

ABSTRACT

The title of this study ; “An Analysis of the Strategies of Ranca Upas Management to Increase Visitors”. The purpose of this study is to help improve a strategy that can increase the visiting power of tourists, the writer feels the importance of a strategy to achieve a goal, and can also increase the marketability of tourism and the efficiency of work. especially in the development department which requires innovations and new strategies aimed at increasing visits, for example in planning marketing development and tourism land development. In this study, the writer collected data using observations and questionnaire. Data obtained from PT. Ranca Upas such as entrance ticket prices, promotional banners, and types of tourist attractions. The writer analyzed the data using qualitative methods. After analyzing this study, the writer collected examples of marketing used and existing events and vehicles based on observations and media. To find out the marketing strategies used in Development to increase visits, the writer also conducted interviews with developer staff to analyze future Development planning. The results of the interview obtained, the writer suggested that the developer look at several aspects in development such as paying attention to the SWOT aspect, one of which the writer obtained from the results of data analysis, especially for development aimed.

Keywords: Marketing, development for tourism, promotion