

ABSTRACT

Analysis of Factors Involved Tourist Decision Making and Determinants of Duration of Stay at Buniayu Cave Tourism in Sukabumi Regency

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This study examines the marketing strategies employed by CV Buniayu Triartha to develop sustainable, community-based tourism in Desa Buniayu, Sukabumi Regency. The research is motivated by government initiatives such as the Anugerah Desa Wisata Indonesia (ADWI) program and the untapped potential of the Buniayu Cave karst region, which face challenges in promotion, licensing, and community engagement. Employing a qualitative-descriptive approach, data were gathered through participatory observation, in-depth interviews with management, guides, and key stakeholders (Perhutani, the local Tourism Office, and the Pokdarwis community group), as well as document review. Thematic analysis based on the PEST framework was used to assess political, economic, social, and technological factors influencing marketing performance.

Findings reveal that CV Buniayu Triartha leverages social media platforms (Instagram and TikTok) and local community partnerships to extend market reach; however, formalized operational agreements with government agencies and Perhutani remain underdeveloped. Economically, dynamic pricing and empowering villagers as homestay hosts, guides, and food providers have generated direct benefits for the local population. Socially, resident involvement in co-creating promotional content has reinforced the destination's authenticity, while technological adoption—particularly for reservation systems and customer communication—has enhanced operational efficiency.

Based on these insights, it is recommended that the operator strengthen institutional collaboration, implement a structured digital content calendar, and conduct ongoing training in destination management and digital marketing for community members. These findings offer practical guidance for advancing community-based tourism in similarly positioned rural locales.

Keywords: *marketing strategy, sustainable tourism, community-based tourism, PEST analysis, Buniayu Cave.*