

ABSTRACT

Water falling from a tremendous height and resulting in a breathtaking spectacle make waterfall tours an extraordinary visual experience. This difference induces serenity and revitalizes the spirit. Because of this, the waterfall is a popular tourist attraction among all age groups. One of these is the waterfall tour at Curug Cilayang, which is in Batulayang Village.

The village of Batulayang is located in West Bandung Regency's Cililin District. Batulayang Village is located in the southern part of West Bandung Regency, far from the city center in terms of both conditions and location. Their natural areas are more numerous than residential areas due to their location, which is quite far from the city center, and many natural attractions have unexplored potential. As a result, Cilayang Waterfall is one of the main natural tourist destinations that Batulayang Village hopes to see develop.

The purpose of this research is to find out the TOWS Matrix by analyzing internal factors and external factors from Cilayang Waterfall using the SWOT analysis dimensions (Strengths, Weaknesses, Opportunities, and Threats), so that it can be used by the Cilayang Waterfall tourism manager as an evaluation material and carry out development to right direction.

The results of this study indicate that Cilayang Waterfall is unique in itself. Nevertheless, Cilayang Waterfall's potential is limited by a lack of infrastructure and unacceptable management practices. This barrier requires to be took off ASAP for Curug Cilayang to fully realize its potential and reach more tourists.

The research method employed in this study is qualitative, and the data required include primary and secondary data collected via interviews, focus group discussions (FGD), field observations, and literature review.

Keyword: marketing strategy, STP, internal and external analitical, SWOT Analitical, matrix TOWS