

**POTENSI DAN STRATEGI PENGEMBANGAN OBJEK WISATA
AIR TERJUN PANTAI NAMBUNG**

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ABSTRAK

Tujuan dari penelitian ini tentunya yaitu untuk mendeskripsikan potensi destinasi wisata Air Terjun Pantai Nambung dan strategi dalam mengembangkan objek wisata Air Terjun Pantai Nambung di Desa Buwun Mas Kecamatan Sekotong-Lombok Barat. Jenis penelitian ini yaitu penelitian kualitatif deskriptif. Sedangkan metode yang digunakan dalam pengambilan data untuk penelitian ini yaitu, observasi, wawancara, dan dokumentasi. Adapun hasil penelitian ini menunjukkan bahwa 1) potensi Air Terjun Pantai Nambung menurut analisis SWOT antara lain, *Strength* (Kekuatan) yaitu Pantai Nambung,Buwun Mas Hill, Mangrove Jerangkang-Kemanuk Buwun Mas, dan Pantai Pangsing, *Weakness* (Kelemahan) yaitu belum maksimalnya pengelolaan dalam meningkatkan mutu objek wisata, *Opportunity* (Peluang) yaitu dapat membuka lapangan usaha bagi masyarakat sekitar baik berupa jasa ataupun berwirausaha, *Threat* (Ancaman) yaitu kawasan objek wisata masih terdapat sampah dan pembegalanan ataupun pencurian kendaraan. 2) Strategi dalam pengembangan objek wisata Air Terjun Pantai Nambung yaitu Strategi Pengelolaan meliputi: *Planning* (Perencanaan) yaitu membangun fasilitas seperti membangun lapak untuk pedagang, membangun bale bengong, membangun *home stay*, menambah fasilitas pendukung seperti tempat sampah dan WC, mempromosikan destinasi, meningkatkan kunjungan wisatawan dan meningkatkan kualitas SDM , *Organizing* (Pengorganisasian) yaitu Kepala Desa serta dibantu oleh masyarakat sekitar dalam hal penjagaan dan pengelolaan objek wisata, *Actuating* (Penggerakan) yaitu Kepala Desa memberikan hak penuh kepada masyarakat sekitar objek wisata dalam hal mengurus objek wisata tersebut, mulai dari menentukan tarif tiket masuk objek wisata serta jam operasional objek wisata, *Controlling* (Pengawasan) yaitu dilakukan oleh masyarakat sekitar mengenai penjagaan dan merawat objek wisata Air Terjun Pantai Nambung.

Kata Kunci: Potensi, Strategi Pengembangan, Objek Wisata.

POTENTIAL AND STRATEGIES FOR DEVELOPMENT OF NAMBUNG BEACH WATERFALL TOURISM OBJECTS AND STRATEGIES

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ABSTRACT

Nambung Beach Waterfall is a prospective tourist attraction located in Buwun Mas Village, Sekotong District, West Lombok. Type of research, namely descriptive qualitative through documentation, interview, and observation methods as a method of collecting data. The research findings show that 1) The potential of Nambung Beach Waterfall based on SWOT analysis, among others, Strength is the potential that develops around the tourist attractions of Nambung Beach Waterfall, including Nambung Beach, Buwun Mas Hill, Jerangkang-Kemanuk Buwun Mas Mangrove, and Pangsing Beach, Weakness is that there is not optimal management in improving the quality of tourist attractions, Opportunity (Opportunity) is to be able to open business fields for the surrounding community in the form of services or entrepreneurship, Threat (Threat) is the lack of cleanliness with a lot of waste and legalization or theft of vehicles around tourist attractions. 2) Strategies in the development of tourist attractions of Nambung Beach Waterfall, namely Management includes: Planning namely building facilities such as building stalls for traders, building bale bengong, building home stays, adding supporting facilities such as trash cans and toilets, promoting destinations, increasing tourist visits and increasing the quality of human resources ,Organizing namely the Village Head and assisted by the surrounding community in terms of guarding and managing tourist attractions, Actuating namely the Village Head giving full rights to the community around the tourist attraction in terms of taking care of the tourist attraction, starting from determining the entrance ticket fare for tourist attractions and the operational hours of tourist attractions, Controlling which is carried out by the surrounding community regarding the guarding and care of tourist attractions Nambung Beach Waterfall.

Keywords: Potential, Development Strategy, Nambung Beach.