



SWOT Analysis of The Influence of Tourism and Social Facilities Media Marketing Towards Increasing Visits Tourists at Padi Sands Beach, Bangka Belitung

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Abstract. Pasir Padi Beach is one of the leading tourist destinations in Bangka Belitung which has great potential in attracting tourists. This study aims to evaluate the strengths, weaknesses, opportunities, and threats related to tourist facilities and marketing strategies through social media in increasing tourist visits to Pasir Padi Beach. The research method used is a survey with a qualitative approach using SWOT analysis. The results of the study indicate that tourist facilities, both basic and recreational facilities, have a major influence on tourist interest in visiting. In addition, marketing strategies through social media greatly influence tourist interest in visiting Pasir Padi Beach. When creative, informative content that is in accordance with tourist preferences is promoted well, interest in visiting will increase.

Keywords: Tourism Facilities, Marketing, Tourist Visits.

1 Introduction

As the largest archipelago in the world and has a very wide sea area, the beach is used as a qualified tourist attraction to be developed [7]. One of the effective and efficient regional promotion strategies in the digital era like today is by utilizing the internet as a promotional tool [5].

The Indonesian Internet Service Providers Association (APJII) announced that the number of internet users in Indonesia in 2024 will reach 221,563,479 people out of a total population of 278,696,200 people in Indonesia in 2023. From the results of the 2024 Indonesian internet penetration survey, Indonesia's internet penetration rate reached 79.5%. Compared to the previous period, there was an increase of 1.4%. The survey results show the widespread use of social media among the public. This is utilized by a number of managers as one of the promotional media [1]. The usefulness of this social media has developed from previously as a medium to communicate with friends and family, and has developed as a medium for consumers to obtain information about companies or products [8].

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The Bangka Belitung Islands Province, located east of Sumatra Island, Indonesia, is one of the tourist destinations that has great potential to develop into a major tourist destination, both domestic and international. Known for its stunning natural beauty, Bangka Belitung offers a variety of attractions tourism that includes white sandy beaches, crystal clear sea water, and exotic and unique granite rock formations, all of which combine to create an incredibly beautiful and untouched landscape. The beaches in Bangka Belitung, such as Tanjung Tinggi Beach, Tanjung Kelayang Beach, and Pasir Padi Beach, have become symbols of the natural beauty of this province.

Pasir Padi Beach is one of the leading tourist destinations that has great potential to attract tourist visits, both domestic and foreign. With stunning beach views, fine white sand, and calm waves, Pasir Padi Beach has a very potential natural attraction. However, even though this natural attraction already exists, the level of tourist visits to Pasir Padi Beach is still not optimal.

This raises questions about the factors that influence tourists' interest in visiting this beach [6]. One of the important factors that can influence tourists' decisions in choosing a destination is the quality and availability of tourist facilities. Facilities such as large parking areas, clean public toilets, restaurants and cafes, and safe and comfortable children's play areas greatly influence the comfort and satisfaction of tourists during their visit [6]. Good facilities not only enhance the tourist experience but can also be a reason for them to return or recommend the destination to others [3].

In addition to facilities, promotional strategies also play a crucial role in attracting tourists [2]. In today's digital era, social media marketing is one of the most effective promotional tools. Through social media platforms such as Instagram, Facebook, and Twitter, tourist destinations can quickly and widely introduce their attractions to a wider audience. Interesting content, tourist testimonials, and positive reviews on social media can shape positive perceptions and increase the interest of potential tourists to visit a destination [4].

However, until now, there are still few studies that specifically explore the extent to which tourism facilities and social media marketing strategies influence tourist interest in visiting Pasir Padi Beach. Therefore, this study aims to analyze the influence of these two factors on tourist interest. This study is expected to provide a significant contribution to Pasir Padi Beach managers in developing more effective management and promotion strategies, so as to increase the number of tourist visits and strengthen Pasir Padi Beach's position as a leading tourist destination in Bangka Belitung.

2 Method

This study uses a qualitative approach with the aim of finding out in depth how tourist facilities and social marketing strategies affect tourists' interest in visiting Pasir Padi Beach. This approach allows researchers to explore the behavior and perceptions of tourists and destination managers towards the two main variables (tourist facilities and social media promotion) in shaping tourists' interest in visiting. Data collection was carried out by distributing questionnaires using the sample to number of respondents ratio method (respondent to sample ratio) with a ratio of 5:1 so that 200 respondents

(who had visited Pasir Padi Beach) were obtained. Furthermore, researchers analyzed the data using SWOT analysis which consists of several elements.

3 Results and Discussion

3.1 Results

The identification of internal and external strategic factors requires a Strength, Weakness, Opportunity, and Threat analysis or SWOT analysis. This analysis was conducted to explore various aspects of the existing conditions at Pasir Padi Beach from both internal and external sides, to solve existing problems and develop the strengths and weaknesses that exist in the area. The first step was to identify the strengths and weaknesses of the internal conditions. The results of this identification were obtained by looking at documents, secondary data and primary data, which are as follows:

1. **Strengths.** The strengths analysis obtained at Pasir Padi Beach are: 1) Adequate and complete tourist facilities; 2) Promotion on social media that is informative and easily accessible; 3) Basic infrastructure (roads, electricity, clean water) that supports tourist comfort; 4) Satisfactory service
2. **Weaknesses.** Analysis of the weaknesses found at Pasir Padi Beach are: 1) Lack of recreational facilities; 2) Promotion that is not in accordance with the needs of tourists; 3) Information on social media that is not correct; 4) Inadequate accommodation facilities.
3. **Opportunities.** The indicator points of the opportunity analysis obtained are as follows: 1) social media helps find more complete information about tourist facilities and attractions; 2) Creative context on social media increases tourists' interest in visiting; 3) Provision of additional recreational facilities can attract more visitors; 4) Improving the quality of accommodation has the potential to increase the number of tourists.
4. **Threats.** The three threats analysis obtained at Pasir Padi Beach are: 1) Lack of effective social media promotion to attract tourists to visit; 2) Inadequate basic facilities such as poor internet connection make people reluctant to visit again; 3) Competition with other destinations that have more complete facilities; 4) Lack of clear information about social media that can increase tourist interest in visiting [10].

Furthermore, the idealized SWOT analysis is as follows: can be seen in tables 1 and 2 below.

Table 1. Weighting of SWOT Analysis for Internal Factors

STATEMENT ITEM			
STRENGTH	SCORE	WEIGHT	TOTAL
Tourist facilities available at tourist destinations are very complete and adequate.	0.32	4.24	1.37
The promotional context for tourist destinations on social media is very informative and easy to understand.	0.30	4.38	1.32

I feel that basic facilities such as roads, electricity, and clean water in tourist destinations are very supportive of comfort when visiting.	0.37	4.30	1.58
I am always satisfied with the services provided by the management of tourist attractions.	0.43	4.01	1.73
TOTAL			6.0
WEAKNESSES	SCORE	WEIGHT	TOTAL
Lack of recreational facilities in tourist destinations makes the visit less enjoyable.	0.53	-4.17	-2.23
Promotion through social media at tourist destinations is often ineffective in attracting tourists.	0.47	-4.19	-1.95
I feel that information about tourist facilities on social media is incomplete and inaccurate.	0.36	-4.06	-1.47
Accommodation facilities at destinations often do not meet my expectations.	0.52	-4.18	-2,17
TOTAL			-7.83

Table 2. Weighting of SWOT Analysis External Factors

STATEMENT ITEM			
OPPORTUNITY	SCORE	WEIGHT	TOTAL
Social media is very helpful in finding more in-depth information about facilities and attractions at tourist destinations.	-0.25	4.25	-1.08
The creative context on the destination's social media increases my interest in visiting.	-0.33	4.14	-1.37
Developing additional recreational facilities at tourist destinations will make me more interested in visiting.	-0.30	4.23	-1.28
Improving the quality of accommodation will increase the number of tourists visiting.	0.07	4.03	0.03
TOTAL			-3.71
THREAT	SCORE	WEIGHT	TOTAL
Lack of effective social media promotion can reduce tourists' interest in visiting tourist destinations.	0.53	-4.23	-2.25
Inconvenience caused by poor basic facilities such as internet connection will make me reluctant to visit again.	0.46	-4,24	-1.98
Comparison of other tourist destinations that offer better facilities can increase my interest in returning to this destination.	0.36	-4,23	-1.53
I feel that clear information on social media for tourist destinations makes me hesitate to plan a visit.	0.52	-4,19	-2,18
TOTAL			-7.95

SWOT analysis starts from the calculation of internal analysis coordinates and external analysis coordinates. The x point coordinate value is obtained based on the calculation of the internal factor value (strength-weakness) of 13.8 and the y point coordinate value is obtained based on the calculation of the external factor value (opportunity-weakness) of 4.2. The SWOT analysis graph is shown in Figure 1.

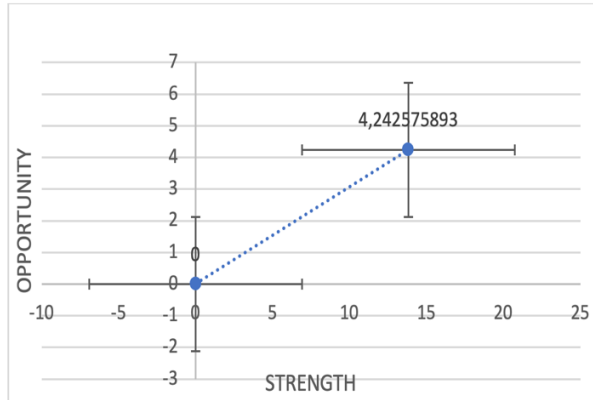


Fig. 1. SWOT Strategy Chart Analysis

Table 3. Analysis of Internal and External Factors with SWOT Matrix

<p style="text-align: center;">Analisis IFAS</p> <p style="text-align: center;">Analisis EFAS</p>	<p>Strengths:</p> <ol style="list-style-type: none"> 1. Complete and adequate facilities for users. 2. The context of promotion on social media is informative and easy to understand. 3. Basic facilities such as roads, electricity, and clean water that are sufficient for comfort. 4. Satisfaction with the travel destination good service management. 	<p>Weaknesses:</p> <ol style="list-style-type: none"> 1. Lack of facilities that make the visit unpleasant. 2. Social media promotions often do not match the needs of visitors. 3. Lack of information about facilities on social media that is incomplete and inaccurate. 4. Accommodation facilities do not match the needs.
<p>Opportunity:</p> <ol style="list-style-type: none"> 1. Social media helps to find information about facilities and attractions in the destination. 2. Creative context on social media increases tourists' interest in visiting. 3. The addition of additional recreational facilities can attract more visitors. 4. Improving the quality of accommodation can increase the number of tourists. 	<p>SO Strategy Assumptions</p> <ol style="list-style-type: none"> 1. Utilize well-equipped tourism facilities and informative promotions to enhance the development of additional facilities and recreation. 2. Utilize good management and social promotion media to improve the quality of accommodation. 	<p>WO Strategy Assumptions</p> <ol style="list-style-type: none"> 1. Align the creation and accommodation facilities of to facilitate travelers, as we will provide additional facilities to attract more visitors. 2. Tailor the content of social media promotion to the preference of traveler to maximize the potential of social media creative.
<p>Threats:</p> <ol style="list-style-type: none"> 1. Lack of effective promotion to increase tourist visits. 2. Poor basic facilities such as easy access discourage people from revisiting. 3. Competition from other destinations that have better facilities. 4. Clear information on improved social media that can be used to plan visits. 	<p>ST Strategy Assumptions</p> <ol style="list-style-type: none"> 1. Utilizing good basic facilities and managing services to face competition with other destinations that offer better facilities. 2. Ensuring social media promotion remains informative and accurate to reduce the threat of unclear information and causing doubts among visitors. 	<p>WT Strategy Assumptions</p> <ol style="list-style-type: none"> 1. Improving basic facilities such as internet connection and strengthening recreational facilities to prevent a decline in interest in visiting. 2. Addressing accommodation weaknesses and improving information on social media to be clearer and more relevant, thereby reducing doubts in planning a visit.

The SWOT analysis shows that the company is in the SO (Strength - Opportunity) quadrant and is in an excellent position to implement an aggressive strategy. Significant internal strengths allow the company to take full advantage of external opportunities, and this strategy is suitable for aggressive growth and expansion in the market.

3.2 Discussion

The Influence of Tourism Facilities on Tourists' Interest in Visiting Pasir Padi Beach

Tourist facilities play an important role in attracting tourists to visit a tourist destination, including Pasir Padi Beach. Based on the SWOT analysis that has been carried out, it can be concluded that good and adequate facilities at Pasir Padi Beach can provide a more comfortable and enjoyable experience, so that it can increase the desire of tourists to visit or even return.

Positive Factors of Tourism Facilities (Strengths). The strength factors of tourism facilities are:

1. Complete and adequate tourism facilities (as shown in the first strength point) support the comfort of tourists during their visit. This includes facilities such as parking lots, recreation areas, public toilets, to additional facilities such as cafes or recreation areas.
2. Good basic facilities such as roads, electricity, and clean water (the third strength point) are also very important in attracting tourists, because the ease of basic infrastructure affects their overall experience.
3. Satisfactory tourism destination management services (the fourth strength point) also have a direct effect on tourists' perceptions of the available facilities.

Responsive and friendly service can increase their satisfaction, by increasing the interest to visit again.

Negative Factors of Tourism Facilities (Weakness). The results of the identification of the weakness factors of tourism facilities are:

1. Lack of recreation facilities (first point of weakness) shows that although basic facilities are adequate, the lack of entertainment and recreation facilities can make visits less attractive for tourists who want to get a more in-depth experience.
2. Accommodation facilities that do not meet expectations (fourth point of weakness) can also reduce interest in visiting, especially for tourists who want to get more comfort in terms of accommodation. If accommodation facilities are inadequate, tourists can move to other destinations that provide better accommodation facilities.

Strategies to Overcome the Influence of Facilities on Visit Interest

There are several strategies to overcome the influence of facilities on tourists' interest in visiting Pasir Padi Beach. The strategies are as follows.

1. SO strategy involving the development of additional recreational facilities is very relevant today. By utilizing good basic facilities and effective promotion, Pasir Padi Beach managers can develop entertainment and recreational facilities such as water parks, photo spots, or playgrounds. This will increase the attractiveness of the destination and increase interest in visits.
2. WO strategy shows the need to improve existing facilities to meet expectations, especially accommodation. Improving the quality of accommodation facilities can attract more tourists who want a comfortable and enjoyable holiday experience.

The Influence of Social Media Marketing Strategy on Tourist Visit Interest at Pasir Padi Beach

Social media is one of the most effective marketing tools in the tourism industry. Based on the SWOT analysis, social media marketing strategies play an important role in influencing tourists' interest in visiting Pasir Padi Beach. The use of this platform appropriately and creatively can significantly increase tourist interest.

Positive Factors of Social Media Marketing (Opportunities). The opportunity factors analyzed in the social media marketing variable are as follows:

1. Social media helps find interesting information about the facilities and attractions of a destination (first opportunity point), which directly influences tourist decisions. If the specified promotional content is interesting, informative, and relevant, tourists will be more interested in visiting the destination.
2. Creative content on social media (second opportunity point) can increase interest in visits. Promotions that use attractive visuals, short videos, and evocative narratives can make Pasir Padi Beach stand out from other destinations. This content also plays a role in influencing the emotions and imagination of potential tourists.

Negative Factors of Social Media Marketing (Weaknesses & Threats). Negative factors that include threats and weaknesses for social media marketing variables at Pasir Padi Beach are:

1. Social media promotions are often not relevant to tourist preferences (second weakness point) which can be an obstacle. If the promotion does not match what tourists are looking for (for example, the age or interests of target tourists), then their interest in visiting may decrease.
2. Unclear information on social media (fourth threat point) raises doubts in planning a visit. If details about facilities, prices, or promotional programs are incomplete or inaccurate, tourists may hesitate to visit Pasir Padi Beach because they do not get a clear picture of what they will get.

Social Media Marketing Strategies to Increase Visit Interest

Based on the analysis results, the social media marketing strategies that can be applied to increase tourist interest in visiting Pasir Padi Beach are as follows:

1. The SO strategy shows that Pasir Padi Beach managers can utilize informative and creative promotional content on social media to attract potential tourists. For example, utilizing local influences, developing interactive content, or videos of direct experiences from other tourists can be effective ways to increase interest in visiting.
2. The ST strategy is also relevant to ensure that social media promotions are always accurate and relevant. Providing accurate information about basic facilities and accommodations will help reduce confusion or doubt that may arise from potential visitors.

4 Conclusion

Tourist facilities, both basic facilities and recreational facilities, have a major influence on tourists' interest in visiting. Adequate facilities will increase comfort and a positive impression of Pasir Padi Beach, while inadequate or unsatisfactory facilities can reduce interest in visiting. Therefore, the management and development of facilities that are in accordance with the needs and expectations of tourists are the key to attracting more visitors. Marketing strategies through social media greatly influence tourists' interest in visiting Pasir Padi Beach. When creative, informative content that is in accordance with tourists' preferences is promoted, interest in visiting will increase. Conversely, unclear or irrelevant information can reduce interest in visiting. Therefore, an effective social media strategy must involve content that is appropriate to the target audience and accurately describes the experience and facilities at Pasir Padi Beach.

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