

ABSTRAK

ANALISIS AMENITAS DAN AKSESIBILITAS JALAN WAY RATAI – JALAN PANTAI MUTUN

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Penelitian ini menganalisis aksesibilitas dan amenities di ruas Jalan Way Ratai menuju Pantai Mutun, Kabupaten Pesawaran. Metode yang digunakan adalah deskriptif kuantitatif dengan pendekatan SWOT. Data diperoleh melalui survei lapangan dan kuesioner kepada 100 responden.

Hasil menunjukkan bahwa meskipun lokasi strategis dan akses informasi digital cukup baik, masih terdapat kekurangan seperti pencahayaan jalan dan rambu lalu lintas. Posisi SWOT berada pada kuadran I (Strength–Opportunity), sehingga strategi agresif direkomendasikan. Strategi yang disarankan meliputi promosi digital, perbaikan infrastruktur dasar, dan penguatan transportasi umum.

Penelitian ini diharapkan menjadi acuan dalam pengembangan pariwisata yang berkelanjutan di kawasan Pantai Mutun.

Kata kunci: Aksesibilitas, Amenitas, Infrastruktur, Pantai Mutun, SWOT.

ABSTRACT

AMENITY AND ACCESSIBILITY ANALYSIS OF WAY RATAI STREET - MUTUN BEACH STREET

By

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This research analyses accessibility and amenity in Way Ratai Road to Mutun Beach, Pesawaran Regency. The method used was descriptive quantitative with SWOT approach. Data were obtained through field surveys and questionnaires to 100 respondents.

The results show that although the strategic location and access to digital information are quite good, there are still shortcomings such as road lighting and traffic signs. The SWOT position is in quadrant I (Strength-Opportunity), so an aggressive strategy is recommended. Suggested strategies include digital promotion, basic infrastructure improvement, and strengthening public transport.

This research is expected to be a reference in the development of sustainable tourism in the Mutun Beach area.

Keywords: Accessibility, Amenity, Infrastructure, Mutun Beach, SWOT.