

ABSTRACT

Rifie Mawardi, Analysis And Feasibility Potential Objects Tourist Attraction On The Island Of Mamburit In Arjasa District Sumenep under the guidance of Dr. Eni Sri Rahayuningsih, S.E., M.E.

Tourism is one resource utilization nature that could economy value high for an area which manages natural resources into a tourist attractions can attract them better than and from abroad, besides economy value high and able to absorb worker and propel investment, tourism can grow and improve the proud of nations and will grow society who are concerned with a nation.

Research aims to identify appropriateness and the development of tourism potential analysis and feasibility objects tourist attraction on the island of mamburit in arjasa sumenep district. 1) how tourism potential on the island of mamburit 2) how eligibility objects tourist attraction on the island of mamburit. Methods and analysis of data used is the method qualitative analysis descriptive the methods that aims to understand attraction what is on tourism mamburit potential island analysis and feasibility objects tourist attraction on the island of mamburit. The results showed that potential tourism objects located in the area of objects on the island of mamburit is the potential the white sand, maritime potential sea, and the potential a beacon of religious mamburit him.

Based on analysis of tourism feasibility of mamburit in get value to any object beaches tourism white sand (4,12), nautical sea (4,89), a beacon (3,83), and the tomb of religious him mamburit (3,82). The appropriateness on tourism on the island of mamburit note that characterizes category deserves to be developed. Tourism development object on the island of mamburit very necessary because it is estimated that will produce rupiah value and increase regional income and open job opportunities for local residents the tourism objects.

Key Words : *analysis feasibility, potential ecotourism, tourism, mamburit island*

ABSTRAK

Rif'ie Mawardi, Aanalisis Potensi dan Kelayakan Obyek Daya Tarik Wisata di Pulau Mamburit Kecamatan Arjasa Kabupaten Sumenep di bawah bimbingan **Dr. Eni Sri Rahayuningsih, S.E,M.E.**

Penelitian ini memiliki dua tujuan. Pertama, untuk mengetahui potensi wisata di pulau Mamburit. Kedua, untuk mengetahui kelayakan obyek daya tarik wisata di Pulau Mamburit.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan data primer yang bersumber dari 23 pengunjung dan 12 masyarakat sekitar obyek wisata Mamburit yang di ambil dengan metode pengambilan sampel bertujuan.Untuk menjawab tujuan pertama digunakan analisis kuantitatif deskriptif, sedangkan untuk menjawab tujuan kedua digunakan analisis matrik Du Cross untuk mengetahui kelayakan obyek daya tarik wisata di Pulau Mamburit.

Hasil penelitian ini menunjukan bahwa ada empat potensi obyek wisata yang terdapat di Kawasan objekdi pulau Mamburit,yaitu Potensi Pantai Pasir Putih, Potensi Bahari Laut, Potensi Mercusuar serta Potensi Makam Religi Bujuk Mamburit. Berdasarkan hasil analisis kelayakan objek wisata di pulau Mamburit diperoleh nilai untuk setiap objek pariwisata pantai pasir putih adalah 4,12 (dari skala 1-6), sertaBahari Laut4,89 (dari skala 1-6), serta mercusuar3,83 (dari skala 1-6), dan Makam religi bujuk Mamburit3,82 (dari skala 1-6). Berdasarkan hasil analisis matrik Du Cross Kawasan Wisata di Pulau Mamburityang layak untuk dikembangkan adalah Pantai Pasir Putih. Pengembangan Wisata objek di pulau Mamburit sangat perlu dilakukan karena diperkirakan nantinya dapat menghasilkan nilai rupiah dan menambah pendapatan daerah serta membuka lapangan pekerjaan untuk masyarakat sekitar kawasan objek wisata.

Kaca Kunci : Kelayakan, Potensi , Wisata, Pulau Mamburit