

## **ABSTRAK**

Nurul Jadid, Analisis Realisasi Masterplan Pengembangan Wisata Pantai Lon Malang, Desa Bira Tengah, Kecamatan Sokobanah, Kabupaten Sampang. Dibawah bimbingan dari Dr. Eni Sri Rahayuningsih, SE., M.E.

Penelitian ini berjudul Analisis Realisasi Masterplan Pengembangan Wisata Pantai Lon Malang, Desa Bira Tengah, Kecamatan Sokobanah, Kabupaten Sampang. Tujuan dari penelitian ini yaitu menganalisis realisasi masterplan di kawasan wisata Pantai Lon Malang. Metode penelitian yang digunakan pada penelitian ini menggunakan metode kualitatif. Peneliti memilih kawasan wisata Pantai Lon Malang karena merupakan salah satu dari destinasi wisata unggulan di Kabupaten Sampang. Data primer diperoleh melalui wawancara langsung secara mendalam kepada narasumber yaitu pengelola wisata pantai lon malang serta pengunjung yang berkunjung ke Pantai Lon Malang. Data sekunder dari dokumen pribadi yang telah peneliti kumpulkan dari awal observasi hingga selesai. Teknik analisis data dilakukan secara reduksi kemudian disajikan dalam bentuk naratif. Hasil dari analisis data pada realisasi masterplan wisata Pantai Lon Malang menunjukkan bahwa destinasi Wisata Pantai Lon Malang telah memenuhi, yaitu: Masterplan wisata Pantai Lon Malang telah dibuat oleh Dinas Pemuda dan Olahraga Kabupaten Sampang tahun 2018 dan dilakukan secara bertahap sesuai alokasi dari kemendes dan melakukan pembangunan berdasarkan juknis. Penyusunan masterplan Pantai Lon Malang bekerja sama dengan konsultan dan Dinas Pariwisata Kabupaten Sampang.

**Kata Kunci : Pembangunan Ekonomi, Masterplan, Desa Wisata**

## **ABSTRACT**

Nurul Jadid, Analysis of the Realization of the Master Plan for the Development of Lon Malang Beach, Bira Tengah Village, Sokobanah District, Sampang Regency. Under the guidance of Dr. Eni Sri Rahayuningsih, SE., M.E.

This research is entitled Analysis of the Realization of the Master Plan for the Development of Lon Beach Tourism in Malang, Bira Tengah Village, Sokobanah District, Sampang Regency. The purpose of this study is to analyze the realization of the master plan in the tourist area of Lon Beach, Malang. The research method used in this study uses qualitative methods. Researchers chose the Lon Beach Malang tourist area because it is one of the leading tourist destinations in Sampang Regency. Primary data were obtained through in-depth direct interviews with informants, namely the manager of Lon Malang beach tourism and visitors who visited Lon Malang Beach. Secondary data from personal documents that researchers have collected from the beginning of the observation to completion. The data analysis technique was done by reduction and then presented in the form of a narrative. The results of data analysis on the realization of the Lon Malang Beach tourism master plan indicate that the Lon Malang Beach Tourism destination has fulfilled, namely: The Lon Malang Beach tourism master plan has been made by the Youth and Sports Office of Sampang Regency in 2018 and is carried out in stages according to the allocation from the Ministry of Health and carry out development based on technical guidelines. The preparation of the Malang Lon Beach master plan in collaboration with consultants and the Sampang Regency Tourism Office.

**Keywords: Economic Development, Masterplan, Tourism Village**