

EKSPLORASI SWOT DALAM PENGEMBANGAN PARIWISATA BAHARI BERKELANJUTAN DI DESA PEMUTERAN, KABUPATEN BULELENG

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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi strategi pengembangan pariwisata bahari berkelanjutan di Desa Pemuteran, Kabupaten Buleleng, dengan pendekatan analisis SWOT (*Strengths, Weaknesses, Opportunities, Threats*). Penelitian ini menggunakan metode kualitatif, dimana data dikumpulkan melalui wawancara mendalam, observasi lapangan, dan analisis dokumen. Hasil penelitian menunjukkan kekuatan utama Desa Pemuteran, yaitu keindahan alam bawah laut yang dilindungi melalui program konservasi biorock, budaya lokal yang kuat, dan komunitas sadar wisata yang aktif. Namun kelemahannya seperti pengelolaan sampah yang belum optimal dan keterbatasan infrastruktur menjadi tantangan yang signifikan. Peluang peningkatan minat terhadap pariwisata berkelanjutan dan dukungan kebijakan pemerintah menjadi momentum positif, meskipun ancaman seperti perubahan iklim dan persaingan dengan destinasi bahari lainnya tetap ada. Strategi yang dirumuskan meliputi promosi internasional, diversifikasi produk wisata, peningkatan kapasitas sumber daya manusia, dan pengelolaan berbasis komunitas. Implementasi strategi ini memerlukan kolaborasi lintas pemangku kepentingan untuk memastikan pengembangan pariwisata yang tidak hanya kompetitif tetapi juga mendukung pelestarian lingkungan dan kesejahteraan masyarakat lokal. Penelitian ini memberikan kontribusi praktis dan teoritis terhadap pengembangan pariwisata bahari berkelanjutan di Indonesia.

Kata Kunci : Pariwisata bahari berkelanjutan, analisis SWOT, strategi pengembangan.

SWOT EXPLORATION IN THE DEVELOPMENT OF SUSTAINABLE MARINE TOURISM IN PEMUTERAN VILLAGE, BULELENG REGENCY

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ABSTRACT

This research aims to identify sustainable marine tourism development strategy in Pemuteran Village, Buleleng Regency, with a SWOT analysis approach (Strengths, Weaknesses, Opportunities, Threats). This research uses a qualitative method, where data were collected through in-depth interviews, field observations, and document analysis. Document analysis. The results showed the main Strengths of Pemuteran Village, namely underwater natural beauty that is protected through a biorock conservation program, strong local culture, and an active tourism awareness community. However Weaknesses, such as suboptimal waste management and limited infrastructure, are significant challenges. Infrastructure are significant challenges. Opportunities for increased interest interest in sustainable tourism and government policy support are positive positive momentum, although Threats such as climate change and competition with other marine destinations remain. With other marine destinations remain. Strategies formulated include international promotion, diversification of tourism products, capacity building of human resources, and community-based management. Human resources, and community-based management. Strategy implementation strategy requires cross-stakeholder collaboration to ensure tourism development that is not only competitive but also supports environmental conservation and the welfare of local communities. This research makes practical and theoretical contributions to the development of sustainable development in Indonesia.

Keywords: Sustainable marine tourism, SWOT analysis, development strategy.