

ABSTRACT

Abdullah, 2017. Bukit Brukoh Development Planning Becomes a Natural Attraction In Bajang Village Pakong Sub-district Pamekasan District. Department of Economic Development Faculty of Economics, University of Trunojoyo Madura. Guided by Jakfar Sadik S.E., M.E.

Bukit Brukoh is a natural potential that can be used as a natural tourist attraction because it has a beauty that is expected to attract tourists to visit it. Based on the SWOT analysis of Bukit Brukoh for him nature tourism has strength (Strength) has uniqueness and impressive, scenic beauty, and experienced managers. Weakness of tourism support facilities is still minimal in natural attractions, inexperienced employees, relatively remote locations of villages, limited public transport, inadequate maintenance of infrastructure, and lack of new vehicle information. Opportunity support from the government, easy to reach, technical guided and promoted through the tourism culture office, there are typical food that can be developed, children's pool, water games, playground, hammocks, swings, tree houses, and restaurants Threat (Threat) The threat of natural disasters in the event of heavy rain, and the entry of foreign culture or culture from outside, from 4 dimensions, then strategized through integration between SO, WO, ST, WT.

Keywords: Development Planning, Tourist Attraction, Nature Tourism

ABSTRAK

Abdullah, 2017. Perencanaan Pengembangan Bukit Brukoh Menjadi Objek Wisata Alam Di Desa Bajang Kecamatan Pakong Kabupaten Pamekasan. Jurusan Ekonomi Pembangunan Fakultas Ekonomi Universitas Trunojoyo Madura. Dibimbing oleh Jakfar Sadik S.E.,M.E.

Bukit Brukoh adalah potensi alam yang dapat dijadikan objek wisata alam karena mempunyai keindahan yang diharapkan mampu menarik wisatawan untuk mengunjunginya. Berdasarkan analisis SWOT Bukit Brukoh untuknya wisata alam mempunyai kekuatan (*Strength*) memiliki keunikan dan berkesan, keindahan pemandangan, dan pengelola berpengalaman. Kelemahan (*Weaknes*) fasilitas pendukung pariwisata masih minim di objek wisata alam, karyawan yang belum berpengalaman, lokasi relatif jauh dari desa, transportasi umum yang terbatas, perawatan terhadap infastruktur yang ada masih kurang, dan kurangnya informasi wahana baru. Peluang (*Opportunity*) dukungan dari pemerintah, mudah dijangkau, dibimbing teknis dan promosi lewat dinas kebudayaan pariwisata, terdapat makanan yang khas yang dapat dikembangkan, kolam renang khusus anak, permainan air, taman bermain, hammock, ayunan, rumah pohon, dan restoran Ancaman (*Threat*) Ancaman bencana alam jika terjadi hujan deras, dan masuknya budaya asing atau budaya dari luar, dari 4 dimensi itu kemudian disusun strategi melalui pengintegrasian antara SO, WO, ST, WT.

Kata Kunci: Perencanaan Pengembangan, Objek Wisata, Wisata Alam