

ABSTRAK

Febrian Ardiyansah, Analisis Pengembangan Pariwisata Berbasis Masyarakat (Studi Objek Wisata Hutan Pinus Nongko Ijo di Desa Kare Kecamatan Kare Kabupaten Madiun). Di bawah bimbingan Yufita Listiana, S.E.,M.Si.

Skripsi ini bertujuan untuk menganalisis faktor internal dan eksternal dari pengembangan pariwisata berbasis masyarakat wisata hutan pinus nongko ijo di Desa Kare Kecamatan Kare Kabupaten Madiun. Adapun metode penelitian yang digunakan metode penelitian kualitatif, dimana penelitian yang digunakan bersifat deskriptif. Pengumpulan data menggunakan metode observasi, wawancara, kuesioner dan dokumentasi. Uji keabsahan data dilakukan menggunakan teknik triangulasi sumber, yang kemudian data dianalisis serta diambil kesimpulan. Hasil penelitian ini menunjukkan bahwa masyarakat desa kare berpartisipasi dalam pengembangan wisata hutan pinus nongko ijo dalam bentuk partisipasi pengambilan keputusan, implementasi pengembangan wisata hutan pinus nongko ijo dan partisipasi dalam evaluasi. Analisis SWOT yang telah diperoleh dan dilanjutkan dengan analisis IFAS dan EFAS diperoleh angka skor IFAS 1.00 dan EFAS 1,23 dengan posisi terletak dikuadran ke 1 (+,+) berada pada kondisi yang menguntungkan karena memiliki potensi untuk memaksimalkan pemanfaatan peluang yang ada. Dimana matriks SWOT sendiri telah ditentukan dan mendapatkan 11 prioritas strategi dari beberapa jumlah SO,ST,WO,WT yang dijadikan acuan pelaksanaan beberapa strategi prioritas yang akan dilakukan untuk menjadikan wisata hutan pinus nongko ijo yang lebih maju lagi dan berkembang.

KATA KUNCI : Community Based Tourism,, Strategi Pengembangan, Analisis SWOT.

ABSTRACT

Febrian Ardiyansah, Analysis of Community-Based Tourism Development (Study of the Nongko Ijo Pine Forest Tourism Object in Kare Village, Kare District, Madiun Regency). Under the guidance of Yufita Listiana, S.E., M.Si.

The aim of this research is to analyze the internal and external factors of community-based tourism development in Nongko Ijo Pine Forest tourism in Kare village, Kare sub-district, Madiun district. The research method used is a qualitative research method, where the research used is descriptive in nature. Data collection uses observation, interviews, questionnaires and documentation methods. The data analysis technique used is testing the validity of the data through source triangulation, after which the data is analyzed and conclusions are drawn. The results of research using community participation theory, the BT concept and the development of Nongko Ijo Pine Forest Tourism using SWOT Analysis, show that from the CBT concept the application of the Community Based Tourism (CBT) concept in the management of Nongko Ijo Pine Forest tourism can be seen by the community participating in contributing and taking part. as well as in making decisions regarding the management of nongko ijo pine forest tourism. The results of the SWOT analysis that was obtained and continued with the IFAS and EFAS analysis obtained an IFAS score of 1.00 and EFAS 1.23 with a position located in the 1st quadrant (+,+) which is in a favorable condition because it has the potential to maximize the utilization of existing opportunities. Where the SWOT matrix itself has been determined and obtained 11 strategic priorities from a number of SO, ST, WO, WT which are used as a reference for implementing several priority strategies that will be carried out to make nongko ijo pine forest tourism even more advanced.

KEYWORDS: Community Based Tourism,, Development Strategy, SWOT Analysis.