ABSTRAK

Skripsi dengan judul "Analisis Strategi *Positioning* Wisata Goa Selomangleng dalam Meningkatkan Kunjungan Wisatawan" penelitian ini ditulis oleh Cintya Anindhita Dwi Prasetyanti, NIM. 1860407223081, Pembimbing Dr. Deny Yudiantoro, S.AP., M.M.

Kata Kunci: Strategi *Positioning*, Kunjungan Wisatawan, Goa Selomangleng

Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan antar destinasi wisata yang menuntut setiap destinasi memiliki *positioning* yang jelas dan mampu membangun citra yang kuat di benak wisatawan. Wisata Goa Selomangleng sebagai destinasi wisata sejarah, budaya, religi, dan edukasi di Kota Kediri memiliki potensi besar melalui nilai historis, legenda Dewi Kilisuci, serta pengalaman wisata yang ditawarkan, namun jumlah kunjungan wisatawan masih belum optimal sehingga diperlukan strategi *positioning* yang tepat untuk meningkatkan daya tarik destinasi.

Tujuan penelitian ini diharapkan mampu memberikan kontribusi keilmuan tentang (1) strategi *positioning* yang diterapkan oleh pengelola Wisata Goa Selomangleng dalam meningkatkan kunjungan wisatawan; (2) tantangan yang dihadapi dalam penerapan strategi *positioning* Wisata Goa Selomangleng; dan (3) dampak strategi *positioning* Wisata Goa Selomangleng yang diterapkan saat ini dalam meningkatkan kunjungan wisatawan

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan jenis penelitian lapangan (*field research*) di Wisata Goa Selomangleng Kota Kediri. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis menggunakan model Miles, Huberman, dan Saldaña melalui kondensasi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji melalui perpanjangan pengamatan, peningkatan ketekunan, dan triangulasi.

Hasil penelitian ini menunjukkan bahwa: (1) strategi *positioning* Wisata Goa Selomangleng diterapkan melalui penguatan keunikan destinasi, pengalaman wisata, target pasar, citra destinasi, pesaing, serta integrasi fasilitas dan aksesibilitas; (2) tantangan yang dihadapi meliputi keterbatasan promosi, diferensiasi destinasi, fasilitas, koordinasi antar pemangku kepentingan, serta evaluasi strategi; dan (3) strategi *positioning* yang diterapkan memberikan dampak positif dalam membentuk citra destinasi dan meningkatkan ketertarikan wisatawan untuk berkunjung. Namun, peningkatan jumlah kunjungan wisatawan secara berkelanjutan masih memerlukan penguatan promosi serta pengembangan fasilitas pendukung.

ABSTRACT

This thesis, titled "Analysis of the Selomangleng Cave Tourism Positioning Strategy to Increase Tourist Visits," was written by Cintya Anindhita Dwi Prasetyanti, Student ID No. 1860407223081, under the supervision of Dr. Deny Yudiantoro, S.AP., M.M.

Keywords: Positioning Strategy, Tourist Visits, Selomangleng Cave

This study was motivated by the increasingly fierce competition among tourist destinations, which requires each destination to have a clear positioning and be able to build a strong image in the minds of tourists. Selomangleng Cave, as a historical, cultural, religious, and educational tourist destination in Kediri City, holds significant potential through its historical value, the legend of Dewi Kilisuci, and the tourist experiences it offers; however, visitor numbers remain suboptimal, necessitating an effective positioning strategy to enhance the destination's appeal.

This study aims to provide scientific contributions regarding (1) the positioning strategies implemented by the managers of Selomangleng Cave Tourism to increase tourist visits; (2) the challenges faced in implementing Selomangleng Cave Tourism's positioning strategies; and (3) the impact of the current positioning strategy for Selomangleng Cave Tourism on increasing tourist visits.

This study employs a descriptive qualitative approach involving field research at the Selomangleng Cave tourist site in Kediri City. Data were collected through observation, interviews, and documentation, then analyzed using the Miles, Huberman, and Saldaña model through data condensation, data presentation, and drawing conclusions. Data validity was tested through extended observation, increased persistence, and triangulation.

The results of this study indicate that: (1) the positioning strategy for Selomangleng Cave Tourism is implemented by emphasizing the destination's uniqueness, tourist experiences, target market, destination image, competitors, and the integration of facilities and accessibility; (2) the challenges faced include limitations in promotion, destination differentiation, facilities, coordination among stakeholders, and strategy evaluation; and (3) the positioning strategy that has been implemented has had a positive impact on shaping the destination's image and increasing tourists' interest in visiting. However, achieving a sustained increase in tourist visits still requires strengthening promotional efforts and developing supporting facilities.