

ABSTRAK

Desa wisata merupakan pedesaan dengan tradisi khas yang dijadikan objek wisata oleh penduduk lokal. Berdasarkan hasil observasi serta wawancara yang dilakukan dengan pengelola Desa Wisata Bira Tengah Pantai Lon Malang, bawasanya pengelolaan desa wisata belum memikirkan rencana serta strategi terkait pengembangan lebih lanjut, pihaknya hanya berfokus terhadap perbaikan sarana, belum terencannya pengembangan lebih lanjut terhadap desa wisata berpotensi munculnya risiko, oleh karena itu perlu strategi penangan terhadap munculnya risiko tersebut. Analisa risiko dan menentukan strategi mitigasi risiko menggunakan metode *House of Risk* (HOR) fase 1 dan 2, *Interpretive Structural Modeling* (ISM) dan Metode *Analytic Network Process* (ANP). Berdasarkan penelitian yang dilakukan dengan menggunakan metode HOR, ISM, dan ANP didapatkan 16 kejadian risiko dan 16 penyebab risiko. Terdapat 10 penyebab risiko prioritas berdasarkan nilai ARP tertinggi dan diagram pareto. Keterkaitan antara penyebab risiko menghasilkan 5 level. Selain itu, didapatkan 8 strategi mitigasi risiko, berdasarkan nilai ETD tertinggi dan diagram pareto menghasilkan 6 strategi mitigasi yang menjadi usulan untuk ketahanan Desa Wisata Pantai Lon Malang.

Kata kunci: *Analytic Network Process*, Desa wisata, *House of Risk*, *Interpretive Structural Modeling*, Mitigasi Risiko, Pantai Lon Malang.

ABSTRACT

Tourist village is a village with unique traditions that are used as tourist attractions by local residents. Based on the results of observations and interviews conducted with the manager of the Bira Tengah Lon Beach Malang Tourism Village, it seems that the management of the tourist village has not thought about plans and strategies related to further development, they only focus on improving facilities, the unplanned further development of the tourist village has the potential for risks, therefore a strategy is needed to deal with the emergence of these risks. Risk analysis and determining risk mitigation strategies using the House of Risk (HOR) method phase 1 and 2, Interpretive Structural Modeling (ISM) and the Analytic Network Process (ANP) method. Based on research conducted using the HOR, ISM, and ANP methods, 16 risk events and 16 risk causes were obtained. There are 10 priority risk causes based on the highest ARP value and the Pareto diagram. The relationship between risk causes produces 5 levels. In addition, 8 risk mitigation strategies were obtained, based on the highest ETD value and the Pareto diagram produced 6 mitigation strategies that were proposed for the resilience of the Lon Beach Malang Tourism Village.

Keywords: Analytic Network Process, Tourism Village, House of Risk, Interpretive Structural Modeling, Risk Mitigation, Lon Beach, Malang.