

STUDI KELAYAKAN OBJEK WISATA *WATER SLIDE* LEMUKIH

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ABSTRAK

Penelitian dilaksanakan di *Water Slide* Lemukih, Desa Lemukih, Kecamatan Sawan, Kabupaten Buleleng. Tujuan penelitian ini adalah: (1) mendeskripsikan potensi objek wisata *Water Slide* Lemukih, (2) menganalisis pengelolaan objek wisata *Water Slide* Lemukih, dan (3) menganalisis tingkat kelayakan *Water Slide* Lemukih sebagai suatu objek wisata. Penelitian ini dirancang sebagai penelitian deskriptif menggunakan pendekatan ekologi dengan tema hubungan manusia dengan lingkungannya. Sampel ditentukan menggunakan *purposive* (Kepala Desa, Pengelola Lapangan, dan masyarakat desa Lemukih) dan *accidental* (responden pengunjung). Pengumpulan data untuk potensi objek wisata menggunakan metode observasi, untuk pengelolaan menggunakan metode wawancara, dan untuk pengumpulan data studi kelayakan objek wisata menggunakan teknik observasi serta pencatatan dokumen yang didapat dari Kepala Desa Lemukih, Pengelola, dan internet yang selanjutnya dianalisis secara deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa: (1) Potensi Objek Wisata *Water Slide* Lemukih terkateori sedang. Dari lima (5) indikator yang digunakan potensi yang tergolong tinggi hanya pada Atraksi Wisata dan Kelembagaan sedangkan aksesibilitas, akomodasi, dan pelestarian lingkungan potensinya tergolong kurang. (2) Pengelolaan Objek Wisata *Water Slide* Lemukih belum maksimal. Perencanaan, Pengorganisasian, Penggiatan, belum terlihat dengan jelas dalam pengelolaan, hanya pengawasan yang sudah terlihat dengan jelas. (3) Tingkat kelayakan objek wisata *Water Slide* Lemukih masuk ke dalam kategori kurang layak karena kurang terpenuhinya indikator aksesibilitas, akomodasi, dan keamanan.

Kata Kunci : Objek Wisata, Potensi, Pengelolaan, Kelayakan.

ABSTRACT

The research was conducted at the Lemukih Water Slide, Lemukih Village, Sawan District, Buleleng Regency. The aims of this study were: (1) to describe the potential of the Lemukih Water Slide tourist attraction, (2) to analyze the management of the Lemukih Water Slide tourist attraction, and (3) to analyze the feasibility level of the Lemukih Water Slide as a tourist attraction. This research was designed as a descriptive study using an ecological approach with the theme of human relations with their environment. The sample was determined using purposive (Village Head, Field Manager, and Lemukih village community) and accidental (visitor respondents). Data collection for potential tourist objects uses the observation method, for management uses the interview method, and for collecting data on the feasibility study of tourist objects using observation techniques and recording documents obtained from the Head of Lemukih Village, Managers, and the internet which are then analyzed descriptively quantitatively. The results of the study show that: (1) The potential of the Lemukih Water Slide Tourism Object is in the moderate category. Of the five (5) indicators used, the potential that is classified as high is only in Tourism and Institutional Attractions, while accessibility, accommodation, and environmental preservation are classified as lacking. (2) The management of the Lemukih Water Slide Tourism Object has not been maximized. Planning, organizing, activating, is not clearly visible in management, only supervision is clearly visible. (3) The feasibility level of the Lemukih Water Slide tourist attraction is in the less feasible category because the indicators of accessibility, accommodation and security are not met.

Keywords: Tourism Object, Potential, Management, Feasibility.

