

Strategy Marketing Mix Tour Dwisari Water Park in an Effort to Increase Interest in Visiting the East Cikarang Community

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ABSTRACT

Study this aim for knowing , analyzing , and explaining how to mix strategy marketing tour deep water park dwisari effort increase interest visit Public Cikarang . Study this use type study quantitative with method his research use approach SWOT analysis through IFAS (Internal Factor Analysis Strategy) analysis, EFAS (External factor Analysis Strategy) Matrix and SWOT Matrix. Sample in study this as many as 33 people consisting out of 30 people who have visit from Tour Dwisari Water Park at least 1 time and 3 *Experts*. Taking sample with use method Probability *Sampling* used is *Purposive Sampling*. based on results research and discussion on available data explained that description internal factors always do optimization to power , in particular vehicle always recreation _ added to make it interesting interest visitor . Whereas factor always external _ do optimization against opportunity with enhancement attractions tour new . From the results of IFAS and EFAS analysis , it shows that the total value of IFAS is 0.60 and the total value of EFAS is 0.40. So the SWOT Matrix is in position Quadrant I which is interpreted that tour Dwisari Water Park is in a very favorable situation with own opportunities and strengths so that could utilise the opportunities exist . A must strategy applied is support policy aggressive growth .

Keywords : Marketing Mix , Interest in Visiting

PRELIMINARY

has level because of the high population that many very the place that tour spread all over corner place , business tourist Keep going developed Thing that could push well-being community and add opportunity work for inhabitant around tourist the . Lots _ shape diversity tourism conducted with look diversity , uniqueness and a trend that is there is around society . Tourist is income the country 's foreign exchange from non- oil sector for build area tourism is urgently needed Support from government and very important get good support _ from Public around development the place tour the . Tourist is journey tour done _ in a manner many times or around , with good secera planned nor no planned that can produce total experience for culprit Hidayah, (2019:3).

Indonesia has superiority in field tour nature , which has 16,771 islands big and small with weather supportive tropics _ for activity tour . tourism sector could interpreted as **Indonesia** expand potency culture and resources income for inhabitant environment and government area the . Tourist could developed and become characteristic typical a place , fine local nor foreign . But a the place tour must managed by someone really understand about tourism , so potency tour the can bring up possible potential interesting interest society , with thus will get huge profit and income area will more height , which is generated from visitors the place tourist the (Herat, dkk 2015). In Indonesia itself many very the place interesting tour _ interest traveler domestic as well abroad .

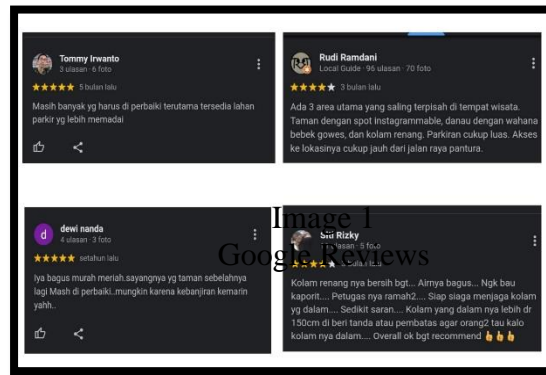
Cikarang alone is area industry , many workers living in the area Cikarang and its surroundings make density very high population , with exists factor supporters the make level desire Public for look for the entertainment on the weekends is huge , with exists Thing this manager tourist have opportunity big for make the place lots of entertainment enjoyed by society around .

surrounding community Cikarang now already start open places entertainment for fill in time free on weekends , with exists Thing that enhancement income Public around will increase and citizens Cikarang no need far away go to outside city for look for entertainment , for realize Thing this Public environment and government for help development with method promotion tourist around to grow and be known many people. Cikarang moment this famous with area industry density company very dense manufacturing , settlements increasing population _ widespread make inhabitant Cikarang lack room for relax and enjoy time weekend , in short holiday weekend no _ possible for inhabitant Cikarang go go out city as enjoy cool peak bogor because distance do not go allows .

By looking at it opportunity it is in a village in Cikarang part east open location tour "DWISARI WATER PARK", with make draft tour expected nature _ could make satisfaction alone for inhabitant Cikarang for enjoy weekend and away from hustle bustle city Cikarang as area industry , but it is a pity the place this “ DWISARI WATER PARK” tour no too is known many people. because _ it's a much needed marketing strategy for interesting interest visit tourists on site tour that , and according to view or pattern think inhabitant Cikarang considered _ no will as good the place tour other make visitors area the no so crowded .” DWISARI WATER PARK” was built with look hobbies and habits inhabitant Cikarang that likes take pictures , create they convinced will many people are interested with Thing such , moreover if seen many very mix child age teenagers in Cikarang , making "DWISARI WATER PARK", made comfortable possible for Becomes the place weekend getaway forchild teenager nor parents, besides pool swimming DWISARI WATER PARK Tourism provides contemporary photo spots , outbound , pools fishing , mini golf, villas, parks flower seller variety of drinks and food for interesting interest of the candidates visitors for come .

Interest to visit means candidate consumers (tourists) ever or not yet once visit to the place tour (Ningtiyas & Alvianna, 2021). because _ that for interesting interest visit traveler so party management company must implement the right marketing strategy in promote tourism .

For make condition object and power pull the ideal tour that can afford serve various interests , such as : community , private and government , is required effort arrangement and development corresponding power capacity , power support and power pull tour . In marketing usually producer faced with problem mix marketing . According to Kotler dan Amstrong, (2013:92) in Musfar (2020) state that wander marketing is device good marketing that includes _ product (*Product*), price (*Price*), place (*place*), promotion (*promotion*), combined for produce the response the target market wants .



Source : Google Maps

In view from Figure 1.1 in on reviews on google about review tour DWISARI WATER PARK some people say satisfied with facilities that have provided , however some say still must something is necessary repaired . Place location distant tour from road main create visitors difficult for find location , less place cool create visitors not enough cozy if soak too long, lacking transportation common operating around the place sightseeing and also nearby with river make location often happen the resulting flood the damage part existing facilities in tourist areas .

Retribution rates tour Dwisari Relative *waterpark* affordable with different prices at each rides , range between 5,000 – 25,000. Promotions carried out tour Dwisari Less *waterpark* max , it's proven with not yet there is a special website that gives information about tour Dwisari *Water Park*, and yet exists billboard or pamphlet advertising on the street main .

Based on from background behind which has been described above , then writer will do study for knowing , analyzing , and explaining the *marketing strategy* related with interest visit on tour Dwisari *Waterpark* . Next writer will do research and poured in shape essay with title " Mix Strategy Marketing Tour Dwisari *water Park* in Efforts to Increase Interest in Visiting ”.

THEORETICAL BASIS

Management tourism

According to E. Guyer Freuler quoted by Mrs. S. Pendent (2002:34) in journal (Takaliuang, 2016)put forward definition tourist is modern phenomenon based on necessity will change temperature and health . Assessment and awareness growth love . Beauty nature , especially

because development commerce , industry, commerce and tools transportation , relationships Among different countries and classes in society man Becomes the more tightly .

According to Mrs. S. Pendit (2002: 1) in journal (Takaliuang, 2016) tourist is journey from something the place place another , the goal no for do business or look for a living in the place visited , rather just enjoy journey for excursion and entertainment or fulfil various need .

Definition tourism

According to Revida,et.al (2020)in the book state that tourist originate from Sanskrit which is _ combined of two words viz rays and tours . Pari means many times, over and over or around from one the place place other . Tour is journey from one the place to the place other .

Definition Marketing Strategy

According to Kotler (1995) in (Nur Wening, 2016) states : “ Marketing strategy consists from principles the underlying foundation management marketing for reach purpose business and marketing in a target market . Marketing strategy contain decision base about expenditure marketing , mix marketing and allocation marketing .

According to Assauri (2003) in Wijayanthi (2018) stated *marketing* strategy (marketing) is plan that is comprehensive , integrated and unified in the field marketing , which gives guide about activities to be lived for could achievement purpose marketing something company .

Visiting Interests

Study previously has disclose that interest visit same with interest buy . Interest to buy is emerging behavior _ on response to something object , which is Step final from a complex decision process _ according to Assael (1998:189) in journal (Alfian Widyanto, 2017).

According to Kotler and Keller (2009:242) in journal Putra, et.al (2015) there are two influencing factors interest buy someone . First , the attitude of other people, in Thing this other people 's attitudes matter negative and positive related with interest buy it . Influence negative causing consumer refuse do purchase something product , meanwhile influence positive will give motivation consumer for do purchase . Second , the situation is not inspired , that is sudden situation _ appear as well as could change interest buy consumer .

RESEARCH METHODS

Deep method study this that is method descriptive with approach quantitative , because study this serve numbers . Study quantitative is method research using _ number , start from data collection , data interpretation , and performance from data results . Data collection techniques are carried out with a number of method including interviews , questionnaires , observation and documentation . _ Data analysis techniques were carried out with use SWOT analysis .

Table 1 Optional Variable

Variable	Dimensions	Indicator
Internal factors	Strengths	1. The one and only object tours that provide game duck Bicycling happily
		2. Ticket price enter corresponding with facilities that have provided
		3. Promotion through social media
		4. The service provided is very good
		5. There is many vehicle addition
	Weaknesses	1. Location is far from center city
		2. Park area not enough wide
		3. unavailability _ means transformation general
		4. Less promotion _ maximum

		5. Ticket price enter for every vehicle varied and lacking affordable
External Factors	Opportunities	1. Do enhancement product or attractions tour new
		2. Maximum service _
		3. Not yet competitors kind that provides various rides and photo spots
		4. Often give promos or discount price ticket enter
		5. There is live music with invite certain artists
	Threats	1. The existence of the covid-19 pandemic caused traveler afraid for visit
2. There are competitors kind that offers price with remote facility _ more good		
3. often happen flood make a number of facility Becomes damaged		
4. lack of awareness traveler for guard environment around		
5. far from center city causing vulnerable happening crime		

Source : Researcher , 2022

Population in research this choose object that is average number of visitors Tour Dwisari Water Park inside every week that is as much 182 people. Study this use *purposive sampling* , *purposive sampling* is technique determination sample with consideration certain . Researcher this researching as many as 33 0 people consisting out of 30 people who have visit to tour Dwisari Water Park at least 1 time and 3 *Experts*. Because if under out of 30 results invalid . this corresponding with Sugiyono Sugiyono, (2015:13)who stated that size decent sample _ in study is between 30 to with 500.

Types and sources of data used in study this using primary and secondary data where is the primary data in research conducted is the data obtained from community in Bekasi Regency , with use Questionnaires distributed via *online* . While the secondary data in study this using population data total visit Population in Bekasi Regency in 2020, some data is taken from *websites*, *blogs* and studies library .

Data analysis used in study this is use SWOT analysis with compare Among internal factors and factors external . could conducted through series known calculations with IFAS (*Internal Factor Analysis Strategy*) and EFAS (*External Factor Analysis Strategy*) calculations with take into account value , weight and score .

RESULTS AND DISCUSSION

Analysis Descriptive

based on results analysis results respondent consists of 3 Expert respondents who have position important contained manager tours , coaches, and coordinators field , and 27 respondents others is respondents taken from end .

Respondent manifold sex man as many as 13 respondents (43%) and the type sex woman as many as 17 respondents (57%). based on from age respondent visitors tour Dwisari Waterpark . Visitors most tour Dwisari Water Park the most are aged > 30 years with respondent as many as 14 respondents (46%), visitors with age < 15 years as many as 2 respondents (7%), visitors with 16-20 Years old as many as 2 respondents (7%), visitors with ages 21-25 years as many as 6 respondents (20%) and visitors with 26-30 Years old as many as 6 respondents (20%).

respondent from income visitors tour Dwisari Waterpark . Income consumer the most are on the criteria income > IDR 3,000,000 with total respondent as many as 9 respondents (30%), then on income < IDR 1,000,000 with total respondent as many as 8 respondents (27%), with an income of IDR 1,000,000 – IDR 2,000,000 with total respondents 6 respondents (20%) and on an income of IDR 2,000,000 – IDR 3,000,000 with total respondent as many as 7 respondents (23%).

Validity Test

In each testing validity performed on each _ point questionnaire will be analyzed with correlate each point score with with total score which is many every point score .

Table 2
Results of Internal Factor Variable Item Validity

No.	Statement	r count	r table	Information
1	Tour Dwisari Water Park is the only one object water tourism in the city Cikarang which provides duck Bicycling happily	0.437	0.344	Valid
2	Ticket price enter Tour Dwisari Water Park is appropriate with facilities that have provided	0.492	0.344	Valid
3	Tour Dwisari Water Park did promotion through social media such as Instagram, Facebook and Youtube	0.544	0.344	Valid
4	Service process given Dwisari Water Park is quite good	0.448	0.344	Valid
5	There is vehicle addition make interesting visitor interest _	0.470	0.344	Valid
6	Tourist Locations Dwisari Water Park is located far from center city	0.658	0.344	Valid
7	Parking areas Tour Dwisari Water Park is lacking wide	0.757	0.344	Valid
8	Does not provide the place for rent life jacket and goggles swimming	0.632	0.344	Valid
9	Promotion through print and social media not enough maximum	0.652	0.344	Valid
10	Ticket price every enter vehicle not enough affordable	0.528	0.344	Valid

Source : Data Processing Results , 2022

Table 3
Results of Item Validity of External Factor Variables

No.	Statement	r count	r table	Information
1	Tour Dwisari Water Park did reminder product or attractions tour new	0.655	0.344	Valid
2	Maximum service and hospitality _ image Dwisari Excellent Wtare Park	0.506	0.344	Valid
3	Not yet the place kind Tour Dwisari Water Park which provides various interesting rides and photo spots	0.609	0.344	Valid
4	Tour Dwisari Water Park often give a promo or discount price ticket enter	0.464	0.344	Valid
5	There is frequent live music invite certain artists	0.520	0.344	Valid
6	The existence of Covid-19 causes traveler feel afraid for visit to object Tour Dwisari Waterpark	0.449	0.344	Valid
7	There is a place tour kind that offers price with more facilities _ good	0.660	0.344	Valid
8	Often happening flood because nearby with river resulted a number of facility Becomes damaged	0.666	0.344	Valid
9	unavailability _ means transformation general for reach the place tour Dwisari Waterpark	0.406	0.344	Valid
10	Lack of realize traveler for guard environment around	0.696	0.344	Valid

Source : Data Processing Results , 2022

Based on Tables 2 and 3 shows that all indicators in the internal factor variables and internal variables are valid because all r count value more small from r table .

Reliability Test

Table 4
Reliability Test Results

Variable	<i>Cronbach,s Alpha</i> value	<i>Cronbach's Alpha</i> Minimum Value	Information
Internal factors	0.787	0.600	Reliable
External Factors	0.718	0.600	Reliable

Source : Data Processing Results , 2022

Based on Table 4 above is data from the reliability test results which states that data from results respondent as many as 30 respondents stated reliable . Where are the results of the reliability test on score *Cronbach's Alpha* for Internal Factor variable of 0.787 and for score variable External Factors of 0.718. It means that in a manner whole the variables studied in study this reliable because value > 0.600 means tool measure used in research this could trusted .

SWOT Matrix

Table 5
SWOT Matrix

<p>Internal factors</p>	<p>Strength</p> <ul style="list-style-type: none"> a. The only place _ tours that provide vehicle duck Bicycling happily b. Suitable facilities _ with price c. Do promotion through social media d. Service enough good e. Own many vehicle 	<p>Weaknesses</p> <ul style="list-style-type: none"> a. Remote location from city b. Parking areas not enough wide c. Does not provide the place rent tool swimming d. Less promotion _ maximum e. Ticket price not enough affordable
<p>External factors</p> <p>Opportunity</p> <ul style="list-style-type: none"> a. Do enhancement product or attractions new b. Maximum service _ c. Nothing yet the place kind that provides various vehicle d. Do promo or discount e. There is live music and often invite artists 	<p>SO</p> <ul style="list-style-type: none"> a. Guard uniqueness and potential _ _ Tour Dwisari Waterpark b. Always update social media so consumers know information latest Tour Dwisari Waterpark c. Maintain quality service for consumers feel cozy 	<p>WO</p> <ul style="list-style-type: none"> a. Complete Existing facilities in Tourism _ Dwisari Waterpark b. Look for capable and skilled workers _ in field marketing c. Increase service to satisfy old and new visitors _
<p>Threats</p> <ul style="list-style-type: none"> a. Covid-19 causes traveler feel afraid for visit b. There is a place kind with price and more facilities _ good c. Often happen flood resulted facility Becomes damaged d. Nothing _ transportation general e. Lack of awareness visitors for become environment 	<p>st</p> <ul style="list-style-type: none"> a. Create alternative strategies for resolve happening disaster natural b. Control activity society and tourists so as not to damage environment c. Must be more sensitive to competitor in the target market of every product d. Continue to follow the existing trends so you can utilise promotion as well as existing market position set 	<p>WT</p> <ul style="list-style-type: none"> a. Create an official website , regarding information the place tour b. Provide transportation capable general _ reach to place object tour as bus , etc. _ c. Expand land parking

IFAS and EFAS Matrix

For determine score factor in making SWOT matrix consists from , *Internal Factor Analysis Strategy (IFAS)* and *External Factor Analysis Strategy (EFAS)*

Table 6
Internal Strategy Factor Matrix

No	Strategy Factor	Weight	Analysis	
			Strength	Score
a	b	c	D	e
1	Dwisari Water Park is the only one object tour in town Cikarang which provides duck Bicycling happily	0.20	4	0.80
2	Ticket price enter Dwisari Water Park is appropriate with facilities that have provided	0.20	3	0.60
3	Dwisari Water Park did promotion through social media such as Instagram, Facebook and Youtube	0.20	3	0.60
4	Service process provided _ Dwisari Water Park is quite good	0.20	3	0.60
5	There is many vehicle extra make interesting interest visitors	0.20	4	0.80
Amount		1.00		3,40

Source : Data Processing Results , 2022

Based on table 6 above could seen that the total number of values in the variable strength (*Strenght*) of 3.40. With value biggest is in the statement “ There is many vehicle addition make interesting interest visitors ” of 0.92 and value smallest is in the statement “ Dwisari Water Park is the only one object tour in town Cikarang which provides duck gowes ” of 0.48.

Table 7
Internal Strategy Factor Matrix

No	Strategy Factor	Weight	Analysis	
			Weaknesses	Score
A	b	c	D	e
1	The location of the Dwisari Water Park is located far from center city	0.20	-3	-0.60
2	Parking areas dwisari Water Park less wide	0.20	-3	-0.60
3	Does not provide the place for rent life jacket and goggles swimming	0.20	-3	-0.60
4	Promotion through social media and print media not enough maximum	0.20	-3	-0.60
5	Ticket price enter every vehicle not enough affordable	0.20	-2	-0.40
Amount		1.00		-2.80

Source : Data Processing Results , 2022

Based on table 7 above could seen that the total number of values in the variable Weaknesses of -2.80 . With value smallest located in the statement “ Ticket price enter every vehicle not enough affordable ” of -0.48

Table 8
External Strategy Factor Matrix

No	Strategy Factor	Weight	Analysis	
			Opportunity	Score
a	b	c	D	e
1	Dwisari Water Park did enhancement product or attractions tour new	0.20	3	0.80
2	Maximum service and hospitality _ image Good Dwisari Water Park	0.20	4	0.60
3	Not yet competitors kind Dwisari Water Park which provides various interesting rides and photo spots in the city Cikarang	0.20	3	0.60
4	Tour Dwisari Water Park often give a promo or discount price ticket enter	0.20	3	0.60
5	There is live music and often inviting artus certain	0.20	3	0.60
Amount		1.00		3,40

Source : Data Processing Results , 2022

Based on table 8 above could seen that the total number of values in the variable opportunity (*Opportunity*) of 3.40. With value biggest is in a statement “ Dwisari Water Park did increase product or attractions tour new ” of 0.80.

Table 9
External Strategy Factor Matrix

No	Strategy Factor	Weight	Analysis	
			Threats	Score
a	b	c	D	E
1	The existence of Covid-19 causes traveler feel afraid for visit to object tour Dwisari Waterpark	0.20	-3	-0.60
2	There are competitors kind Dwisari Water Park that offers price with more facilities _ good	0.20	-3	-0.60
3	Often happen flood because click with river resulted a number of facility Becomes damaged	0.20	-3	-0.60
4	unavailability _ transportation general for reach the place tour Dwisari Waterpark	0.20	-3	-0.60
5	Lack of awareness traveler for guard environment around	0.20	-2	-0.40
Amount		1.00		-2.80

Source : Data Processing Results , 2022

Based on table 9 above could seen that total the value on the variable threat (*Threat*) of -2.80. With value smallest is in a statement “ Lack awareness traveler for guard environment about ” of -0.40.

Next , results from analysis IFAS matrix and EFAS then will be found axes (X and Y) for look for Y value done with method do sum Among the sum of the total factors S with the total factors W. After that look for X value with method do sum Among the sum of the total factor O to the total factor T.

Based on the table on could seen that total the value on the variable Strength (*Strenght*) of 3.40 then table 7 on variables Weaknesses have _ total score by -2.80, then total score from second variable summed up so produce figure 0.60. That figure will _ made Y axis

Furthermore , in table 8 above could look at the variables Opportunity has _ total score of 3.20 and in the table 9 with variable Threats (Threat) have total score by -0.40, then total score from second variables are added up so produce figure 0.40. This number will be used _ X axis

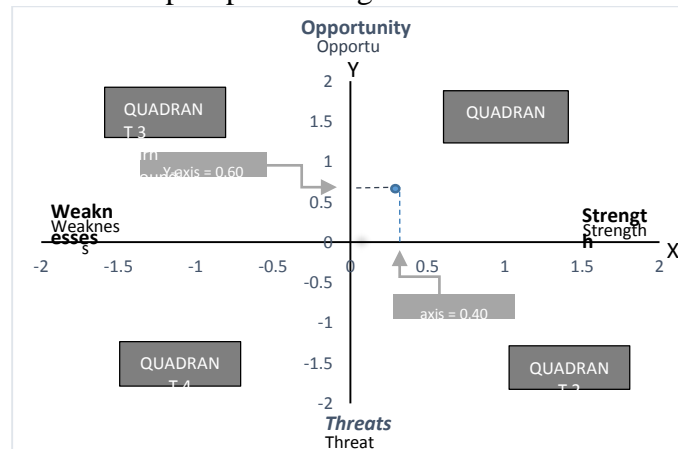


Figure 2
Matrix Tourism SWOT Quadrant Dwisari Waterpark

Source : Data Processing Results , 2022

Information Quadrant :

Quadrant 1: If position Tour Dwisari Water Park is in the quadrant I signify that situation this very profitable . Tour Dwisari Water Park has opportunities and strengths so that could utilise the opportunities exist . A must strategy applied is support policy aggressive growth .

Quadrant 2: If Tourism Dwisari Water Park is in the quadrant II means Tour Dwisari Water Park faces various threat , travel Dwisari Water Park still own internal strength . A must strategy conducted use strength for utilise opportunity period long with method diversification .

Quadrant 3: If Tourism Dwisari Water Park is in the quadrant III showing that Tour Dwisari Water Park has very high chance , but on the other hand Tour Dwisari Water Park has internal weakness . Must focus taken by the manager is minimize tourism internal problems dwisari Water Park so could snatch more market opportunities ok .

Quadrant 4: If Tourism Dwisari Water Park is in the quadrant IV showing that Tour Dwisari Water Park faces very no situation profitable , where besides Tour Dwisari Water Park faces various threats also face internal weakness .

Based on from results SWOT analysis and series combined IFAS and EFAS then found that analysis to Tour Dwisari Water Park is in the quadrant I which means that Dwisari Water Park inside very favorable situation where Dwisari Water Park has strengths and opportunities that can utilized for development effort and supported by a growth strategy aggressive .

DISCUSSION

Overview of Internal and External Factors Mix Marketing tour Dwisari Waterpark

based on results study There are five indicators used reference on each variable mix marketing tour Dwisari Waterpark .

Strengths (*Strengths*) tourism Dwisari Waterpark

Tour Dwisari Water Park has the forces that are general owned by the place tourism in general in operate effort , and on strength the have development company in competition and progress in the future come in the middle many the place emerging tours . _ As for the strengths that are owned tour Dwisari Water Park is the only one the place tours that provide duck gowes , ticket prices corresponding with existing facilities , _ Do promotion in various social media, services provided enough OK , there is many vehicle addition

Weaknesses (*Weaknesses*) tourism Dwisari Waterpark

Weakness is Becomes factor barrier for company in develop and implement activities , p the will bother achievement company you want obtained . As for the weaknesses that are owned tour Dwisari Water Park is a remote location from center city ,Area less parking wide ,Not available rental tool swimming , less promotion _maximum price ticket every vehicle not enough affordable

Tourism Opportunity Dwisari Waterpark

Opportunity is something opportunities that come could utilized for get profit or could defined as opportunities that arose at the time certain with give great opportunity _ for obtain profit . As for the opportunities that are owned tour Dwisari Water Park namely , Do enhancement product or attractions new, maximum service and friendliness image Good Dwisari Water Park , Not yet exists the place tour kind that provides various interesting rides and photo spots , often give promos or discounts , there is live music and often invite certain artists

Threats (*Threats*) tourism Dwisari Waterpark

Threat is situation important which is not profitable for company , p this could disturbing the way corporate and threatening position company in the market, or disturbing purpose company . As for the threats they have tour Dwisari Water Park , namely , the existence of covid-19 caused traveler afraid for visit . There is the place kind that offers price with sufficient facilities ok . Often happening flood resulted a number of failure Becomes damaged .Unavailability transportation general . Lack of awareness traveler in guard environment around

Mix Strategy Marketing on Tourism Dwisari Waterpark

based on results study SWOT and combined analysis Among IFAS matrix and EFAS matrix shows that Mix Strategy analysis Marketing to tour Dwisari Water Park has 5 indicators statement every proposed variable to every respondent moment do visits , from each question own score . Where are the results from responses of respondents there is score score on the IFAS matrix more big from EFAS matrix , from results score both of them showing that tour Dwisari Water Park is in position quantdan I which means Tour Dwisari Water Park inside very advantageous

position . By defending service and care the uniqueness that is owned , as well always update social media with give various information and do enhancement product or attractions new to get interesting interest visitor . Because it is at the time visit to tour Dwisari Water Park can be felt the friendliness of the existing workers there and have various very interesting rides . Things like this is what gets the visitors feel cozy if linger in place Tour Dwisari Waterpark . To optimize strengths and opportunities , then company Dwisari Water Park is the best using corporate strategy aggressiveness with do investment expansion property .

Thus _ based on response respondents on the Mix Strategy Marketing Tour Dwisari Water Park obtained score score IFAS matrix (*Internal Factor Analysis Strategy*) with Strength own score of 3.40 and score score Weakness own score of -2.80, yield from sum both of them with total value of 0.60 results that was made score on the Y axis . Then value on the EFAS matrix (*External Factor Analysis Strategy*) with Opportunity own score of 3.20 and at value Threat own score of -2.80, yield from sum both of them with total value of 0.40 results that was made score on the X axis and shows that Tour Dwisari Water Park is located position quadrant I which means tour Dwisari Water Park is located pada very favorable situation , where Tour Dwisari water park has opportunities and strengths so that could utilise Opportunities exist , strategies must be applied is support policy aggressive growth .

this corresponding with the research put forward Talents Aulia Moekti , et al (2022) that Mix marketing is something must factor _ noticed in increase the volume of sales at the company . Because of the mix marketing is very important factor for increase sales .

CONCLUSION

based on results IFAS calculation found Travel internal results Dwisari Waterpark . Internal conditions generate score for factor strength of 3.40 and at a factor weakness of -2.80 with total total value on both variable of 0.60. Then on to the results travel EFAS calculations Dwisari Water Park, conditions external obtain score for factor opportunity of 3.20 and at a factor threat of -2.80 and amount total value on both variable of 0.40. With results summation on the total value of internal factors and factors external show that more internal factors big in comparison factor external . Means Tour Dwisari Water Park is in position quadrant I which shows that are in a very advantageous situation with own opportunities and strengths so that could utilise the opportunities exist . So that strategy is a must applied is support policy aggressive growth

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