in Bener Meriah

Strengths	Weaknesses
<b>Has a lot of potentials (nature tourism)</b>	<ul style="list-style-type: none"> <li>➤ There is a separation of potential into mainstay tourism potential and non-mainstay tourism potential</li> <li>➤ The potential of local culture is the domain of the Department of Education and Culture so that it does not become a tourist attraction that has potential value</li> <li>➤ Cultural Heritage is also the domain of the Education and Culture Office so Historical Tourism is not part of the Tourism Office</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➤ Tourism potential has the opportunity to be developed</li> <li>➤ Tourism Potential Opportunity to Bring in Tourists Through Annual Events (Horse Racing, Cultural Attractions, Coffee Parties, Bike Tours, Element Rafting)</li> </ul>	<ul style="list-style-type: none"> <li>➤ and Sales to Outside Parties</li> <li>➤ Tourism Development Is Done By Outsiders (Investors) So People Only Become "Spectators"</li> </ul>

Research result, 2022

Table 2. SWOT Analysis of Tourist Accommodations in Bener Meriah Regency

Strengths	Weaknesses
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<b>There are 13 in the form of Hotels, Messes, and Homestays</b>	<ul style="list-style-type: none"> <li>➤ o not have a standard service SOP for every inn</li> <li>➤ he owner and manager of the tour are from outside Bener Meriah</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➤ pportunity to build an inn in the middle of a coffee garden</li> </ul>	<ul style="list-style-type: none"> <li>➤ otels and Inns in Central Aceh are more popular</li> <li>➤ nprofessional service</li> </ul>

Table 3. SWOT Analysis of Accommodation & Room Facilities in Bener Meriah Regency

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>➤ odging is easy to reach</li> <li>➤ as several facilities such as parking, 24 Hour Room Service, WiFi in Public Area</li> </ul>	<ul style="list-style-type: none"> <li>➤ ourist Accommodation yet standard</li> <li>➤ ccommodation Facilities and the inn has 32 facilities but in reality, no</li> <li>➤ ourist Destination Objects yet well managed</li> <li>➤ tandard lodging price not standard</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➤ reating Accommodation Standards Standard in the form of Qanun</li> </ul>	<ul style="list-style-type: none"> <li>➤ ot standard</li> </ul>

Table 4. SWOT Analysis of Tourism Promotion Activities in Benre Meriah

Table 5. SWOT Analysis of Stakeholder Support in Tourism Promotion

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>➤ ourism Policy Support</li> </ul>	<ul style="list-style-type: none"> <li>➤ ourism policy has already made good however implementation not appropriate</li> </ul>

	<ul style="list-style-type: none"> <li>➤ op Policy down so not yet Of course it can be applied in society</li> <li>➤ art Switch Culture of the Department of Tourism to the Department of Education and culture make some part of the attraction and tourist destination no walk because different service in charge of</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>➤ <b>wakening Institution based local wisdom for building tourism Bener Merih with local content</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ ectoral Ego When Culture is in Department of Education and culture is not being Cultural attractions in the realm of Tourism, Travel in Bener Meriah will be limited to travel Natural</li> </ul>

Table 5. SWOT Analysis Community Support for Tourism in Bener Meriah Regency

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>➤ <b>he richness of cultural arts owned</b></li> <li>➤ <b>nique customs</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ ommunity Comfort Zone become a farmer</li> <li>➤ upport from the community is still not enough</li> <li>➤ eople are not aware of natural and cultural potential as a tourist attraction</li> <li>➤ on't understand Sapta Enchantment</li> <li>➤ ourism Awareness Group in form by the Department of Tourism</li> <li>➤ ot starting to develop tourism based on local wisdom</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>➤ <b>he home industry is still limited</b></li> <li>➤ <b>rocessing of agricultural products</b></li> <li>➤ <b>ecome an industry as a souvenir</b></li> <li>➤ <b>ake advantage of the coffee garden as an educational tour</b></li> <li>➤ <b>tilizing farmland as agro-tourism</b></li> <li>➤ <b>rocessing raw materials become finished material</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ f people don't do then outsiders will manage tours in Bener Meriah</li> <li>➤ ociety will be the viewer</li> </ul>

Table 6. SWOT Analysis of Success in Tourism Development Objects & Tourist Attractions

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>➤ <b>ourist Attractions &amp; Attractions in the form of Nature, Culture and History</b></li> <li>➤ <b>ultural Arts Wealth owned (Didong, guel)</b></li> <li>➤ <b>ustoms</b></li> <li>➤ <b>nique customs</b></li> <li>➤ <b>ayo local wisdom</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ ttractions not yet managed well</li> <li>➤ ultural Attractions don't have any Routine agenda as an attraction journey, still just entertainment at the time of celebration</li> <li>➤ rtist /Cheh not yet Promising profession</li> <li>➤ tages not yet available Cultural Attraction Show as a tourist attraction permanent</li> <li>➤ eople are not aware of natural and cultural potential as a tourist attraction</li> <li>➤ on't understand Sapta Pesona</li> <li>➤ ourism Awareness Group has yet to realize the potential of tourist attractions and Cultural</li> </ul>

	Attractions as travel products ➤
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>➤ <b>Empower Artist/Cheh as a performer Professional art</b></li> <li>➤ <b>Open up opportunities for Documentary Filmmaking about Gayo Cultural Attractions</b></li> <li>➤ <b>Creating local content as Travel products</b></li> <li>➤ <b>Take advantage of the coffee garden as an educational tour</b></li> <li>➤ <b>Utilizing farmland as agro-tourism</b></li> <li>➤ <b>Community Social Life become a Tour Package Culture</b></li> <li>➤</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>If Culture is not preserved of them as an attraction Culture then Generation does not know the potential of culture Gayo</b></li> <li>➤ <b>Speech Culture, Sound Art, and Art dance in Gayo will be eroded by the era</b></li> <li>➤ <b>Attractions bought by people outside</b></li> </ul>

Table 7. SWOT Analysis Factors That Determine Development Success Tourism accessibility

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>➤ <b>Easy to reach road access country for Most tourist sites</b></li> <li>➤ <b>There is Rembele airport</b></li> <li>➤ <b>Can be passed using two wheelers, four wheelers in most locations</b></li> <li>➤</li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>No signposts to tourist sites</b></li> <li>➤ <b>No public transportation available to go to tourist sites</b></li> <li>➤ <b>Infrastructure development depends on the government</b></li> <li>➤ <b>Lack of public awareness to open access to location tour</b></li> <li>➤</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>➤ <b>Making directions to the tourist location</b></li> <li>➤ <b>Providing Transportation to the tourist area</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>If society and government regions do not cooperate make access to location tourism, then tourist locations are not will be visited by visitors</b></li> </ul>

Table 8. SWOT analysis of success in tourism development Facilities

(amenities)

<b>Strengths</b>	<b>Weaknesses</b>
	<ul style="list-style-type: none"> <li>➤ <b>Don't have facilities yet Standard for tourist sites</b></li> <li>➤ <b>Tourist location has not been maintained well</b></li> <li>➤ <b>There is no toilet at the location travel so it arises pollution</b></li> <li>➤ <b>Onsite Waste Management travel is not good</b></li> <li>➤ <b>There is no gift center in tourist sites</b></li> <li>➤ <b>Don't understand Sapta Enchantment</b></li> <li>➤ <b>Tourism Awareness Group still hasn't played much</b></li> <li>➤ <b>Tourism facilities are not yet based on local culture</b></li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>➤ <b>Home Industry Development ladder as the provider of souvenir</b></li> <li>➤ <b>Making Facilities on-site for local wisdom-based tourism</b></li> <li>➤ <b>Empowering the community to provide facilities supporting activities tour</b></li> </ul>	<ul style="list-style-type: none"> <li>➤ <b>More Travel Accommodation many choices in central Aceh</b></li> </ul>

Tourism Promotion and Marketing carried out by the Regency Tourism Office Bener Meriah relies heavily on annual events based on the Calendar Of Events (CEO) and does not focus on developing the existing potential. Referring to Yoeti (1997) reminds us that there are three factors that determine success in development tourism, namely tourist objects & attractions, accessibility, and facilities/amenities [15]

As Yoeti said that for the success of tourism development, is determined by the factors of tourist objects and attractions, accessibility, and facilities



(amnesties) of these three factors in tourism development are still not supported so the number of tourist visits in Bener Meriah Regency is not yet significant. This means that tourism development has not gone according to expectations, but there is a lot of potential. Tourism does not necessarily bring changes to people's lives, income in the community is mostly sourced from farmers while the tourism sector has not been "seen" by the community, especially since the community is already in the comfort zone of being a farmer with a daily routine of gardening both coffee and secondary crops, as well as Cultural Attractions during this is only a folk entertainment that is carried out at a party and ceremonial celebrations. So Cheh is not a promising profession, and neither is tourism promotion tied up at annual events through the Calendar Of Events (CEO)

Promotion and marketing of Bener Meriah Tourism so far have been carried out only through an annual event that is relatively the same as that carried out by the Department of Tourism, Youth and Provincial level sports, while for tourist destinations in Bener Meriah there are not carried out, as a result, the existing potential does not develop, the community and government and walk alone.

## CONCLUSION

Based on the results of research on Promotional & Marketing Strategies of True Tourism Potential Merry in Increasing the Number of Tourists (Study at the Regency Tourism Office Bener Meriah 2022) can be concluded:

1. Tourism Promotion is carried out based on the annual Calendar of Events (COE) event not the promotion of tourist objects, promotions are carried out through social media such as Instagram, Facebook, and Youtube but have not been managed consistently. The development of tourist destinations is very limited due to a limited budget. The use of the word's mainstay and non-mainstay tourism potential tends to give rise to multiple interpretations, the transfer of the Culture section from the Tourism Office to the Department of Education and Culture makes Cultural Attractions the domain of the Department of Education so that Tourism is limited to Nature.

2. Support from Stake Holders in the realm of policy is good but implementation is still not appropriate, as well as community support through the Tourism Awareness Group has not yet been born a Tourism Village is a tourist destination, and people are still in the comfort zone as farmers so they haven't looked Tourism industry, besides that, tourist accommodation in Bener Meriah is still limited so the choice of visitors to central Aceh to stay.

## SUGGESTION

Suggestions that can be put forward based on the results of the study are:

1. To further optimize tourism promotion, it is recommended that the Office of Tourism chooses the

right promotional media and manages it effectively and professionally, using the words Mainstay and Non-Mainstay tourism potential should be reviewed, the Cultural Transfer at the Education Office and Culture does not necessarily mean that tourism does not have cultural attractions so that it remains a tourism product. 2. Support from all parties to promote Bener Meriah Tourism is necessary This is done so that local wisdom-based tourism actors can be achieved.

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