



Innovation in Agrotourism Development and Digital Marketing Approach to Encourage Purchase Interest at BPP Baubau City

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ABSTRACT

Effective marketing of dragon fruit agrotourism and marketing tactics, which play a significant role in determining consumer buying interest, require innovation in agrotourism development to ensure customers are interested in purchasing. 1) Explain how innovation in dragon fruit agrotourism has increased consumer interest in making purchases; 2) Examine digital marketing tactics for dragon fruit agrotourism to boost consumer interest in making purchases. This kind of study makes use of qualitative research. The research sample consisted of 10 respondents, including one owner of an agrotourism business, one employee, one trader in the agrotourism industry, and seven visitors or clients. Using descriptive data analysis, the 4P marketing concept was referenced. Numerous earlier studies have not reported on this research. Many fruit plant kinds and other plants promoting tourism require innovation in agrotourism development. Innovations in agrotourism development are necessary to pique consumers' interest in intense purchases; these innovations can also decide how well dragon fruit agrotourism marketing works. Based on the study's findings on dragon fruit agrotourism development innovations at BPP, including applying a marketing mix comprising goods, costs, promotions, and suitable locations. The SWOT analysis of the agrotourism marketing plan reveals internal variables, including the company's strength, a well-thought-out and innovative agrotourism concept, and a key location. The company's weak point is inadequate amenities, such as playgrounds for kids and lodging. External reasons include the high number of foreign visitors and the community's popularity of dragon fruit-based economic prospects. Extreme or unpredictable weather fluctuations and perishable agricultural products pose a hazard to the firm.

Keywords: Agrotourism, Digital Marketing, SWOT Analysis

INTRODUCTION

In general, tourism is an essential sector in the economic development of a region. Any growth in the tourism sector can improve local residents' welfare by providing employment opportunities for residents. In every tourism industry, facilities, and infrastructure are also needed to make it easier for tourists to feel comfortable when visiting. Tourism development is a process of change that aims to create added value in all aspects of tourism. The development of the tourism sector is expected to support nature conservation activities, biological riches, and the nation's cultural riches (Tri, 2021).

Agrotourism is a type of tourism that utilizes agribusiness as a tourist destination to increase education, experience, recreation, and commercial relations in the agricultural sector. Utilizing the natural or agrarian environment as a tourist destination to increase income for customer purchasing purposes is the full potential of agrotourism. Three types of dragon fruit commodities are red, yellow, and white. In agrotourism, dragon fruit is grown organically; guests or customers come to harvest directly from the tree and take photos at the agrotourism location. In addition, to support agrotourism operations, various crop commodities are planted, including California papaya, lime, guava, longan, cayenne pepper, Thai mango, Miyazaki, and honey jackfruit (Damayanti

et al., 2022).

A strategy is needed to sell tourism products and services that you want to promote to other more expansive areas, in addition to development to increase the number of tourists visiting a tourist location. Planning, pricing, advertising, and distributing concepts, products, and services to build transactions that meet individual and organizational needs is known as marketing. Apart from providing goods and services to customers, marketing's task is to show them how these goods and services can satisfy them while making money (Buchari, 2018).

Product development calls for a highly targeted and successful approach that may be carried out by all stakeholders in business operations, from upstream to downstream. The 4P marketing mix (product, pricing, place, and promotion) is integral to dragon fruit agrotourism's marketing strategy to boost customer appeal (Alfiati et al., 2023). In addition to tangible goods, this agrotourism provides educational opportunities like tours of dragon fruit gardens, instruction on cultivating and maintaining dragon fruit, and information on the fruit's health advantages. The prices range widely, from free admission for guests to affordable pricing for dragon fruit and its processed goods in the neighborhood market. This attracts a variety of market sectors, including domestic and international travelers. Locations for dragon fruit agrotourism are typically found in scenic regions remote from crowded cities, offering a serene and unspoiled ambiance. It also gives guests a chance to learn about dragon fruit growing while taking in the rustic charm. Social media sites like Facebook, Instagram, and TikTok promote dragon fruit agrotourism by introducing the industry, sharing captivating images of dragon fruit plantations, and highlighting current offerings.

Dragon Fruit Agrotourism in Betoambari, Baubau City, is one of the tourist destinations currently being visited by local tourists. Agrotourism combines two activities into one destination; this tourism is used as an alternative for tourism development in the agricultural sector. Based on these problems, agrotourism development faces challenges in the marketing realm, especially the presence of several competitors with established brands and names that are well-known to the broader community. As a result, sales decreased. Seeing these problems, researchers were encouraged to conduct this research to conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis to develop the best dragon fruit marketing development plan. This requires creativity in making digital marketing and agrotourism plans that attract consumer interest to purchase at BPP Betoambari, Baubau City. Based on these problems, the objectives of this research are: 1) Describe innovation in the development of dragon fruit agrotourism on consumer buying interest; 2) Analyze digital marketing strategies for dragon fruit agrotourism to increase consumer buying interest.

RESEARCH METHODS

Time and Location of Research

This research was carried out from July 2024 to October 2024 in Baadia Village, Betoambari District, Baubau City, Southeast Sulawesi Province. This research location was chosen deliberately because dragon fruit production is one of the agrotourism destinations in Betoambari District, Baubau City.

Population and Sample

Population is the number of items or things with specific attributes chosen by researchers to be studied and used as a basis for concluding. A total of 10 respondents, all of whom were agrotourism practitioners at the Betoambari Agricultural Extension Center, Baubau City, were the population for this study. According to Sujarweni (2020), the sample is a characteristic component of the population collected for this research. A total of 10 respondents taken from the Agricultural Extension Center agrotourism, namely one person as an agrotourism owner, one person as staff, one person as a trader in the agrotourism area, and seven people as visitors or consumers, were interviewed to be used as samples for this research. The sample for this research was taken from the Agricultural Extension Center agrotourism. Each population in this study was sampled using the Saturated sampling technique or census method (Sugiyono, 2019).

Data Types and Sources

This research uses a qualitative research design, prioritizing meaning and processes that are not tested or quantified accurately using descriptive data. This research uses a descriptive methodology, namely describing phenomena or objects that will be expressed in narrative writing (Sugiyono, 2016). The information used in this research was collected through field notes, interviews, observation, and documentation. Primary and secondary data are two data sources used in this research. Data collected directly from tourists or consumers, agrotourism employees, dragon fruit marketers, and dragon fruit agrotourism managers through surveys and interviews is known as primary data. However, secondary data, namely data collected from library sources, reports, journals, papers, articles, and other research findings relevant to this research, is needed to support primary data.

Research Variables

Respondents in this research were internal and external informants. Dragon Fruit Agrotourism owners are considered internal informants because they can provide data or information for this research (Haerunianti & Ayu, 2023). The following variables will be used in this research:

1. The 4Ps of marketing mix: product, price, location, and promotion are called marketing indicators.
2. Determination of External and Internal Elements
3. Matrix IFE and EFE
4. SWOT Quadrant and SWOT Matrix

Data Analysis

According to Fiantika (2022). Data is compiled and processed in tables and matrices and then analyzed. The analysis intends to discuss and describe the data obtained from the research results, and then a conclusion is drawn to answer the research problem. In this research, the analysis that will be used is descriptive analysis and strategic analysis using internal factor analysis or IFAS (Internal Strategic Factors Analysis Summary), external factor analysis or EFAS (External Strategic Factor Analysis Summary), and SWOT analysis (SWOT matrix).

To formulate alternative strategies for developing dragon fruit agrotourism at BPP Betoambari using SWOT Matrix analysis. The SWOT matrix can clearly illustrate how a farm's opportunities and threats from external factors can be adjusted to its strengths and weaknesses. SWOT analysis is described in a SWOT Matrix with four possible alternative strategies, namely the strength-opportunity strategy (S-O strategies), disadvantage-opportunity strategy (W-O strategies), threat-strength strategy (S-T strategies), and threat-weakness strategy (W-T strategies) (Fred R. David, 2016).

Table 1. SWOT Matrix

SWOT	Strength (S) Internal Factors	Weakness (W) Internal Factors
Opportunities (O) External Factors	S-O Strategy Create strategies that use strengths to exploit opportunity	W-O strategy: Create strategies that minimize weaknesses to take advantage of opportunities
Threats (T) External Factors	S-T Strategy: Create strategies that use strengths to overcome threats	W-T strategy: Create strategies that minimize weaknesses and avoid threats

Source: Rangkuti, 2020

RESULTS AND DISCUSSION

Dragon Fruit Marketing Strategy Mix in Agrotourism

The descriptive analysis findings mention the 4Ps of marketing product, price, place, and promotion. The implementation of marketing strategies in agrotourism at BPP is explained through descriptive analysis. A SWOT analysis will be carried out using narrative information collected from in-depth interviews about the strategy of companies managing dragon fruit agrotourism plantations. This information will then be incorporated into the marketing strategy. The 4P marketing mix indicators are:

1. Product

Quality and location characteristics must be considered when offering a product, especially dragon fruit. This is because consumers' decisions to gain recognition are influenced by the quality and distinctiveness of the location as well as effective marketing. Farmers must maintain dragon fruit products by paying attention to their quality, which can be understood as the result of their production. The quality of dragon fruit produced over the last five years is suitable for consumption, according to known results in the field. This situation encourages dragon fruit agrotourism managers to always pay attention to quality when ordering to boost sales volume.

Wahyuni (2020) states that sales promotions are where companies provide information about promotional programs that apply in the company, such as promos that will attract customers' interest in buying company products. For agrotourism that has rocky land and high land, one of the innovations carried out by dragon fruit agrotourism managers is to buy land as a medium for planting dragon fruit seeds because it has rocky land with a ratio of 7 to 3, namely around 70 percent stone and 30 percent land as a planting site. dragon fruit plants, but the produce is highly quality and naturally uses organic fertilizer. Each dragon fruit tree usually produces around 80 to 120 fruits per tree. For it to be implemented by various parties involved in business activities from upstream to downstream, product development needs to be a particular and precise strategy. Various types of fruit, including

white dragon fruit (*Hylocereus polyrhizus*) and red dragon fruit (*Hylocereus undatus*) which is a superior commodity. Super red, yellow, and white dragon fruit are all grown in agrotourism gardens. The agrotourism garden also grows longan, California papaya, jumbo chili, kaffir lime, mango, Miyazaki, jackfruit, and crystal guava, in addition to various types of dragon fruit.

There are several supporting factors as follows:

a) Product Supporting Factors

High-quality items are the most important supporting element in marketing strategy. *"I prioritize the quality of my products here; I have a principle of not selling bad products,"* is Mr. Safaruddin's statement. According to the interview results, high-quality products will enhance the company's reputation.

b) Price Supporting Factors

Price is the next supportive element. Mr. Safaruddin asserted that pricing also affects quality, saying, *"The price I give is a price that is appropriate or standard to the quality of my product."* Thank God no one has yet to voice any complaints about the price I charge. According to the interview's findings, the prices offered were reasonable, and the product quality was satisfactory; after all, price determines quality.

c) Promotion Supporting Factors

supporting elements for advancement. As demonstrated by Mr. Safaruddin's statement, *"I promote products by word of mouth, for example, people come here, and I provide good service, after that they invite friends or relatives to come here, the important thing is that I provide the best service first."* Promotion is also crucial for boosting sales by introducing the product to a broader audience. According to the interview's findings, offering guests the most fantastic customer service is the key to promoting dragon fruit agrotourism at BPP and encouraging them to refer others.

d) Supporting Factors for Distribution Locations

Establishing their market in dragon fruit agrotourism and working with traders are the auxiliary variables for distribution locations or channels. *"In this agrotourism region, I established my market. Customers must come here if they desire dragon fruit, and I will introduce them and educate them about the local fruit goods and tourist attractions"*. According to the interview results, creating its own market to draw tourists to the dragon fruit agrotourism site at BPP is the supporting factor for the distribution site or distribution channel.

2. Price

One marketing tactic that influences market expansion and competition is selling price. Prices also correlate with the costs incurred by agrotourism managers in cultivating dragon fruit. The analysis results show that price influences market share and growth, and the selling price of dragon fruit to consumers varies greatly. Based on the results of an on-site survey, the price of dragon fruit at BPP ranges from IDR 25,000 to IDR 200,000 per kilogram, depending on the type of fruit. Red dragon fruit is sold for IDR 25,000 per kilogram, while white dragon fruit is sold for IDR 45,000 per kilogram. Yellow dragon fruit is the most expensive fruit for IDR 200,000 per kilogram. Yellow dragon fruit is rarely planted and cultivated, so it is a rare dragon fruit.

The selling price is the total cost producers pay to produce the desired goods or services. Rolos (2021) defines selling price as the amount of exchange in the form of money or goods required to receive a combination of goods or services. The price of dragon fruit can vary based on several factors such as location, season, quality of fruit, and type of processed product. Fresh dragon fruit prices generally range from 30,000/kg to 60,000/kg in local markets or fruit shops. This price can be higher in big cities. Or out of season. Meanwhile, the price can be higher in supermarkets, around 50,000/kg to 80,000/kg. Factors that influence the price of dragon fruit are:

- The quality and size of the fruit, namely dragon fruit that is larger and more brightly colored, are usually priced higher because the quality of the fruit can also affect the price.
- Seasonality and availability, i.e., dragon fruit, can increase during seasons of supply instability, so prices tend to be higher in the off-season or in areas that do not produce dragon fruit.
- The location of the seller, i.e., prices, can vary between local markets, supermarkets, specialty shops, and fruit markets. Transportation and distribution costs, i.e., shipping and distribution costs, can also influence the final price of dragon fruit in the market.

3. Place

One market indicator currently not fully understood by the general public is the location of dragon fruit sales. The analysis results show that only Baubau City is currently the location for dragon fruit commercialization. Dragon fruit agrotourism managers only sell in agrotourism gardens or local markets closest to city boundaries because some cities still have a sales system that waits for customers. Agrotourism sites have rocky land and highlands for dragon fruit gardens; this has advantages for dragon fruit plants because they have excellent drainage, which helps prevent waterlogging and maintain the health of plant roots. Rocky land tends to be more difficult for weeds to grow, reducing competition. between dragon fruit plants and weeds for resources such as

water and nutrients, soil moisture in rocky terrain is often more stable because the rocks absorb and release moisture regularly. Meanwhile, plains at high altitudes can reduce the risk of attacks by certain pests and diseases, which are more common than in lowlands. Dragon fruit usually grows well in cooler temperatures at night, and cool temperatures can improve fruit quality. The air in the highlands tends to be cleaner, and the quality of sunlight is better, so it is sufficient to help plants grow and produce fruit.

The agrotourism marketing location is very strategic for consumers because apart from coming to buy and picking dragon fruit directly, you can also try the fruit; plus, the view is a tourist park where you can take pictures or videos because the location is unique and beautiful. Visitors can feel the atmosphere directly with nature, such as picking their fruit and seeing the objective growth process of dragon fruit plants. Dragon fruit agrotourism can add variety to the tourism industry, offering an attractive alternative for tourists looking for new experiences and introducing visitors to local culture, traditions, and the local way of life. The research results show that the company has characteristics that support the formulation of strategy and achievement of company goals, especially with a supportive environment and an integrated management system that has been carefully designed (Alfiani et al., 2023).

4. Promotion

Promotion is one of the most crucial and successful tactics in the competition and market expansion stage. According to Agung et al. (2021), promotions carried out well and appropriately will increase *awareness* of our products. However, this requires expensive costs, and producers must be able to choose the best promotions, including those carried out by genuinely competent people. The analysis results show that word-of-mouth promotion is the primary method local communities use to advertise agrotourism at the Agricultural Extension Center. Because dragon fruit agrotourism managers have more freedom in discussing the products produced (dragon fruit), the public considers this promotion more effective. By using effective digital marketing techniques on social media platforms such as Facebook, Instagram, YouTube, and WhatsApp, Dragon Fruit's promotion aims to increase community awareness to attract customers and boost sales. The announcement was made in the form of a short video and interesting pictures about dragon fruit agrotourism, including the cultivation and post-harvest process of the fruit.

The opportunity for sales success increases as many industries build word-of-mouth sales promotion networks, as explained by Febryan (2010). When dragon fruit agrotourism was first established, it promoted itself by organizing several community-based activities. Additionally, dragon fruit agrotourism uses traditional word-of-mouth marketing to increase industry awareness. The Department of Agriculture, which participates in BPP (Agricultural Extension Centers) in various regions for promotion worldwide, organizes local exhibitions as part of promotional activities carried out by agrotourism managers. Agrotourism managers also use the current digital era to promote their business on Facebook, YouTube, and WhatsApp.

Formulation of the IFE and EFE Matrix

Based on Azizaha and Rahmawati's 2020 research findings. With a score of 0.37 on the IFAS matrix (Internal Strategic Factors Summary), it is evident that Karangsari Starfruit Agrotourism's primary strength is its sufficient infrastructure and facilities. With a score of 0.36, the optimal location and excellent fruit quality further support substantial aspects. These three variables significantly impact the internal environment of agrotourism in the development of Karangsari Starfruit Agrotourism. The government's support and the popularity of the starfruit, which comes from Blitar, are the primary opportunity factors that Karangsari Starfruit Agrotourism can take advantage of and that positively affect the growth of agrotourism, according to the results of the EFAS matrix (Eksternal Strategic Factors Summary). The combined score for these two opportunity criteria is 0.46. It will be simpler for Karangsari Starfruit Agrotourism to grow its tourism potential with government support through financial aid, promotional assistance, and other forms of assistance.

After determining the opportunities, threats, weaknesses, and strengths of the agrotourism environment, internal and external factors (IFE and EFE) are evaluated. Agrotourism prospects and threats are included in the EFE matrix, while the IFE will ultimately develop a matrix outlining the industry's advantages and disadvantages. A comparative pairwise weighting approach adds weights to the IFE and EFE matrices. With the highest score of 0.48, the results of the IFE matrix analysis in Table 2 show that the main advantages of dragon fruit agrotourism are free entrance tickets and reasonable product prices. The lack of competitive packaging forms for agrotourism products, which received the highest score of 0.16, is the main problem of dragon fruit agrotourism. The difference between overall strength and total weakness is 1.78 because total strength is 2.34 and total weakness is 0.56. Because dragon fruit agrotourism obtained the highest score with the most significant value of 0.44, the findings of the EFE matrix analysis in Table 3 show that the foremost opportunity for the agrotourism industry is strong buying interest from community visits.

Meanwhile, agricultural products are the biggest threat to dragon fruit cultivation. The maximum value is 0.10,

and it is easily damaged. The difference between total opportunities and threats is 1.96 because there are 2.41 opportunities and 0.45 threats.

1. Internal Factor Evaluation (IFE)

Investigation of the internal environment of dragon fruit agrotourism reveals several advantages and disadvantages. Table 1 below displays the findings of the IFE matrix analysis for dragon fruit agrotourism.

Table 1. IFE Matrix

No	Internal Strategy Factors	Weight (a)	Ranting (b)	Score (a.b)
Strength				
1	Strategic agrotourism location	0,08	3	0,24
2	Have a good and creative agrotourism concept	0,07	3	0,21
3	The products and services offered are diverse and varied	0,10	4	0,40
4	The service provided to visitors is good	0,11	4	0,44
5	Agrotourism tour activities about dragon fruit plant education	0,10	3	0,30
6	Utilization of social media as a place for promotion	0,09	3	0,27
7	Product prices are affordable, and admission is free	0,12	4	0,48
Total Power		0,67		2,34
Weaknesses				
1	Insufficient facilities, such as children's play areas and accommodation	0,05	2	0,10
2	Capitalization is still lacking	0,07	2	0,14
3	The agrotourism site has rocky land	0,04	1	0,04
4	There has been no update on the dragon fruit agrotourism website	0,06	1	0,06
5	The technology used in agrotourism is still simple and traditional	0,03	2	0,06
6	There is no competitive form of packaging for agrotourism products	0,08	2	0,16
Total Weakness		0,33		0,56
Total Internal Strategy Factors		1,00		2,90
Difference in Total Strength – Total Weakness				1,78

2. External Factor Evaluation (EFE)

Analysis of the external environment of dragon fruit agrotourism identified several opportunity and threat factors. Evaluating internal factors is done by calculating the highest average of the respondents. The results of the EFE matrix analysis for dragon fruit agrotourism are presented in Table 2 below.

Table 2. EFE matrix

No	External Strategy Factors	Weight (A)	Ranting (b)	Score (a.b)
Opportunity				
1	The high level of public interest in dragon fruit agrotourism	0,11	4	0,44
2	The high number of foreign tourist visits to dragon fruit agrotourism	0,10	4	0,40
3	Holding special seasonal and festival events	0,08	3	0,24
4	High market demand for dragon fruit.	0,10	4	0,40
5	The opportunity to form partnerships with local businesses or influencers	0,09	3	0,27
6	Advances in information technology through social media, websites, and YouTube	0,10	3	0,30
7	Already has a fixed market	0,09	4	0,36
Total Odds		0,67		2,41
Threat				
1	Visitors' disappointment with inadequate facilities at agrotourism gardens	0,03	2	0,06
2	Perishable agricultural products	0,05	2	0,10
3	There are more attractive similar business competitors	0,04	2	0,08
4	Many imported products	0,08	1	0,08
5	Extreme or erratic weather changes	0,07	1	0,07
6	The entrance to this agrotourism location is a small	0,06	1	0,06
Total Threat		0,33		0,45
Total External Strategy Factors		1,00		2,86
Difference between Total Opportunities – Total Threats				1,96

IFE value (*Internal Factor Evaluation*) The largest overall for dragon fruit agrotourism was 2.90, which shows that the industry is running well internally. However, the total value of EFE (*External Factor Evaluation*) is 2.86, which shows that agrotourism can exploit opportunities and avoid external environmental threats. The total IFE for dragon fruit agrotourism is higher than the total EFE.

SWOT Analysis

Based on Renando's research findings (2022). The growth of star fruit agrotourism is split into two phases: the construction of facilities that tourists require and the development of educational materials for travelers interested in learning more about star fruit farming. The presence of amenities that tourists require, such as nice dining options, spaces to unwind, kid-friendly play areas, restrooms, prayer rooms, and more, indicates that development has been accomplished.

To adapt to possible threats in the development of dragon fruit agrotourism at BPP Betoambari, Baubau City, the SWOT Matrix is a technique used to collect elements as alternative strategies that can clearly describe the strengths and weaknesses. Table 3 displays the SWOT approach matrix for developing dragon fruit agrotourism at BPP Betoambari as follows:

Table 3. Dragon Fruit Digital Marketing SWOT Matrix

Internal Factors	Strength (S) 1) Strategic agrotourism location 2) Has a good and creative agrotourism concept 3) A wide variety of goods and services are available 4) The service provided to visitors is good 5) Agrotourism tour activities about dragon fruit plant education 6) Utilization of social media as a place for promotion 7) Product prices are affordable, and admission is free	Weakness (W) 1) Insufficient facilities, such as children's play areas and accommodation 2) Capitalization is still lacking 3) The agrotourism site has rocky land 4) There has been no update on the dragon fruit agrotourism website 5) The technology used in agrotourism is still simple and traditional 6) There is no competitive form of packaging for agrotourism products 7) There is no well-planned marketing management
External Factors Chance (O) 1) Dragon fruit agrotourism is quite popular with the public. 2) The high number of foreign tourist visits to dragon fruit agrotourism 3) Holding special seasonal and festival events 4) High market demand for dragon fruit. 5) The opportunity to form partnerships with local businesses or influencers 6) Advances in information technology through social media, websites, and YouTube 7) Already has a fixed market	Strategy (SO) 1) Providing offers by adding adequate products and facilities to attract visitors, such as processed dragon fruit products, gazebos, and photo spots. (S1, S2, S3, O1, O2, O3) 2) Improve friendly and informative customer service, with special attention to the needs of foreign tourists. (S4, S5, O4, O5) 3) Create interesting visual content, such as photos and videos of dragon fruit, the cultivation process, and tourism experiences. (S6, O6,) 4) Establish partnerships with local businesses, restaurants, and community organizations to support events and provide additional services. (S4, S5, S7, O7)	Strategy (WO) 1) Make the facilities at the location comfortable and adequate and provide attractive accommodations or resting areas for visitors. (W1, W3, O1, O2) 2) Carry out marketing management that is well thought out regarding the quality of the workforce to encourage sales and market growth. (W7, O4, O5,) 3) Make maximum use of information technology (websites and social media) to present and advertise Dragon Fruit Agrotourism to the local community (W4, W5, O3, O6) 4) Creating various product variations to attract new customers or consumers. For example, various types of dragon fruit can be offered in different packaging forms. (W6, O7)
Threat (T) 1) Visitors' disappointment with inadequate facilities at agrotourism gardens 2) Perishable agricultural products 3) The presence of comparable and more attractive company competitors 4) Many imported products 5) Extreme or erratic weather changes 6) The access road to the agrotourism location is narrow	Strategy (ST) 1) Developing goods and services innovatively to improve the visitor experience. (S1, S2, S3, T1, T2, T3, T4) 2) Implement pricing plans to maintain visitor trust. (S4, S5, S7, T5) 3) Create unique and attractive promotions for consumers. (S6, T6)	Strategy (WT) 1) Improve facilities, means, and infrastructure to make visitors more comfortable. (W1, W3, T1, T3) 2) Update and improve marketing ideas to attract customer interest. (W4, T3, T4) 3) Giving <i>branding</i> dragon fruit agrotourism through social media. (W4, W6, T3, T4) 4) It makes a more attractive package and is able to keep the dragon fruit for longer. (W5, W6, T2) 5) Request for capital assistance to related parties. (W1, W2, T5, T6)

Source: Processed by the Author, 2024

SWOT Quadrant

Sylvia and Hayati's research findings, 2023. According to IFAS estimates, it is 3.51, and the X value, or difference between strengths and weaknesses, is positive at 0.115. The gap between opportunities and threats, or - 0.105 (Y value), has a negative value in the EFAS computation, which is 3.15. PT is evident from the SWOT quadrant computation results.

The analysis results show that according to Figure 1, the SWOT quadrant can be defined with an IFAS strength-weakness score of $2.34 - 0.56 = 1.78$ and an EFAS opportunity-threat score of $2.41 - 0.45 = 1.96$. Based

on Figure 1, the analysis results show that the development of BPP Betoambari dragon fruit agrotourism is in quadrant I (Aggressive). Because the strengths in quadrant I outweigh the weaknesses, and there are also excellent growth prospects, keeping product prices low and entry fees free is crucial to increase interest in visiting dragon fruit agrotourism at BPP Betoambari, Baubau City. This shows that the S-O (Strength - Opportunity) method creates dragon fruit agrotourism at BPP Betoambari.

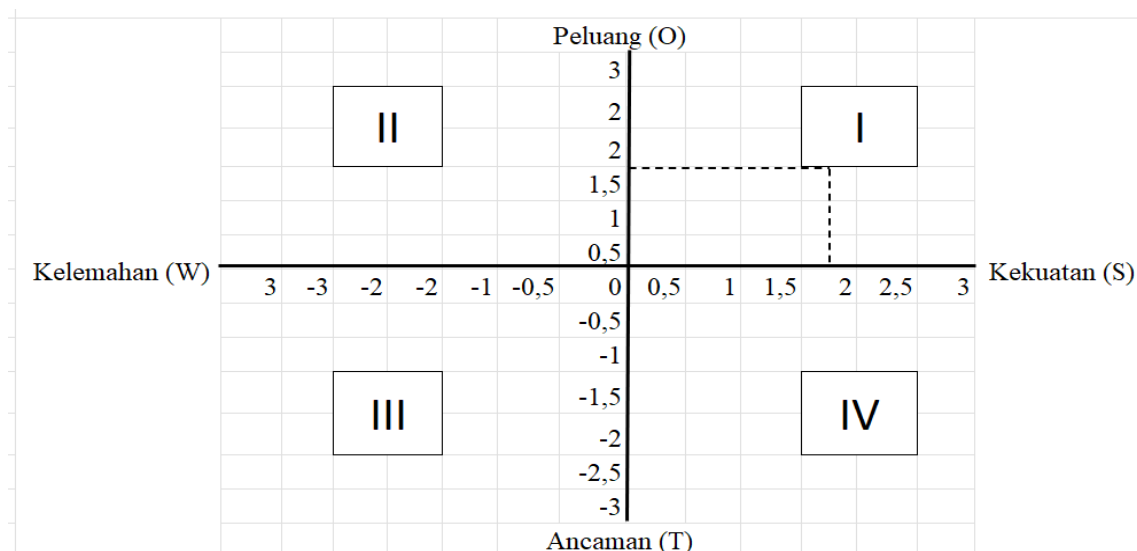


Figure 1. Dragon Fruit Agrotourism Development Strategy in the SWOT Quadrant

CONCLUSION

Based on the research, the creative way that dragon fruit agrotourism is being developed at BPP Betoambari, specifically under Mr. Safaruddin's management, uses a marketing mix that consists of suitable and appropriate products, prices, promotions, and locations. Price determines quality, and it has been demonstrated that high-quality products will enhance the company's reputation. Standard prices and product quality also do not let customers down. Offering the most excellent customer service to guests in order to encourage them to recommend dragon fruit agrotourism in BPP is the supporting element in promotion, and developing a market of their own to draw tourists to BPP's dragon fruit agrotourism destinations is the supporting element in distribution locations or channels. The manager of the dragon fruit agrotourism at BPP Betoambari, Mr. Safaruddin, claims that the number of visitors never decreases. On weekends, namely on Saturdays, Sundays, and red dates, between 60 and 120 people can visit the agrotourism and spend about 1200 dragon fruit seeds. Additionally, on average, 50 people visit dragon fruit agrotourism, spending between 200 and 300 dragon fruit seeds, and the cost is reasonable for travelers. The high volume of customers who continue to visit BPP to purchase dragon fruit proves that the prices promoted by dragon fruit agrotourism are reasonable for customers.

Internal variables and components, precisely business strengths and business weaknesses, comprise the dragon fruit agrotourism marketing plan at BPP Betoambari's SWOT analysis. The company's strength is its strategic position and innovative and well-thought-out agrotourism concept—inadequate amenities, like places for kids to play and lodging, are its weak point. Business opportunities and risks are examples of external factors and their components. Dragon fruit is a popular product with the general population and attracts many foreign tourists, making it a lucrative business potential. Extreme or unpredictable weather changes and agricultural goods that are prone to damage pose a threat to the company being conducted.

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