

Social Media Promotion Strategy of Homestays Based on SWOT Analysis Case Study at Banyuanyar Village Boyolali Regency

^{*1}Trias Pungkur Kusumaningrum, ²Ariel Yonatan Alin, ³Dita Aulia R.N.F.

^{1,2} Information Technology, Politeknik Nest, Indonesia

³ Hospitality, Politeknik Nest, Indonesia

Corresponding Email: pungkur.trias@gmail.com

Abstract:

This study examines the effectiveness of social media in promoting homestays in Banyuanyar Village, Boyolali Regency. With 27 homestays across its 9 hamlets, the village has significant tourism potential, but limited visitor numbers indicate a need to improve homestay promotion. Using a SWOT analysis, the researchers identified the village's strengths (adequate homestays, clear facility standards, competitive rates, thematic tours) and weaknesses (inefficient reservations, weak promotion, lack of standardization). Opportunities include growing thematic tourism, digital media usage, and partnerships, while threats involve competition and dependence on events. Strategies proposed include enhancing digital promotion, developing thematic tour packages, improving the reservation system, and increasing manager confidence. By leveraging strengths, minimizing weaknesses, seizing opportunities, and mitigating threats, the village can boost homestay occupancy and support sustainable tourism development. The findings provide practical insights for rural tourism communities seeking to effectively promote their homestay accommodations.

Keywords: *Digital Marketing, Homestay, Social Media, SWOT analysis*

JGHTT (Journal of Global Hospitality and Tourism Technology)

Vol 2 Issue 1 2025

DOI: [10.5281/zenodo.16907830](https://doi.org/10.5281/zenodo.16907830)

Received: dd/mm/yy Revised: dd/mm/yy Accepted: dd/mm/yy Online: dd/mm/yy

© 2025 The Authors. Published by Politeknik Nest. This is an open-access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).

Introduction

Banyuanyar Village, located in Boyolali Regency, possesses significant potential as a tourist village (Amelia, 2023). With nine hamlets, each offering distinct natural resources, the village has adopted an attractive thematic village concept (Rahmasari et al., 2023). This approach aims to maximize the unique characteristics of each area, allowing visitors to enjoy diverse experiences tailored to the features of each hamlet. To support the development of its tourism sector, Banyuanyar Village has also prepared various facilities, one of which is homestays.

Homestays are a form of accommodation that plays a vital role in the development of tourism villages. As a type of lodging that provides the experience of living with the local community, homestays offer travelers the opportunity to immerse themselves in the culture, traditions, and daily life of the local community. In the context of tourism village development, homestays not only function as accommodations but also serve as drivers of local economic empowerment and cultural preservation. Optimal management of homestays can holistically support the development of tourism village facilities, enhance the destination's appeal, and create sustainable social and economic benefits for the surrounding community. However, the success of homestay management depends on various factors, including the quality of services, supporting infrastructure, active community involvement, and effective promotion efforts (Yuliani et al., 2024).

Under the guidance of the village government, local residents offer some rooms in their homes as lodging options. These accommodations, commonly referred to as homestays, are available in nearly all the hamlets of Banyuanyar Village. However, the number of visitors utilizing these homestays remains limited. Additionally, the village's social media platforms have yet to feature a dedicated section promoting these homestays. Banyuanyar Village is home to

at least 27 homestays distributed across its nine hamlets. The residents' houses used as homestays are required to meet similar standards, ensuring that each homestay provides nearly identical facilities.



Figure 1. The homestay's standar facilities

To determine the extent of the promotional efforts carried out by the local government in increasing the number of visitors and homestay users, the researcher conducted this study. This research aims to analyze the promotional efforts for homestays in Banyuanyar Village and propose strategies that can be implemented to increase the number of visitors and occupancy rates.

Research Method

Problem identification

The diverse natural potential of Banyuanyar Village makes it a thematic tourist village with homestay facilities. However, the number of homestay visitors is still minimal, indicating a low occupancy rate. The village government's social media hasn't specifically addressed the homestay services, leading to suboptimal marketing.

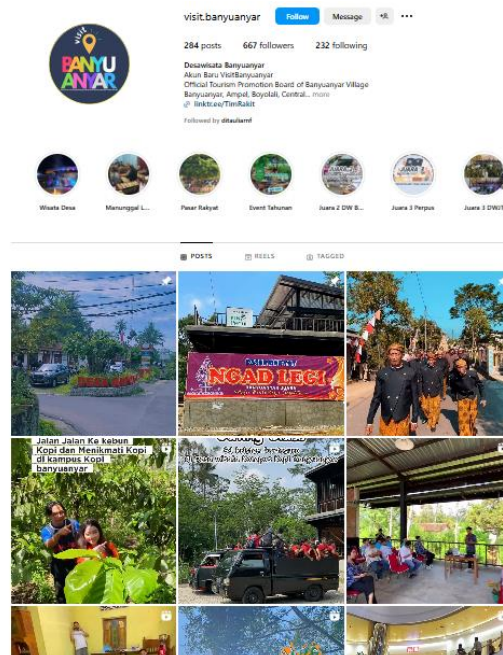


Figure 2. Banyuanyar village's instagram @visit.banyuanyar no promotion about homestays yet

From the identification of the problem, the author conducted research with the research flow outlined in the flowchart in the image below.

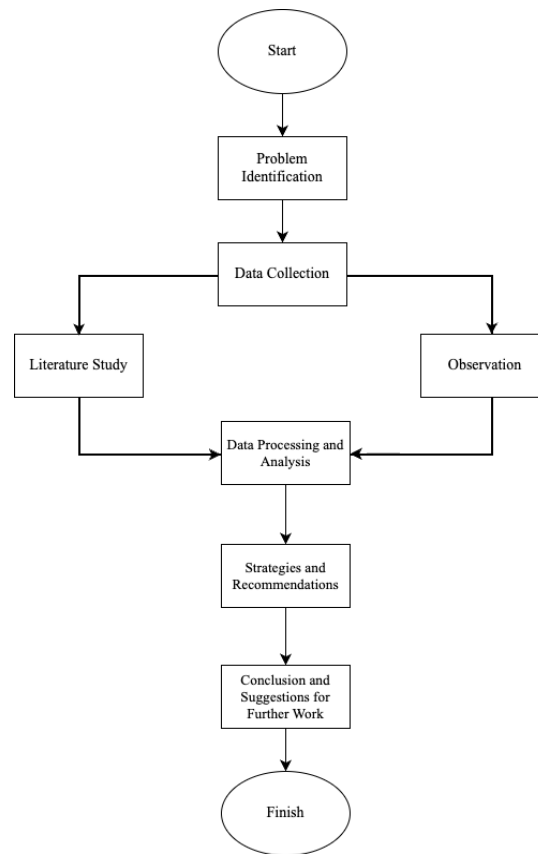


Figure 3. research flowchart

The research process begins with the problem identification stage, where the researcher determines the main issue that will be the focus of the study, namely the lack of promotion of homestays in Banyuanyar Village. Following the identification of the problem, the researcher proceeds to collect data using two primary methods: literature study and observation. The literature study involves examining written sources such as journals, reports, or related documents that support theoretical analysis. Meanwhile, we conduct direct field observation to gather empirical data on the condition of the homestays, available facilities, and implemented promotional strategies.

After collection, the data undergoes processing and analysis. In this process, the researcher uses the SWOT analysis method (Strengths, Weaknesses, Opportunities, Threats) (Mayang et al., 2020) to map the internal and external factors that affect the effectiveness of homestay promotion. The researchers developed strategies and recommendations based on the analysis results to tackle the identified issues (Kumar C.R & K.B, 2023). These strategies include enhancing promotion through social media, improving the reservation system, and training homestay managers to increase tourist appeal.

The final step in the research process involves summarizing the research findings, providing recommendations for strategy implementation, and identifying opportunities for further research. The completion of this research culminates in the creation of a final report, which serves as a record of the complete process. This flow organizes the research systematically, ensuring each step yields relevant and solution-oriented findings.

Research Method

This study uses qualitative methods to explore in-depth information related to the promotion of homestays in Banyuanyar Village. Data were collected through several stages. First, in-depth interviews were conducted with homestay owners, village officials, and visitors to understand the promotion conditions of the homestay, the reservation process, and their views on the management of the homestay. Second, the researchers conducted field observations to directly observe the condition of the homestay, the available facilities, and the promotional activities that had been carried out, including the use of social media. In addition, supporting data were also collected through documentation, such as photos, village reports, and records of promotional activities.

After the data is collected, the next step is data processing and analysis. The obtained data is systematically organized, starting with the preparation of interview transcripts and grouping the information based on main themes. The analysis was conducted using the SWOT (Strengths, Weaknesses, Opportunities, Threats) approach, which helps the researcher understand the internal and external factors affecting homestay promotion (Kawatak et al., 2022). The SWOT approach was chosen because of its ability to comprehensively analyze the internal and external factors influencing homestay promotion in Banyuanyar Village. SWOT allows the researcher to explore internal strengths and weaknesses, such as the quality of homestay services, as well as external opportunities and threats, such as tourism trends or government policies. By using SWOT, the researcher can identify the factors contributing to the success or challenges of homestay promotion and formulate strategies based on existing strengths, addressing weaknesses, leveraging opportunities, and mitigating threats. This method is highly relevant because it provides a comprehensive and practical perspective for designing effective strategies to enhance homestay promotion in tourism villages.

To ensure data accuracy, a triangulation process was conducted. The triangulation process involves cross-checking information obtained from various sources to ensure consistency and reliability of the data.

1. **Interviews:** The researcher conducted interviews with the Head of Banyuanyar Village and the Coordinator of Homestay Service Management. These interviews provided insights into the village government's policies regarding homestay promotion and the challenges faced by homestay managers.
2. **Observations:** Direct observations of homestay operations and promotional activities provided an opportunity to assess how promotional efforts are implemented on the ground. Through these observations, the researcher was able to assess the quality of services provided and the interactions between homestay managers and visitors to evaluate the effectiveness of the promotional efforts.
3. **Documentation:** The researcher conducted direct documentation of the website and social media platforms owned by the homestay managers. This documentation was used to analyze the role of social media in promoting the existing homestays, including the promotional materials, the information shared, and the interactions that take place on digital platforms.

By comparing the results from interviews, observations, and documentation, the researcher was able to ensure the validity of the data collected and gain a more comprehensive understanding of the effectiveness of homestay promotion in Banyuanyar Village.

Result and Discussion

Result

SWOT Analysis

Internal factor

Internal factors consist of strengths and weaknesses. In the following paragraphs, the author maps the collected data into strengths and threats.

This paragraph discusses the strengths possessed. Adequate Number of Homestays, there are around 27 homestays spread across various villages, providing sufficient capacity to accommodate visitors. Clear Facility Standards, the homestays provide basic amenities (2 bedrooms, bathroom, living room, 24-hour wifi) as well as food services upon request. Competitive Rates, the cost of Rp150,000 per night per room is quite affordable compared to rates in other areas. Thematic Tour Packages, the presence of unique natural potential in each village supports the development of experience-based thematic tourism. Diversity of Visitor Segments, Visitors come from various backgrounds such as academics, government officials, and tourists, thereby providing income diversification.

This paragraph outlines the weaknesses the author identified from the collected data. Inefficient Reservation Process, There is no dedicated manager, making reservations through the village government less practical and time-consuming. Weak Promotion, Marketing is only through the local community verbally and minimal use of social media or online platforms. Lack of Standardization and Confidence, the managers feel that their facilities do not meet the standards, which hinders massive promotion. The Lack of Adjustment of Tour Packages to the Dukuh Theme, Homestays do not utilize local tourism themes to offer a more integrated experience.

Internal factors include strengths and weaknesses. To identify the level of importance and their influence on the success of homestay development, weighting is carried out for each factor presented in the following table.

Table 1. Weighting for each internal factor on strengths and weaknesses. The total weighting for strengths and weaknesses is 1.

Internal Factor	Weight	Rating	Weight Score
Strength			
Adequate number of homestays	0,20	4	0,80
Clear facility standards	0,15	3	0,45
Competitive rates	0,10	4	0,40
Thematic tour packages	0,15	4	0,60
Diversity of visitor segments	0,10	3	0,30
Total of strength	0,70		2,55
Weakness			
Inefficient reservation process	0,15	4	0,60
Weak promotion	0,10	4	0,40
Lack of standardization and confidence	0,05	3	0,15
The lack of adjustment of tour packages to the dukuh theme	0,05	3	0,15
Total of weakness	0,30		1,30
Total for internal factor	1		3,85

Eksternal Factor

from data extraction, the author mentions opportunities that can be developed in this paragraph. The Growth of Thematic Tourism, The trend of experience-based tourism provides opportunities to attract tourists by utilizing unique themes in each village. Utilization of Digital Media, The use of social media platforms and online reservation applications can enhance visibility and accessibility for tourists. Partnerships with Academics and the Government, Collaboration with educational institutions and the government can help improve standardization and enhance promotion. Local Economic Potential, Homestays can drive the local economy by involving the community in management and services.

This paragraph explains the potential threats. Competition from Homestays or Accommodations in Other Areas, more modern Homestays or those located strategically can attract tourists who were supposed to come to Banyuwangi. Dependence on Specific Events or Activities, Visitors come more during events, so visits can decline outside the event season. Low Standard Perception, If the homestay continues to be perceived as not meeting standards, tourists may lose interest in staying. Lack of Resources for Management, Without a dedicated manager, the operation of the homestay can become disorganized and lose potential revenue.

Table 2. The total weighting for each external factor on opportunities and threats is 1.

Eksternal Factor	Weight	Rating	Weight Score
Opportunity			
The Growth of Thematic Tourism	0,25	4	1,00
Utilization of Digital Media	0,15	4	0,60
Partnerships with Academics and the Government	0,05	3	0,15
Local Economic Potential	0,05	3	0,15
Total of opportunity	0,50		1,90
Threat			
Competition from Homestays or Accommodations in Other Areas	0,25	4	1,00
Dependence on Specific Events or Activities	0,15	3	0,45
Low Standard Perception	0,05	3	0,15
Lack of Resources for Management	0,05	4	0,20
Total of threat	0,30		1,80
Total for eksternal factor	1		3,70

To better understand the weighting results, a Cartesian diagram of the SWOT weighting(Tu et al., 2024) is presented in Figure 4.

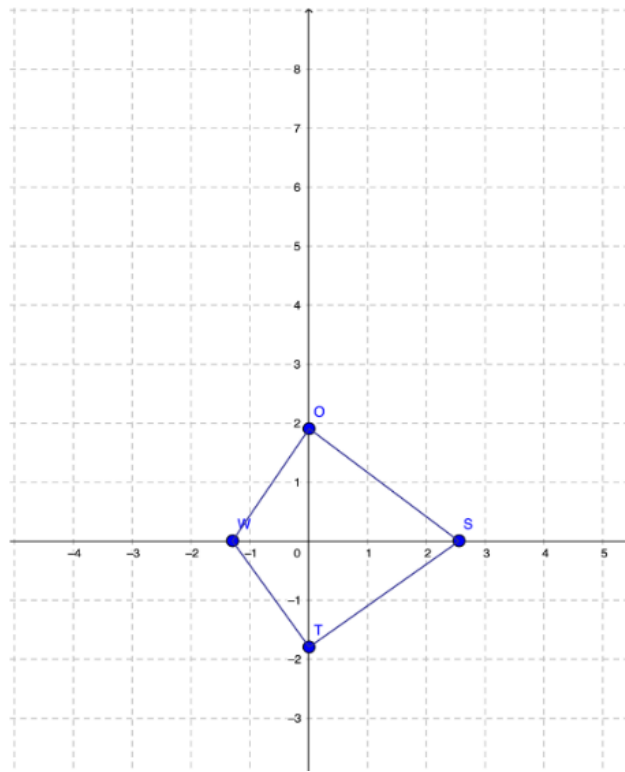


Figure 4. Cartesian diagram to understand SWOT weights

Discussion

In order to build the indicator system for Homestay Banyuanyar Village, this study examines the benefits, drawbacks, opportunities, and risks of the village's social media promotion. It also defines important indicators and surveys the acceptance rate. The analytical hierarchy procedure then determines the indicator weights, and the strategic quadrilateral is built based on the indicator weights to determine that Homestay Banyuanyar Village's development should follow a growth strategy. The development of Homestay Banyuanyar Village has been hampered by a number of issues, including a lack of promotion, an ineffective reservation process, a lack of standardization and trust, and a failure to modify tour packages to fit the Dukuh theme. These issues are in contrast to those of large chain hotels, which have many advantages. The SWOT matrix (Lusiana & Novitaningtyas, 2020) in the figure 5 below provides an overview of strategies to increase the number of visitors and occupancy rates.

External \ Internal	Strengths (S) 1. Adequate Number of Homestays 2. Clear Facility Standards 3. Competitive Rates 4. Thematic Tour Packages 5. Diversity of Visitor Segments	Weakness (W) 1. Inefficient Reservation Process 2. Weak Promotion 3. Lack of Standardization and Confidence 4. The Lack of Adjustment of Tour Packages to the Dukuh Theme
Opportunities (O) 1. The Growth of Thematic Tourism 2. Utilization of Digital Media 3. Partnerships with Academics and the Government 4. Local Economic Potential	Strength-Opportunities (SO) Strategy: Leveraging Strengths to Seize Opportunities 1. Enhancing Digital Promotion 2. Development of Thematic Tour Packages 3. Partnership with Academics and Government 4. Optimization of Additional Facilities	Weaknesses-Opportunities (WO) Strategy: Minimizing Weaknesses by Leveraging Opportunities 1. Improvement of Standardization and Training 2. Improvement of the Reservation System 3. Promotion through Digital Media
Threats (T) 1. Competition from Homestays or Accommodations in Other Areas 2. Dependence on Specific Events or Activities 3. Low Standard Perception 4. Lack of Resources for Management	Strengths-Threats (ST) Strategy: Leveraging Strengths to Overcome Threats 1. Homestay Differentiation 2. Diversification of Market Segments 3. Long-Term Event Planning	Weaknesses-Threats (WT) Strategy: Reducing Weaknesses and Avoiding Threats 1. Increasing Manager Confidence 2. Efficient Operational Management 3. Focus on Reviews and Testimonials

Figure 5. Matrix strategies to increase the number of visitors and occupancy rates

Conclusion

With 27 homestays dispersed among its 9 hamlets, Banyuanyar Village has a lot of promise as a tourist destination. The homestays complement the village's thematic tourism approach by providing basic facilities at affordable prices. Promotion of these homestays is still not at its best, though. The reserving procedure is ineffective, and there is little promotion on social media and other internet channels. As a result, the homestays have a low occupancy rate. According to the SWOT analysis, Banyuanyar Village has a variety of advantages, including a sufficient number of homestays, well-defined facility requirements, and themed trip packages. Nevertheless, there are drawbacks, such as the ineffective reservation procedure and little advertising. The expansion of thematic tourism, the use of digital media, and possible collaborations with government and academia present opportunities. Threats include reliance on specific events or activities and competition from other lodging options. To increase market reach, improve digital promotion by setting up official social media accounts and registering the homestays on online reservation platforms. Create themed tour packages that combine the homestay amenities with the distinctive features of every community to offer a more comprehensive travel experience. Form partnerships with local authorities and educational institutions to enhance homestay branding, promotion, and standardization through cooperative marketing initiatives and mentoring programs. Establish a dedicated team for homestay management and develop an online booking platform to enhance the reservation process. To boost their confidence and raise the standard of the homestay experience overall, provide training to homestay owners on reservation administration, internet marketing, and guest services. Expand the target market segments to include families, young couples looking for thematic travel experiences, and remote workers in addition to academics and public servants. To lessen reliance on big events and ensure a more steady stream of tourists throughout the year, encourage villages to host frequent small-scale events. Banyuanyar Village can boost occupancy rates, advertise homestays more successfully, and support the long-term growth of its tourism industry by putting these tactics into practice.

References

- Amelia, A. (2023). Jurnal Inovasi Daerah MEMBANGUN DESA WISATA TANGGUH DI KAMPUS KOPI BANYUANYAR, KABUPATEN BOYOLALI (Vol. 2, Issue 1).
- Kawatak, S. Y., Lucia, R. H., & Karundeng, L. A. R. (2022). Peningkatan Kualitas Pelayanan Homestay di Desa

- Pulisan Berdasarkan Persepsi Pengelola Article history. *Jurnal Kajian Pariwisata*, 4(2), 59–67. <https://doi.org/10.51977/jiip.v4i2.840>
- Kumar C.R, S., & K.B, P. (2023). SWOT ANALYSIS. *International Journal of Advanced Research*, 11(09), 744–748. <https://doi.org/10.21474/IJAR01/17584>
- Lusiana, I., & Novitaningtyas, I. (2020). Strategi Promosi Aplikasi Motorku Express Berdasarkan Analisis SWOT: Studi Kasus Pada Astra Motor Kedungsari Magelang (Vol. 2, Issue 2). Mei-Agustus. <http://bisnisman.nusaputra.ac.id>
- Mayang, A., Astuti, I., & Ratnawati, S. (2020). Analisis SWOT Dalam Menentukan Strategi Pemasaran (Studi Kasus di Kantor Pos Kota Magelang 56100). In Anissa Mayang Indri) *Jurnal Ilmu Manajemen* (Vol. 17, Issue 2). <https://doi.org/https://doi.org/10.21831/jim.v17i2>
- Rahmasari, D., Feranda, K. R., Dianisa, T. R., Dewi, M. P., Rachmawati, Y., Wisnu, A., Wulandari, F., Ardianingrum, M., Salsabila, B., Husna, T. A., Winarto, A., Fannani, A. F., Parwati, K. M., Puspita, K. M., & Rustamaji, M. (2023). OPTIMASI COMMUNITY BASED TOURISM DAN PENGUATAN UMKM BERBASIS ONE VILLAGE ONE PRODUCT UNTUK MENGEMBANGKAN PARIWISATA BERKELANJUTAN DESA BANYUANYAR BOYOLALI. *Prosiding Seminar Nasional Pengabdian Kepada Masyarakat*, 212–228. <http://journal.unj.ac.id/unj/index.php/snppm>
- Tu, Y., Deng, X., & Yu, W. (2024). The development strategy of rural tourism homestays under the new media platform based on SWOT-AHP. *Research Article Journal of Computational Methods in Science and Engineering*, 0(0), 1–10. <https://doi.org/10.1177/14727978241303273>
- Yuliani, N., Trisnawati, N., & Idaman, N. (2024). STRATEGI OPTIMALISASI PENGELOLAAN HOMESTAY DALAM MENDUKUNG PENGEMBANGAN DESA WISATA DI KAWASAN SITU CIPANUNJANG, DESA MARGALUYU, PENGALENGAN, JAWA BARAT. In *Seminar Nasional Pariwisata dan Kewirausahaan (SNPK) E-ISSN* (Vol. 3).