

Nailir Risfah. NIM. 10.03.2.1.00014. Strategi Pengembangan Objek dan Daya Tarik Wisata (ODTW) di Wanawisata Hutan Kera Nepa Sampang. Di bawah bimbingan Ihsanuddin, SP.MP

ABSTRAK

Penelitian ini dilakukan di Wanawisata Hutan Kera Nepa Sampang di desa Nepa Kecamatan Banyuates Kabupaten Sampang, dengan tujuan; (1) mengetahui potensi Wanawisata Hutan Kera Nepa, (2) penilaian potensi ODTW, (3) strategi pengembangan ODTW dominan bagi Wanawisata. Metode pengambilan sampel dalam kerangka kerja Du Cross dilakukan dengan teknik *accidental sampling* untuk mengetahui pemilihan pengunjung yang dominan dalam kunjungan ke tempat Wanawisata Hutan Kera Nepa Sampang dan *Analitical Hirarchy Process* (AHP) untuk menentukan strategi pengembangan ODTW di Wanawisata Hutan Kera Nepa. Hasil penelitian menunjukkan bahwa potensi ODTW Wanawisata Hutan Kera Nepa terdapat tiga yaitu keindahan panorama laut lepas, keanekaragaman flora dan fauna, pemandangan sungai air payau, dan penilaian potensi ODTW Wanawisata berdasarkan aspek budaya yang dominan dengan budaya *rokat tase'* dan adanya pohon besar yang ada dikawasan Hutan. Sedangkan faktor kriteria yang menjadi prioritas pertimbangan dalam strategi pengembangan wanawisata adalah faktor Ekologi karena hasil analisis AHP menunjukkan nilai bobot yang paling besar, yaitu 39,5% dan alternatif strategi pengembangan yang paling diprioritaskan untuk pengembangan Wanawisata Hutan Kera Nepa yaitu alternatif Rehabilitasi Hutan dan Satwa karena mempunyai bobot terbesar 18,6%.

Kata Kunci : Wanawisata, *Analitical Hierarchy Process* (AHP), Strategi Pengembangan, Nepa.

Nailir Risfah . NIM . 10.03.2.1.00014 . Objects Development Strategy and Travel Attractions (ODTW) at Monkey Forest tourism Nepa Sampang . Under the guidance of Ihsanuddin , SP.MP

ABSTRACT

This research was conducted at Monkey Forest tourism Nepa, village in Banyuwates sub-district Sampang regency, with the purpose : (1) determine the potential of Nepa Monkey Forest tourism, (2) assessment of potential ODTW , (3) development strategy for the dominant ODTW for forest tourism . Sampling method in the framework of Du Cross performed with accidental sampling technique to determine the selection of dominant visitors during a visit to the Monkey Forest tourism Nepa Hirarchy Sampang and Analytical Process (AHP) to determine the development strategy ODTW forest tourism Monkey Forest in Nepa . The results showed that the potential of ODTW Monkey Forest tourism Nepa , there are three , namely the panoramic beauty of the high seas , the diversity of flora and fauna , brackish river views, and assessment of potential ODTW forest tourism based aspects of the dominant culture with Roket tase ' cultural and the presence of existing large tree in region forest . While the criteria that factor into consideration in strategy development priorities forest tourism Ecology is a factor because the results of the AHP analysis showed the greatest value, 39.5 % and an alternative strategy for the development of the most prioritized to improve Nepa Monkey Forest tourism is an alternative for rehabilitation Forest and Wildlife has the greatest value is 18.6 % .

Keywords : forest tourism Monkey Forest, Analytical Hierarchy Process (AHP), strategy development, Nepa