

Marketing Strategy Analysis of Culinary Tourism Products in Suranadi Village, Narmada District, West Lombok Regency

I Gusti Made Subrata¹, Sulaeman², Tama Krisnahadi³

^{1,2}Program Studi Manajemen Universitas Pendidikan Mandalika

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Abstract

This study aims to identify various alternative marketing strategies for *culinary tourism products in Suranadi Village*. The benefit of this research is to provide input for MSME actors who produce and sell *culinary tourism products in Suranadi Village, Narmada District*, in marketing their products so that they can obtain higher income. The type of research used is descriptive research, with data collection methods employing the case study method, and data analysis using SWOT analysis. The results of this study are as follows: 1) Promoting culinary tourism products through social media or digital promotion, 2) Establishing cooperative relationships with various parties, especially those related to culinary tourism and natural tourism and 3) Inviting investors who are willing to participate in tourism development, particularly in culinary tourism products.

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Corresponding Author:

I Gusti Made Subrata

Program Studi Manajemen Universitas Pendidikan Mandalika

Email: athe.made@gmail.com

1. INTRODUCTION

1. Background

Marketing is one of the important factors for the sustainability and growth of a company. According to William J. Stanton as cited by Bashu (2000:4) in the book *Marketing Management*, “marketing is the overall business activities aimed at planning, pricing, promoting, and distributing goods or services that can satisfy consumer needs.”

A company must be able to fulfill consumers’ wants and needs so that its objectives can be achieved. In an effort to achieve these objectives, an appropriate marketing strategy is required. According to Sofjan Assauri (2014:168), “Marketing strategy is a series of goals, objectives, policies, and rules that provide direction to a company’s marketing efforts over time, especially as a response to changes in the business environment and competitive conditions.” According to Freddy Rangkuti (2002:11), marketing strategy reflects the company’s best thinking regarding how it utilizes its human resource potential in the most profitable market.

From the definitions above, it can be concluded that a marketing strategy is a series of goals, objectives, policies, and rules that guide a company’s marketing activities in the long term so that it can adapt to rapid changes in the internal and external environment and remain competitive. The determination of marketing strategy must be based on an analysis of the company’s external and internal environment through the analysis of strengths and weaknesses, as well as opportunities and threats faced by the company.

Suranadi Village is one of the villages located in Narmada District. Geographically, the boundaries of Suranadi Village are as follows:

- 1) North: Sesaot, Pakuan, and Buwun Sejati Villages
- 2) East: Lebah Sempage and Sesat Villages
- 3) South: Sedau and Golong Villages
- 4) West: Selat and Narmada Villages

Suranadi Village, with a population of 6,205 people, has potential in various sectors such as tourism, agriculture, MSMEs, and public facilities. The tourism sector is one of the attractions of Suranadi Village, where there are several attractions such as temples frequently visited by Hindus from various regions, Suranadi Tourism Park, and culinary tourism offering various local specialties.

Culinary tourism is one of the leading sectors in Suranadi Village. The products offered are distinctive local products such as bulayak satay, jackfruit dodol, soursop dodol, and various other traditional foods. This culinary tourism contributes to the local economy through MSMEs by creating employment opportunities and utilizing agricultural, fishery, and livestock products available in Suranadi Village.

The culinary tourism products in Suranadi Village are already quite well known among the community because they have distinctive flavors and relatively affordable prices. The number of tourists visiting has relatively increased over time, which presents a good opportunity for the development of culinary tourism products.

However, improvements are still needed in the selling facilities to make them more attractive to consumers. In addition, innovation through digital promotion is necessary so that this business can become more widely known and potentially increase the number of visitors. These efforts are important because competition in culinary tourism products, especially in West Lombok Regency, is becoming increasingly intense.

Based on the explanation above, the author is interested in raising the issue of "Marketing Strategy for Culinary Tourism in Suranadi Village, Narmada District, West Lombok Regency." This marketing strategy analysis will determine the most appropriate strategy based on an analysis of the internal and external environment, commonly known as SWOT analysis.

2. Problem Formulation

Based on the background described above, the research problem is formulated as follows: "What is the marketing strategy for culinary tourism products in Suranadi Village, Narmada District, West Lombok Regency?"

3. Research Objectives and Benefits

This study aims to identify various alternative marketing strategies for culinary tourism products in Suranadi Village, Narmada District, West Lombok Regency. The benefit of this research is to provide input for MSME actors who produce and sell culinary tourism products in Suranadi Village, Narmada District, in marketing their products so that they can generate higher income.

4. Theoretical Review

According to Sofjan Assauri (2014), marketing strategy is basically a comprehensive, integrated, and unified plan in the field of marketing that provides guidance on activities to be carried out in order to achieve a company's marketing objectives. In other words, marketing strategy is a series of goals, objectives, policies, and rules that direct a company's marketing efforts over time, especially in response to changes in the environment and competitive conditions.

Therefore, determining a marketing strategy must be based on an analysis of the company's external and internal environment through an analysis of strengths and weaknesses, as well as opportunities and threats faced by the company.

Fandy Tjiptono (2008) argues that the ability of an industry's marketing strategy to deal with changes in market conditions and cost factors depends on the following factors:

- 1.Environmental Factors
- 2.Market Factors
- 3.Competition
- 4.Internal Capability Analysis
- 5.Consumer Behavior
- 6.Economic Analysis

2. RESEARCH METHOD

1. Research Methodology

Type of Research

The type of research used in this study is descriptive research. A broader definition of descriptive research is provided by M. Nazir (1999:63), namely: "Research that aims to examine the status of a group of people, an object, a set of conditions, a system of thought, a class of events, or a class of phenomena in the present time."

Data Collection Method

The data collection method used in this study is the case study method. Subiyanto (2000) states that a case study is a learning approach used to study a description of a specific organization such as a company or research object.

Data Collection Techniques

Data collection techniques were carried out through interviews, namely conducting interviews with business actors or owners of culinary tourism product businesses in Suranadi Village in order to obtain data that would be used for problem solving. In addition, observation techniques or direct observations were also conducted on the activities of culinary tourism business actors in Suranadi Village, Narmada District, West Lombok Regency.

2. Data Analysis Method

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

SWOT analysis compares external factors, namely opportunities and threats, with internal factors, namely strengths and weaknesses (Rangkuti, 2006). SWOT analysis basically includes the analysis of external and internal factors. In SWOT analysis, comparisons are made between internal and external strategic factors to obtain strategies for each of these factors, followed by scoring. Based on the results obtained, the focus of strategic recommendations is then determined.

SPACE Matrix (Strategic Position and Action Evaluation)

The SPACE Matrix is used to map the company's condition using a Cartesian diagram consisting of four quadrants with the same scale size. Each axis of the SPACE Matrix represents two dimensions, namely the Internal Dimension on the X-axis and the External Dimension on the Y-axis.

3. RESULTS AND DISCUSSION

1. Internal and External Environmental Analysis

The analysis of internal strategic factors aims to identify the strengths and weaknesses of Culinary Tourism Products in Suranadi Village, Narmada District, West Lombok Regency.

Table 1. Scores of Strengths and Weaknesses of Culinary Tourism Products in Suranadi Village, Narmada District, West Lombok Regency

Internal Strategy Factors	Weight	Rating	Score
STRENGTHS			
1. Culinary tourism products are already well-known	0.10	4	0.40
2. Has a distinctive and unique flavor profile	0.20	4	0.80
3. Relatively affordable prices	0.15	3	0.45
4. Locations for selling culinary tourism products are easily accessible	0.05	3	0.15
WEAKNESSES			
1. Promotional activities (digital promotion) are still relatively lacking	0.05	3	0.15
2. Product diversification is still lacking	0.20	3	0.60
3. Product presentation is still simple (traditional)	0.10	2	0.20
4. Supporting facilities for culinary tourism are still inadequate	0.15	2	0.30
Total	1.00		3.05

Source: Processed Primary Data

Furthermore, the analysis of external strategic factors aims to identify the opportunities and threats faced by Culinary Tourism Products in Suranadi Village, Narmada District, West Lombok Regency.

Table 2. Scores of Opportunities and Threats of Culinary Tourism Products in Suranadi Village, Narmada District, West Lombok Regency

External Strategy Factors	Weight	Rating	Score
OPPORTUNITIES			
1. Continuous growth in the number of tourists	0.15	3	0.45
2. Tourist trends seeking local, authentic, and culture-based experiences	0.20	3	0.60
3. Suranadi Village can develop tourism packages combining culinary with nature and culture	0.05	3	0.15
4. High public demand for culinary and nature tourism	0.10	4	0.40
THREATS			
1. Competition with other culinary tourism destinations in West Lombok Regency	0.05	3	0.15
2. Rapidly changing tourist preferences; uninnovative culinary products may lag behind	0.15	3	0.45
3. Inconsistent taste quality, cleanliness, and service will negatively impact product reputation and decrease tourist visits	0.10	3	0.30
4. Lack of innovation and product packaging risks losing out to trendy/modern products	0.20	2	0.40
Total	1.00		2.90

Source: Processed Primary Data

2. SPACE Matrix Analysis

To sharpen the analysis obtained from the internal and external environmental assessments, a Strategic Position and Action Evaluation (SPACE) matrix can be used. The purpose is to determine the company's position within the SPACE matrix quadrants, as shown in Table 3 below.

Table 3. SPACE Matrix Analysis

Internal Strategy Factor Position	Rating	External Strategy Factor Position	Rating
(1)	(2)	(3)	(4)
STRENGTHS		OPPORTUNITIES	
1. Culinary tourism products are already well-known	4	1. Continuous growth in the number of tourists	3
2. Has a distinctive flavor profile	4	2. Tourist trends seeking local, authentic, and culture-based experiences	3
3. Relatively affordable prices	3	3. Suranadi Village can develop tourism packages combining culinary with nature	3
4. Locations for selling culinary tourism products are relatively easy to access	3	4. High public demand for culinary and nature tourism	4
Total Rating	14	Total Rating	13
WEAKNESSES		THREATS	
1. Promotional activities (digital promotion) are relatively lacking	-3	1. Competition with other culinary tourism destinations in West Lombok Regency	-3
2. Product diversification is relatively lacking	-3	2. Rapidly changing tourist preferences; uninnovative culinary products may lag behind	-3
3. Product presentation is still simple (traditional)	-2	3. Inconsistent taste quality, cleanliness, and service will impact product reputation and decrease tourist visits	-3
4. Supporting facilities for culinary tourism are still inadequate	-2	4. Lack of innovation and product packaging risks losing out to trendy products	-2
Total Rating	-10	Total Rating	-11

Source: Processed Primary Data

With the following analysis:

- Strengths = Total Strength Rating = $14 / 4 = 3.50$
- Weaknesses = Total Weakness Rating = $-10 / 4 = -2.50$
- Opportunities = Total Opportunity Rating = $13 / 4 = 3.25$
- Threats = Total Threat Rating = $-11 / 4 = -2.75$

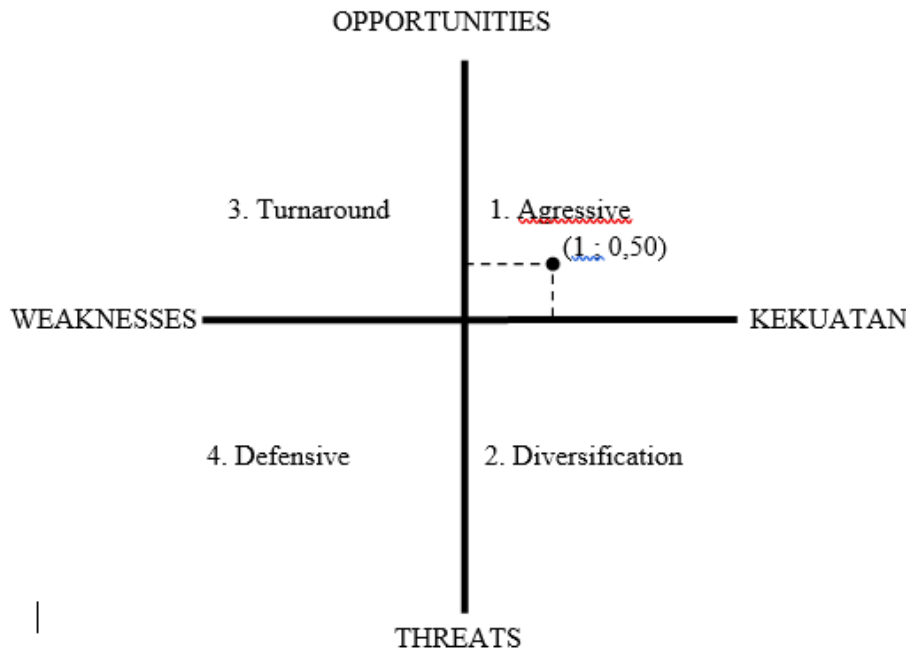
For the **horizontal axis**:

$$\text{Strengths} + \text{Weaknesses} = 3.50 + (-2.50) = 1.00$$

For the **vertical axis**:

$$\text{Opportunities} + \text{Threats} = 3.25 + (-2.75) = 0.50$$

Thus, in the SPACE Matrix, the position of Culinary Tourism Products in Suranadi Village is shown in the following figure:



Based on the SPACE Matrix analysis, it can be identified that the position of culinary tourism products in Suranadi Village is in Quadrant I, namely a strong/favorable position, which means that the business has both opportunities and strengths, enabling it to take advantage of the existing opportunities. The strategy that should be implemented under this condition is to support an aggressive growth policy (Growth Oriented Strategy).

Here's a translation of your text into English, written in a professional academic/business style. The SWOT matrix format has also been tidied up using tables for a clean, easy-to-understand look.

3. SWOT Matrix

After analyzing the company's internal and external factors and subsequently identifying the strategic factors comprising strengths, weaknesses, opportunities, and threats, the various strategic alternatives available to the company are determined by matching each internal and external factor within a single matrix. The SWOT matrix clearly illustrates how the external opportunities and threats faced by the company are aligned with its internal strengths and weaknesses. The resulting formulation of the SWOT matrix is presented in the table below:

Figure 1. SWOT Matrix Diagram for Culinary Tourism Products in Suranadi Village, Narmada District, West Lombok Regency

<p>EFAS \ IFAS</p>	<p>STRENGTHS (S) 1. Culinary tourism products are already well-known 2. Has a distinctive flavor profile 3. Relatively affordable prices 4. Locations for selling culinary tourism products are easily accessible</p>	<p>WEAKNESSES (W) 1. Promotional activities (digital promotion) are still relatively lacking 2. Product diversification is still lacking 3. Product presentation is still simple (traditional) 4. Supporting facilities for culinary tourism are still inadequate</p>
<p>OPPORTUNITIES (O) 1. Continuous growth in the number of tourists 2. Tourist trends seeking local, authentic, and culture-based experiences 3. Suranadi Village can develop tourism packages combining culinary with nature and culture 4. High public demand for culinary and nature tourism</p>	<p>SO STRATEGIES 1. Promote culinary tourism products through social media or digital marketing. 2. Establish collaborative partnerships with various stakeholders, particularly those related to culinary and nature tourism. 3. Attract investors willing to participate in tourism development, especially for culinary tourism products.</p>	<p>WO STRATEGIES 1. Collaborate with tourism stakeholders to promote culinary tourism products. 2. Conduct training programs to improve product quality, service, packaging, and digital promotion. 3. Partner with both government and private sectors to improve the quality and quantity of supporting facilities for culinary tourism products.</p>
<p>THREATS (T) 1. Competition with other culinary tourism destinations in West Lombok Regency 2. Rapidly changing tourist preferences; uninnovative culinary products may lag behind 3. Inconsistent taste quality, cleanliness, and service will negatively impact product reputation and decrease tourist visits 4. Lack of innovation and product packaging risks losing out to trendy/modern products</p>	<p>ST STRATEGIES 1. Make breakthroughs capable of improving the quality of existing culinary tourism products. 2. Provide training programs that can enhance the competitiveness of culinary tourism products in Suranadi Village.</p>	<p>WT STRATEGIES 1. Foster awareness among MSME actors, especially in the culinary tourism sector, regarding the importance and benefits of this business in improving community welfare.</p>

Based on the analysis of internal factors—strengths (S) and weaknesses (W)—and external factors—opportunities (O) and threats (T)—of the Culinary Tourism Products in Suranadi Village, Narmada District, West Lombok Regency, the following strategic alternatives (SO, ST, WO, WT) have been formulated through the SWOT matrix:

SO Strategies

1. Promote culinary tourism products through social media or digital marketing.
2. Establish collaborative partnerships with various stakeholders, particularly those related to culinary and nature tourism.
3. Attract investors willing to participate in tourism development, especially for culinary tourism products.

ST Strategies

1. Make breakthroughs capable of improving the quality of existing culinary tourism products.
2. Provide training programs that can enhance the competitiveness of culinary tourism products in Suranadi Village.

WO Strategies

1. Collaborate with tourism stakeholders to promote culinary tourism products.
2. Conduct training programs to improve product quality, service, packaging, and digital promotion.
3. Partner with both government and private sectors to improve the quality and quantity of supporting facilities for culinary tourism products.

WT Strategies

1. Foster awareness among MSME actors, especially in the culinary tourism sector, regarding the importance and benefits of this business in improving community welfare.

4. CONCLUSION

Based on the results and discussion, it can be concluded that the marketing strategy used by MSME actors in the culinary tourism product sector in Suranadi Village, Narmada District, West Lombok Regency is the SO Strategy (Strengths and Opportunities), which supports an aggressive growth strategy.

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