

POTENSI PANTAI UMEANYAR SEBAGAI DESTINASI WISATA DI KECAMATAN SERIRIT KABUPATEN BULELENG

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ABSTRAK

Tujuan dari penelitian ini adalah mendeskripsikan potensi pantai Umeanyar. Lokasi penelitian di Desa Umeanyar Kecamatan Seririt Kabupaten Buleleng. Metode pengumpulan data menggunakan metode observasi, wawancara dan dokumentasi. Teknik analisis data yang digunakan yaitu deskriptif kualitatif. Sumber informannya menggunakan Teknik *purposive sampling*. Hasil penelitian ini yaitu: Pantai Umeanyar memiliki potensi wisata yang dapat dijadikan destinasi wisata. Sesuai dengan teori 4A yang dimiliki Pantai Umeanyar yaitu: *atractiion* (atraksi) fenomena ombak pantai, fenomena matahari tenggelam, kawasan persawahan, kegiatan dipesisir pantai, *snorkeling/diving*, bermain kano, memancing, kolam pengelukan, stop foto selfie. *Accessibility* (aksesibilitas) akses informasi, akses jalan dan tempat akhir perjalanan. *Amenities* (fasilitas) akomodasi penginapan *villa*, penyedia pelayanan jasa makanan dan minuman *restaurant* dan warung makan, fasilitas toilet, kedai penjual souvenir, tempat parkir, klinik atau polindes. *Ancillary* (pelayanan Tambahan) tersedia listrik, tersedia air bersih dan tersedia jaringan internet. berdasarkan hasil penelitian diatas dapat disimpulkan bahwa potensi agrowisata di desa Umeanyar memiliki potensi sebagai Destinasi Wisata.

Kata kunci: Potensi, Destinasi, Wisata, Pantai

THE POTENTIAL OF UMEANYAR BEACH AS A TOURIST DESTINATION IN
SERIRIT DISTRICT, BULELENG REGENCY

ABSTRACT

The purpose of this study is to describe the potential of Umeanyar beach. The research location is in Umeanyar Village, Seririt District, Buleleng Regency. The data collection method uses observation, interview, and documentation methods. The data analysis technique used is descriptive qualitative. The informant's source uses Purposive sampling techniques. The results of this study are: Umeanyar Beach has tourism potential that can be studied by tourist destinations. In accordance with the 4A theory owned by Umeanyar Beach, namely: attraction (attractions) of beach waves, sunset phenomenon, rice fields, beach combing activities, snorkeling/diving, canoeing, painting pools, stop selfie photos. Accessibility (accessibility) access to information, access roads, and the place at the end of the trip. Amenities (facilities) of villa lodging accommodation, food and beverage service providers restaurants and food stalls, toilet facilities, souvenir sellers' stalls, parking lots, clinics, or Village polyclinic, Ancillary (Additional services) availability of electricity, clean water availability, and internet network availability. Based on the results of the research above, it can be concluded that the potential of agrotourism in Umeanyar village has potential as a natural tourist attraction.

Keywords: Potential, Tourist, Destinations, Beaches

