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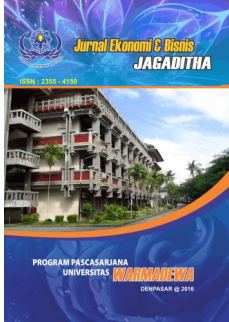
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Marketing Strategy on Heritage Manuaba Royal Palace Tourist Attraction in Kenderan Tourism Village, Bali

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Abstract: The Manuaba Royal Palace is one of the heritage tourist attractions that has cultural heritage, building architecture, and artifact collections with historical value; however, to date, this tourist destination has not been optimal in presenting tourists to be able to visit this region, so a comprehensive and measurable marketing strategy is needed to accelerate its development. This study aimed to analyze marketing strategies for the heritage tourist attraction of the Manuaba Royal Palace in the Kenderan Tourism Village, Bali. A mixed method research design was used by conducting interviews with the managers of as many as 30 Manuaba Royal Palace tourist destinations who met the inclusion and exclusion criteria. The data obtained were analyzed using IFAS, EFAS, and SWOT matrices and are presented descriptively. The results show that the Manuaba Royal Palace has implemented the 7P marketing mix strategy, currently in Quadrant I (a very favorable situation because it has great opportunities to demonstrate internal strength) and S<O (the direction of Manuaba Royal Pae's policy in growth strategy conditions). The current focus and marketing strategy includes developing technology-based historical courses accompanied by the use of social media, presenting information related to intangible cultural heritage, and guiding tourists more massively by providing exclusive packages for booking heritage tourism online. In the future, it is important to maximize the marketing strategies used to increase the number of visits and to be more competitive in the tourism industry.

Keywords: Heritage; manuaba royal palace; marketing mix; strategy; tourist attraction

Introduction

The development of the tourism sector, especially in Bali, continues to increase and has become the main icon of tourism in Indonesia. In addition to having a positive impact on job creation, business opportunities, especially micro, small, and medium enterprises, participate in reducing unemployment (Aliansyah & Hermawan, 2019). Bali Island is a promising tourist attraction, and almost all regions have beauty and excellence (Devi et al., 2018). These advantages include thick customs, culture, and art that continue to be preserved; livelihoods; and local community life that are still sacred in their characteristics and cannot be separated from the hospitality of the Balinese people in providing space for tourists, especially in the introduction of nature and local culture (Wirawibawa et al., 2021). Excellence in each region is currently used as capital to develop tourist attractions and attract tourist visits to Bali. This has also been utilized by tourism destination developers in the

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Gianyar Regency to provide nature-based tourism, culture, and cultural heritage (Cahyadi & Gunawijaya, 2009).

The Kenderan Tourism Village is a tourist destination that collaborates with inner beauty, culture, and heritage tourist attractions. Currently, the natural beauty that is developing in this region is the Pengelukatan Telaga Waja and Manuaba Waterfalls, which are accompanied by spiritual, cultural, and heritage tourism attractions. Heritage is a very broad concept not only limited to historical places and landscapes but also includes the environment, biodiversity, collections, cultural traditions, knowledge, and life experiences that have been passed down from the past and still survive today, forming the foundation of national to local identity and becoming an inseparable element of modern life (Adnyana & Sudaryati, 2022; Engelhardt et al., 2009; Martokusumo, 2017; Mussadun, 2018). The diversity of cultural heritage produced from ancient times increases the interest and presence of tourists to learn comprehensively about the region, in addition to looking for the beauty presented (Long, 2018; Setiawan, 2012; Wijayanti & Damanik, 2019; Wiweka, 2014).

Heritage tourism is a phenomenon that arises owing to the development of tourism in the modern era (Kuntari & Lasally, 2021; Rasoolimanesh & Lu, 2023). Heritage tourism is designed to visit locations with important historical value in an area that attracts tourists. This type of tourism is included in a special category that emphasizes historical, cultural, and architectural elements from the past. In addition, these tours are also of interest to individuals who are looking for educational experiences during a visit. The architecture of the building that still characterizes the year of its establishment and has special meaning and significance makes this tour increasingly demanding (Ferreira et al., 2022; Kartika & Fajri, 2017).

It also began to develop at the Manuaba Royal Palace, located in Kenderan Tourism Village, which was once led by Ksatria Marga Taman Bali as the leader of the Manuaba community. During its development, the tourist attraction of Manuaba Royal Palace underwent a massive modernization invasion; however, the architecture of the building was selectively accepted without losing the characteristics of its cultural identity. This can also be seen from the architecture of traditional houses that are still based on the concepts of Asta Bhumi and Asta Kosala-Kosali, namely, the concept of spatial arrangement for residences and sacred buildings in Bali.

Currently, the heritage tourism attraction of Manuaba Royal Palace has not been maximized in presenting tourists with the ability to visit this region, so a comprehensive and measurable marketing strategy is needed to provide practical implications related to cultural preservation in this region, increasing the number of tourist visits, and maintaining the existence of ancestral relics in the future (Mussadun, 2018). The design of a good marketing strategy will lead tourism destination managers to understand what needs to be done to maintain the sustainability of heritage tourism in the region (Armstrong & Philip, 2000; Hadrian et al., 2021). The use of a marketing mix is one option for consistently achieving marketing goals in its target market (Murtini & Oktalina, 2019).

Therefore, this research is limit in identifying the strategy. This research was analyzing marketing strategies for the heritage tourist attraction of the Manuaba Royal Palace in Kenderan Tourism Village, Bali. Hopefully, this research can provide a summary of policies needed for the development of tourism villages in this region, especially for local tourism village managers to maintain their existence.

Concept and Hypothesis

Development Strategy

Tourism development entails a sequence of endeavors aimed at achieving integration in the utilization of diverse tourism resources, incorporating all non-tourism-related elements

that are either directly or indirectly associated with the sustainability of tourism development (Arida & Adikampana, 2016). According to Yoety (1996) there are three decisive factors in the development of tourist attractions: the availability of tourist objects and attractions; the presence of accessibility facilities, which consist of infrastructure and supporting facilities that enable tourists to visit a particular area or tourist area; and the availability of community-beneficial amenities, including tourism facilities. The objective of this study was to enhance the appeal of the Manuaba Royal Palace as a legacy tourism destination by promoting heritage tourism. This development is also expected to preserve the Manuaba Royal Palace and maintain ancestral heritage culture in the future.

Heritage Attractions

A tourist attraction is an establishment that offers a distinguishing feature or experience that is commercially viable for the tourism industry (Aprilia & Pangestuti, 2017; Kuntari & Lasally, 2021). Attractions and tourist attractions are both types of tourist attractions (Aprilia & Pangestuti, 2017). This proves that attractiveness is indeed the most important element that must be considered to enhance the potential of tourist attractions (Budisetyorini et al., 2021; Chang, 1999). A heritage tourism excursion consists of a series of visits to locations that are regarded as historically significant for a certain region or city, and are therefore able to attract tourists. Heritage places have retained their historical significance and continue to be valued. The historical significance of heritage sites is distinct and unique (Kartika & Harahap, 2019). Wirawibawa et al. (2021), heritage tourism, as defined, is a form of travel that makes use of historical sites and structures to attract visitors. As a synthesis of the physical characteristics of a structure, public area, and urban layout, heritage is transmitted to the present and future cohorts.

Heritage tourism has emerged as a result of the modernization of the tourism industry (Kuntari & Lasally, 2021). According to Cahyadi & Gunawijaya (2009), heritage tourism is a journey to appreciate locations, artifacts, and activities that faithfully depict the history of people from the past and present. Arumugam et al. (2023) explained the characteristics of heritage: scarcity, works are something rare; historical, which contains the location of important historical events; aesthetics, which has the beauty of the form of structure or ornament; superlativity, that is, oldest, highest, or longest; cruelakan, which represents a certain type or variety of buildings; influence, that is, its existence will improve the image of the surrounding environment. Rasoolimanesh et al. (2021) also added the existence of 3 (three) other heritage characteristics, including social value, which has implications for society: commercial value, which has the opportunity to be used as an economic activity, and scientific values that play a role in the field of science education and development.

Marketing mix strategy in tourism

Hospitality refers to the spirit, soul, and spirit of tourism. Without hospitality, all products offered by tourism are similar to inanimate objects that have no value to sell (Purbohastuti, 2021). The marketing mix is a strategic approach utilized in marketing to effectively distribute information, introduce a range of products and services, and encourage consumers to build personal preferences for a product's image. Consequently, the marketing mix is regarded as one of the most promising strategic components in the realm of product marketing (Awan et al., 2020; Awan et al., 2021).

The marketing mix exerts a significant impact on client purchasing decisions regarding market-offered items and services; thus, it is considered a metric that measures marketing success (Purbohastuti, 2021). A corporation has control over the four (4) primary components of its marketing mix: product, price, place, and promotion (Insani et al., 2022). Marketing mix is utilized in the tourism service sector to enhance consumer satisfaction through an increased emphasis on the quality of tourism objects. This quality is assessed using seven variables: product, price, promotion, place, people, physical evidence, and process (7P) (Murtikasari & Tukiman, 2021).

Method

This research used a mixed method approach (Darwin et al., 2021). In this research, qualitative data were obtained from interviews conducted by relevant resource persons who had comprehensive knowledge related to heritage tourism attractions in the form of history, culture, and architecture of Manuaba Royal Palace (Puri Agung Manuaba), while quantitative data in this study were in the form of identification results of SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) and matrix analysis with Internal Factor Analysis Summary (IFAS).

This research was conducted at Manuaba Royal Palace, located in Kenderan Village, Tegalalang District, Gianyar Regency, Bali, for six months (March-September 2023). The research data were collected using purposive sampling techniques on 30 respondents who met the inclusion and exclusion criteria, including informants from *Penglingsir* Manuaba Royal Palace, Head of Kenderan Village, *Bendesa Adat*, Head of Tourism Awareness Group (POKDARWIS), researchers/academics, ASITA, and tourists from Manuaba Royal Palace, willing to provide the information needed by the author and able to communicate orally and in writing. The exclusion criteria in this study were people who did not know the complete history of the Manuaba Royal Palace, were unable to communicate verbally well and were unwilling to be interviewed (Adnyana, 2021). Data analysis in this study was conducted descriptively and presented in the form of narratives and tables to facilitate the delivery of information.

Result and Discussion

Manuaba royal palace in the context of heritage tourism development

Manuaba Royal Palace is a heritage tourist destination, which is one of the highlights of Kenderan Village, Gianyar. This tourist destination has undergone transformation and development, including the story of Manuaba Royal Palace, royal dinner package, traditional house architecture, and traditional art. In addition, the Manuaba Royal Palace building has been restored to ensure the safety and sustainability of Bali's historical buildings. Facilities have been enhanced by providing toilets and parking spaces for the convenience of visitors and have carried out active promotion and marketing through social media and tourist websites, as well as working with travel agencies to attract domestic and international tourists. The Manuaba Royal Palace is a suitable place for tourists who want to learn traditional Balinese art. In this place, tourists can learn about carving, painting, Balinese dance, and many other interesting things offered by the Manuaba Royal Palace. It is not surprising that this location is one of the most popular tourist destinations in Bali.

Matriks Internal Factor Analysis Summary (IFAS)

To gain a more adaptive perspective, IFAS and EFAS matrices are applied to determine the impact of internal and external factors on tourist attractions (Effendi & Narti, 2020; Setiawati et al., 2020). Both matrices show the internal and external conditions of tourist attractions through the strengths and weaknesses calculated based on weights and ratings. The results of the assessment of the strength of Manuaba Royal Palace from the highest obtained on the product price indicator in accordance with the quality of service received, the physical environment with stunning heritage nuances, and located in a strategic area and close to other tourist destinations.

In terms of resources, Manuaba Royal Palace has employees who are well trained in providing heritage tourism experiences and heritage tours in the form of story packages, royal dinner packages, traditional house architecture, artifact collections and traditional art performances, and this tour has implemented a digital payment system. However, the

weaknesses of this tourist destination include the lack of application of digital marketing, such as social media marketing, search engine marketing, and content marketing, lack of cooperation with travel agents and related parties in the tourism industry to promote heritage tourism products more effectively, and lack of adequate human resources in terms of digital marketing. This indicates the need for sectoral improvements to support tourism activities in the Manuaba Royal Palace. The Internal Factor Analysis Summary (IFAS) matrix is presented in Table 1.

Furthermore, the external factor analysis summary (EFAS Matrics) matrix, which has been analyzed, shows that the main opportunities that can be utilized by Manuaba Royal Palaca in the development of this tourist destination include satay devices as an intangible cultural heritage, and the history of Manuaba Royal Palace as a product of science is increasingly open to being closer to the community, improving the process of visitor.

Table 1. Internal Factor Analysis Summary (IFAS) Matrix Summary

No	Strategic Factors	Weight	Rating	Score (Weight x Rating)
Internal Factors of Strength				
1	The price of the product offered is in accordance with the quality of service received (<i>Price</i>)	0,15	4	0,60
2	Manuaba Royal Palace is located in a strategic area and close to other tourist destinations (<i>Place</i>)	0,13	3	0,39
3	Manuaba Royal Palace has a physical environment with a stunning <i>heritage</i> nuance (<i>Physical Evidence</i>)	0,11	4	0,44
4	Manuaba Royal Palace has employees who are well trained in providing heritage tourism experiences (<i>People</i>)	0,10	3	0,30
5	Heritage tourism in the form of story package, royal dinner package, traditional house architecture, collection of artifacts and traditional art performances (<i>Product</i>)	0,10	3	0,30
6	Implementing a digital payment system (<i>Process</i>)	0,09	2	0,18
Sub total		0,68		2,21
Internal Factors of Weakness				
1	Lack of application of digital marketing such as <i>Social Media Marketing, Search Engine Marketing</i> and <i>Content Marketing (Promotion)</i>	0,13	4	0,52
2	Lack of cooperation with travel agents and related parties in the tourism industry to promote their heritage tourism products more effectively (<i>Promotion</i>)	0,10	2	0,20
3	Lack of adequate human resources in terms of digital marketing (<i>People</i>)	0,09	2	0,18
Sub total		0,32		0,90
Total		1,00		3,11

Source: Data processed (2023).

Table 2. Summary External Factor Analysis Matrix (EFAS)

No	Strategic Factors	Weight	Rating	Score (Weight x Rating)
External Factors of Opportunity				
1	Historic building of Manuaba Royal Palace (<i>Product</i>)	0,14	4	0,56
2	Satay Device as one of the intangible cultural heritages of Manuaba Royal Palace (<i>Product</i>)	0,13	4	0,52
3	The history of Manuaba Royal Palace as a product of science is increasingly open to be closer to the community (<i>Product</i>)	0,14	3	0,42
4	Improve visitor visit processes, such as online ticket booking, tour guides, and food/beverage facilities (<i>Process</i>)	0,12	4	0,48
5	Increase digital promotion efforts (<i>Promotions</i>)	0,10	3	0,30
Sub Total		0,63		2,28
External Factors of Threat				
1	Risk of damage to historical heritage buildings due to tourist activities (<i>Product</i>)	0,14	3	0,42
2	Negative image built by negative reviews on social media about Manuaba Royal Palace (<i>Promotions</i>)	0,12	2	0,24
3	Degradation or alteration of physical markers or infrastructure that identify and support cultural heritage (<i>Physical Evidence</i>)	0,11	2	0,22
Sub Total		0,43		0,88
Total		1,00		3,16

Source: Data processed (2023).

visits (such as online ticket booking, tour guides, and food/beverage facilities), and enhanced digital promotion efforts. Threats that may be experienced by the Manuaba Royal Palace include the risk of damage to heritage buildings due to tourist activities, negative images built by negative reviews on social media about the Manuaba Royal Palace, and degradation or changes to physical markers or infrastructure that identify and support cultural heritage.

SWOT Analysis

Based on the analysis that has been carried out related to the IFAS and EFAS matrices, a SWOT analysis was carried out to determine the sustainability of heritage tourist destinations run and developed by Manuaba Royal Palace. The calculation of the SWOT components is presented in Table 3, and the IFAS/EFAS SWOT analysis diagram is shown in Figure 1.

Table 3. SWOT component calculation

SWOT Indicator	
Internal score	X-axis coordinates = (S-W)
<i>Strengths (S)</i>	2,21
<i>Weaknesses (W)</i>	0,90; X = 1.31
External score	Y-axis coordinates = (O-T)
<i>Opportunities (O)</i>	2,28
<i>Threats (T)</i>	0,86; Y = 1.42
SWOT SCORE MATRIX	
S+O	4,49
W+O	3,18
T+W	1,76
S + T	3,07
Conclusion: With point coordinates (X,Y) in the I- Growth quadrant (1.31, 1.42)	

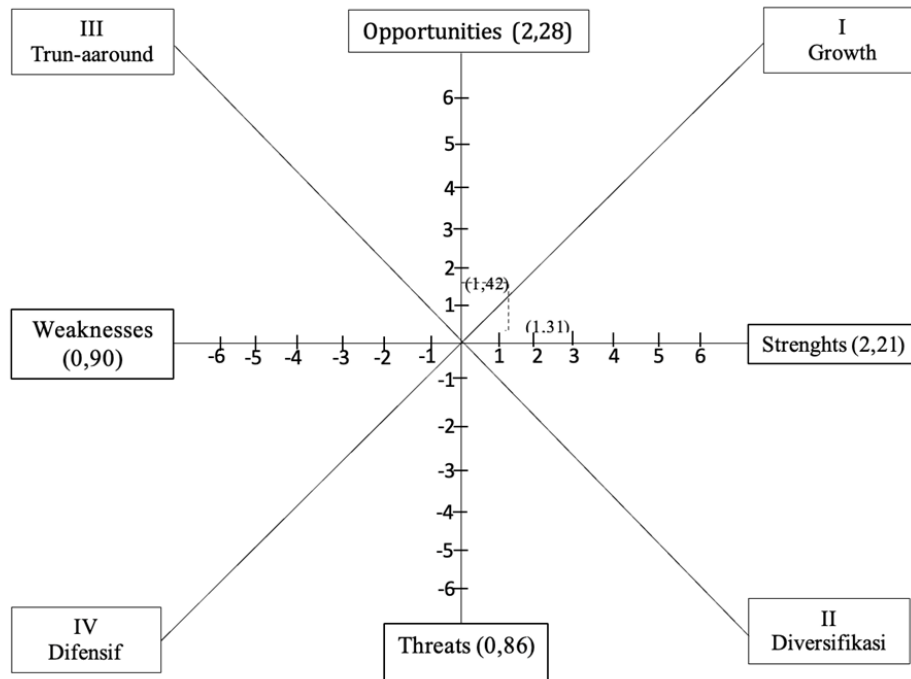


Figure 1. EFAS/IFAS SWOT Analysis Diagram

(Source: Data processed, 2023)

Based on figure 1, in Quadrant I is a very favorable situation, because it has opportunities and strengths so that existing opportunities can be utilized, the strategy that must be applied to this condition is to support aggressive growth policies (Growth); in Quadrant II, it means that even though it faces various threats, it still has internal strengths, then in Quadrant III it shows that it has opportunities; the market is very large, but on the other hand, there are obstacles in the form of internal weaknesses, and in Quadrant IV, this situation is less favorable with a combination of internal threats and weaknesses. The figure shows the heritage tourist destination of Manuaba Royal Palace $S < O$, which is a greater opportunity than strength, where Manuaba Royal Palace's policy direction is in a growth strategy condition. The growth strategy is designed to achieve sustainable growth by developing new products, improving the quality of products or services, and increasing marketing reach, which is more comprehensive and on-target. The information that has been obtained, presented, and formulated development strategies that can be used by Manuaba Royal Palace are presented in Table 4.

Table 4. SWOT Matrix Analysis at Manuaba Royal Palace

<p style="text-align: center;">IFAS</p>	<p>Strenghts (S) The price of the products offered is in accordance with the quality of service received Manuaba Royal Palace is located in a strategic area and close to other tourist destinations Manuaba Royal Palace provides a stunning physical environment and is culturally heritage appropriate Manuaba Royal Palace has employees who are well trained in providing heritage tourism experiences Heritage tours in the form of story packages, royal dinner packages, traditional house architecture, artifact collections and traditional art performances</p>	<p>Weaknesses (W) Lack of application of digital marketing such as Social Media Marketing, Search Engine Marketing and Content Marketing Lack of cooperation with travel agents and related parties in the tourism industry to promote their heritage tourism products more effectively Lack of adequate human resources in terms of digital marketing</p>
<p style="text-align: center;">EFAS</p> <p>Opportunities (O) Stories and historical buildings of Manuaba Royal Palace Device Satay as one of the intangible cultural heritage of Manuaba Royal Palace Improve visitor visits, such as online ticket booking, tour guides, and food/ beverage facilities Improve digital promotion efforts</p>	<p>S-O Strategy Create marketing content in the form of articles, videos, and interesting stories about the history and culture of Manuaba Royal Palace, Share this content through websites, social media, and travel blogs Promote Device Satay as one of the palace's intangible cultural heritage and tell the unique story behind this dish Provide app- or mobile-based tour guides to guide visitors and provide interactive historical and cultural information Provide discounts or exclusive packages for online booking of heritage tours in the form of story packages, royal dinner packages, traditional house architecture, artifact collections and traditional art performances</p>	<p>W-O Strategy Improve digital marketing skills by providing training and certification to existing staff, Develop tour packages together with partners that can provide a comprehensive experience for visitors Actively seek cooperation with travel agents, tour operators, and other tourism partners to promote Manuaba Royal Palace Cooperating with digital marketing agencies that already have expertise and experience in the tourism industry</p>
<p>Treaths (T) Risk of damage to heritage buildings due to tourist activities The negative image built by negative reviews on social media about Manuaba Royal Palace Degradation or alteration of physical markers or infrastructure that identify and support cultural heritage</p>	<p>S-T Strategy Develop a long-term maintenance plan to reduce the risk of damage from tourist activities, this includes strict supervision of tourist visits to minimize negative impacts Encourage visitors to share their positive experiences through social media and online reviews, Cooperate with cultural heritage preservation agencies and local tourism authorities to ensure the protection of cultural heritage and physical markers,</p>	<p>W-T Strategy To overcome the risk of damage to heritage buildings, establish strict policies and procedures to protect and care for buildings Install warning signs reminding visitors of the importance of maintaining the authenticity and integrity of cultural heritage Actively monitor social media and review sites to respond quickly and professionally to negative reviews</p>

Source: Data processed (2023)

Based on the SWOT classification above, strategies that can be used to improve marketing in an effort to preserve Manuaba Royal Palace as a heritage tourism attraction include strategies on strengths opportunities (S-O), which is a strategy that prioritizes strengths and takes advantage of existing opportunities, including the creation of marketing content in the form of articles, videos, and interesting stories about the history and culture of Manuaba Royal Palace; sharing heritage content through websites, social media, and travel blogs; promoting Sate Device as one of the palaces' intangible cultural heritage and telling the unique story behind this dish; providing app-based or mobile tour guides to guide visitors; providing interactive historical and cultural information; and providing discounts or exclusive packages for booking heritage tours online in the form of package stories, the Royal Dinner Package, traditional house architecture, collection of artifacts, and traditional art performances.

Furthermore, the Strengthening Threats (S-T) indicator is a strategy that utilizes strengths to overcome existing challenges through various approaches by developing long-term maintenance plans to reduce the risk of environmental damage due to tourist activities in the Manuaba Royal Palace area, which includes close supervision of tourist visits to minimize negative impacts. This encourages visitors to share positive experiences through social media and online reviews in the hope of increasing the rating of tourist destinations, which has implications for increasing the number and interest of tourists. Another thing that can be done is to work with cultural heritage preservation agencies and local tourism authorities to ensure the protection of cultural heritage and physical markers so that ornaments or components that become tourist attractions are not lost or damaged.

The weaknesses opportunities (W-O) strategy is implemented with a strategy that minimizes internal weaknesses by utilizing these opportunities, improving digital marketing capabilities by providing training and certification to existing staff, compiling tour packages together with partners that can provide a comprehensive experience for visitors, actively seeking cooperation with travel agents, tour operators, and other tourism partners to promote Manuaba Royal Palace, and cooperating with digital marketing agencies that already have expertise and experience in the tourism industry. Finally, the weaknesses threats (W-T) strategy, which minimizes weaknesses and avoids threats, is used to overcome the risk of damage to historical heritage buildings and to establish strict policies and procedures to protect and care for buildings, in addition to the installation of warning signs that remind visitors of the importance of maintaining the authenticity and integrity of cultural heritage. Tourist destination managers actively monitor social media and review sites to quickly and professionally respond to negative reviews.

This analysis indicates that to improve the quality of tourist destinations, related sectors are needed to accelerate this realization. The development of marketing strategies for the heritage attractions of the Manuaba Royal Palace is carried out by increasing research and understanding related to the target audience expected to visit the Manuaba Royal Palace. This includes understanding travellers' preferences and needs, which will provide recommendations to other travelers on social media (Javed Awan et al., 2021; Lamberton & Stephen, 2016; Xiang & Gretzel, 2010). In addition, it is important to improve the way branding is stronger, especially developing a brand identity that is able to reflect the historical and cultural values of this tourist destination to attract the attention of tourists. The resources at Manuaba Royal Palace must be able to enhance the visitor experience to make it interesting and give an unforgettable impression to tourists, as well as in-depth cultural interaction and education (Dewi et al., 2018; Nilashi et al., 2021; Widjanarko et al., 2023; Yu et al., 2019). From the digital side, Manuaba Royal Palace must be able to encourage rigorous, engaging, and promotional activities such as videos, photos, blogs, and stories that depict the beauty, history, and cultural richness of the place, as well as use paid marketing campaigns and SEO to increase online visibility (Altassan, 2023; Buonincontri et al., 2017; Lamberton & Stephen, 2016; Liu et al., 2020). Another thing that can be done is to build partnerships with local travel agents, hotels, and other related businesses to promote and support the promotion of the Heritage of Manuaba Royal Palace and carry out collaborations with local communities to hold events or festivals that strengthen the image of

the cultural heritage. It is important to conduct a continuous evaluation of the marketing strategy and review the visit data, visitor feedback, and campaign effectiveness to make improvements and adjustments (Aprilia et al., 2017; Kheiri, 2023).

Conclusion

Manuaba Royal Palace implemented a marketing mix strategy of 7 (seven) P. SWOT analysis provides information that the situation of the Manuaba Royal Palace heritage tourism village is in Quadrant I (a very favorable situation because it has great opportunities and strong internal strength) and S<O (the direction of Manuaba Royal Palace's policy in growth strategy conditions). This strategy is designed to achieve sustainable growth by developing new products, improving the quality of products or services, and increasing marketing reach. An alternative strategy for the right marketing mix is aggressive growth with a focus on creating marketing content in the form of articles, videos, and interesting stories about the history and culture of Manuaba Royal Palace, sharing this content through websites, social media, and travel blogs, promoting Sate Device as one of the palaces' intangible cultural heritage, and telling the unique story behind this dish; it provides an app-based or mobile tour guide to guide visitors and provides historical and cultural information interactively, providing discounts or exclusive packages for online booking of heritage tours in the form of story packages, royal dinner packages, traditional house architecture, artifact collections, and traditional art performances. By implementing this strategy, the Manuaba Royal Palace can maximize the potential of heritage tourism attractions and overcome existing challenges that make them more competitive in the tourism industry. In the future, further research is needed on the dynamics of the implementation of the mixed strategy at Manuaba Royal Palace and identifying predispositions that hinder the development of tourist attractions in this area.

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