

ABSTRAK

STRATEGI PENGEMBANGAN WISATA MELALUI ANALISIS DAERAH OPERASI DAN OBJEK DAYA TARIK WISATA ALAM (ADO-ODTWA) PANTAI MUARA INDAH DI KOTA AGUNG KABUPATEN TANGGAMUS

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Objek wisata harus memiliki daya tarik, keunikan serta strategi untuk pengembangannya. Penelitian bertujuan mengidentifikasi jenis-jenis wisata; menganalisis objek wisata dengan ADO-ODTWA; dan menyusun strategi untuk pengembangan objek wisata melalui Analisis *IFE* dan *EFE* dengan pendekatan matriks SWOT di Pantai Muara Indah. Penelitian dilakukan di bulan November sampai dengan Desember 2024 di Pantai Muara Indah Kabupaten Tanggamus. Jumlah responden ADO-ODTWA sebanyak 98 orang (*accidental sampling*), untuk strategi pengembangan sebanyak 7 orang (*purposive sampling*). Teknik Pengambilan data dilakukan dengan observasi, kuesioner, wawancara, dan studi pustaka. Jenis-jenis objek wisata di Pantai Muara Indah terbagi menjadi jenis wisata alam, wisata budaya, dan wisata olahraga. Hasil penilaian ADO-ODTWA didapatkan Hasil penilaian menunjukkan bahwa variabel Daya Tarik Objek Wisata dan Pengelolaan Pelayanan masuk ke dalam kategori “Belum Layak”; variabel Aksesibilitas, Kondisi Sekitar Kawasan, Sarana dan Prasarana Penunjang, serta Ketersediaan Air Bersih, masuk ke dalam Kategori “Layak”. Hasil seluruh penilaian variabel ADO-ODTWA Pantai Muara Indah berada dalam kategori “Baik Untuk Dikembangkan (B)”. Strategi pengembangan didapatkan bahwa analisis *IFE* dan *EFE* berada pada posisi *Grow and Develop* (Tumbuh dan Kembangkan). Faktor Internal dan Faktor Eksternal didapatkan bahwa hasil skor nya adalah >2 . Strategi yang paling utama untuk dilakukan di Pantai Muara Indah adalah Strategi SO (*Streghth Opportunity*). Strategi SO (1) membangun kemitraaan dengan instansi yang relevan; (2) memaksimalkan pemanfaatan platform media sosial (Instagram, Facebook, Tiktok, dan Web); serta (3) menyelenggarakan hiburan/festival.

Kata Kunci: Daya tarik, Pantai Muara Indah, ADO-ODTWA, *IFE*, *EFE*, matriks SWOT.

ABSTRACT

TOURISM DEVELOPMENT STRATEGY THROUGH ANALYSIS OF OPERATING AREAS AND OBJECTS OF ATTRACTION NATURAL ATTRACTIONS (ADO-ODTWA) BEAUTIFUL MUARA BEACH IN KOTA AGUNG, TANGGAMUS DISTRICT

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Tourism objects must have attractiveness, uniqueness and strategies for development. The research aims to identify types of tourism; analyze tourism objects with ADO-ODTWA; and develop strategies for the development of tourist areas through IFE and EFE analysis with a SWOT matrix approach at Muara Indah Beach. The research was conducted from November to December 2024 at Muara Indah Beach, Tanggamus Regency. The number of ADO-ODTWA respondents was 98 people (accidental sampling), for the development strategy as many as 7 people (purposive sampling). Data collection techniques are carried out by observation, questionnaires, interviews, and literature studies. The types of tourist attractions at Muara Indah Beach are divided into types of nature tourism, cultural tourism, and sports tourism. The results of the ADO-ODTWA assessment obtained The results of the assessment show that the variables of Attraction of Tourist Objects and Service Management fall into the "Not Feasible" category; variables of Accessibility, Conditions Around the Area, Supporting Facilities and Infrastructure, and Availability of Clean Water, fall into the "Feasible" Category. The results of the entire assessment of the ADO-ODTWA variable Muara Indah Beach are in the "Good to Develop (B)" category. The development strategy found that the IFE and EFE analysis is in the Grow and Develop position. Internal Factors and External Factors found that the score results are > 2. The most important strategy to be carried out at Muara Indah Beach is the SO (Strengthen Opportunity) Strategy. SO strategies (1) build partnerships with relevant agencies; (2) maximize the use of social media platforms (Instagram, Facebook, Tiktok, and Web); and (3) organize entertainment/festivals.

Keywords: attractiveness, Muara Indah Beach, ADO-ODTWA, IFE, EFE, SWOT matrix.