

“STRATEGI PEMASARAN DAYA TARIK WISATA SIRAMAN NATURAL WATERFALL DESA BANYUATIS KABUPATEN BULELENG PROVINSI BALI”

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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis strategi pemasaran daya tarik wisata Siraman Natural Waterfall yang terletak di Desa Banyuatis, serta mengkaji berbagai hambatan yang dihadapi dalam upaya meningkatkan jumlah kunjungan wisatawan. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan mengacu pada konsep bauran pemasaran (Promotion Mix) 7P yang meliputi *Product*, *Price*, *Place*, *Promotion*, *Process*, *People*, dan *Physical Evidence*. Pendekatan ini digunakan untuk menganalisis penerapan strategi pemasaran dalam pengelolaan dan pengembangan objek wisata alam tersebut. Penelitian dilaksanakan selama enam (6) bulan, yaitu dari Agustus 2024 hingga Januari 2025. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Penelitian melibatkan 12 informan yang terdiri atas Kepala Desa Banyuatis (1 orang), anggota Badan Permusyawaratan Desa (1 orang), pengelola wisata/BUMDes (2 orang), anggota Kelompok Sadar Wisata (Pokdarwis) (2 orang), pelaku usaha pariwisata di sekitar kawasan wisata (3 orang), serta wisatawan (3 orang) yang terlibat dalam pengelolaan serta pengembangan potensi wisata.

Hasil penelitian menunjukkan bahwa secara konseptual strategi pemasaran destinasi wisata Siraman Natural Waterfall telah direncanakan oleh pihak desa sebagai bagian dari upaya pengembangan potensi wisata lokal. Namun, implementasi strategi tersebut belum berjalan secara optimal. Beberapa kendala utama yang dihadapi antara lain status kepemilikan lahan yang masih berada pada pihak pribadi sehingga membatasi pengembangan kawasan wisata secara lebih luas. Selain itu, belum terbentuknya organisasi pengelola destinasi wisata secara formal juga menjadi hambatan dalam pengelolaan dan pelaksanaan strategi pemasaran secara terstruktur. Keterbatasan anggaran untuk pengembangan fasilitas pendukung, seperti perluasan area parkir dan akses menuju kawasan air terjun, turut memengaruhi efektivitas pemasaran. Kegiatan promosi dan pemasaran langsung juga masih terbatas.

Kata Kunci: Destinasi Wisata, Strategi Pemasaran, Marketing Mix, Waterfall.

**“Marketing Strategy for the Tourist Attraction of Siraman Natural Waterfall
in Banyuatis Village, Buleleng Regency, Bali Province”**

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ABSTRACT

This study aims to identify and analyse the marketing strategies of the Siraman Natural Waterfall tourist attraction in Banyuatis Village, and to examine the obstacles to increasing the number of tourist visits. This research employed a descriptive qualitative approach based on the 7P marketing mix (Promotion Mix), which includes Product, Price, Place, Promotion, Process, People, and Physical Evidence. This approach is used to analyze the implementation of marketing strategies in the management and development of the natural tourist attraction. The research was conducted over six (6) months, from August 2024 to January 2025. Data collection was carried out through observation, in-depth interviews, and documentation. The study involved 12 informants, consisting of the Head of Banyuatis Village (1 person), a member of the Village Consultative Body (1 person), tourism/BUMDes managers (2 people), members of the Tourism Awareness Group (Pokdarwis) (2 people), tourism business actors around the tourist area (3 people), as well as tourists (3 people) who were involved in managing and developing tourism potential.

The results of the study indicate that the marketing strategy for the Siraman Natural Waterfall destination has been conceptually planned by the village authorities as part of an effort to develop local tourism potential. However, these strategies have not yet been implemented optimally. Several major obstacles were identified, including land ownership still held by private individuals, which limits the broader development of the tourism area. In addition, the absence of a formally established tourism management organisation has hindered the implementation of structured management and marketing. Limited funding for the development of supporting facilities, such as parking areas and access to the waterfall site, also affects the effectiveness of marketing strategies. Furthermore, promotional and direct marketing activities remain limited.

Keywords: Promotion Strategy, Marketing Mix, Waterfall, Tourist Destination.