

ABSTRACT

This research was conducted based on the development of the tourist destinations of Bandung Regency which are crowded with tourists who lead to mass tourism which has a negative impact on tourist destinations, namely those that cause degradation and degradation of the environment. Therefore, green marketing mix can save the environment because all aspects of green marketing mix prioritize the environment and can increase consumer awareness and concern for using this green marketing mix. This research uses a qualitative descriptive method by determining informants, namely the pentahelix model, and focusing on SWOT, TOWS, IFAS and EFAS analysis which will help to implement the urgency of green marketing mix in Bandung Regency tourist destinations. The data collection techniques used in this research are literature, interviews, and documentation. Based on the results of the analysis using the IFAS-EFAS matrix, TOWS matrix and SWOT Cartesian Diagram, the results of the EFAS AND IFAS analysis produce a cartesian diagram which is in quadrant II, namely the Stability quadrant, which means that there are enormous opportunities but there are obstacles or weaknesses that must be faced, so that this strategy minimizes the company's internal problems to be able to take better business opportunities or opportunities, in other words choosing policies that prioritize a level of stability which is also referred to as a WO strategy that takes advantage of the opportunities available by reducing the weaknesses that exist in Bandung Regency tourist destinations. Therefore, this research can be concluded that the implementation of tourist destinations in Bandung Regency is to organize training programs for local communities on the application of environmentally friendly and sustainable concepts, organize marketing campaigns that emphasize the importance of sustainability for tourists, establish partnerships with private parties (suppliers) so that costs are stable and not high, cooperate with the government or the law so that they are aware of existing regulations. Therefore, it is hoped that this research can be implemented in tourist destinations in Bandung Regency to develop tourist destinations in Bandung Regency.

Keywords: SWOT analysis, tourism destination, IFAS matrix, EFAS matrix, TOWS matrix, Cartesian diagram.