

ABSTRAK

Analisis Keberlanjutan Pariwisata Obyek Ekowisata Mangrove Lembung Di Kabupaten Pamekasan

Tujuan penelitian untuk menganalisis keberlanjutan pariwisata melalui analisis status keberlanjutan aspek ekonomi, aspek sosial, aspek lingkungan, aspek infrastruktur, dan aspek kelembagaan, disertai analisis prioritas strategi pembangunan pariwisata berkelanjutan. *Sustainability* adalah suatu konsep pembangunan bertujuan memperoleh keuntungan untuk memenuhi kebutuhan saat ini tanpa mengorbankan kebutuhan generasi masa depan. Pendekatan penelitian kuantitatif, jenis data primer bersumber dari responden ahli, pakar akademisi, regulator dan praktisi. Metode analisis data menggunakan *Multidimensional Scaling - Rapfish* dan *Analytic Network Process - Super Decisions*. Hasil menunjukkan bahwa status keberlanjutan pariwisata aspek ekonomi, aspek sosial, dan aspek infrastruktur kurang berkelanjutan, adapun aspek lingkungan, dan aspek kelembagaan cukup berkelanjutan. Analisis prioritas strategi menghasilkan pilihan prioritas strategi peningkatan nilai modal, investasi dan promosi, untuk menyelesaikan masalah utama permodalan dan kunjungan wisata, dan berfokus pada pembangunan pariwisata aspek ekonomi.

Kata kunci: *Sustainability*, Keberlanjutan Pariwisata, Strategi, ANP, MDS *Rapfish*

ABSTRACT

Tourism Sustainability Analysis of Ekowisata Mangrove Lembung Object In Pamekasan Regency

The aim of the research is to analyze the sustainability of tourism through an analysis of the sustainability status of the economic, social, environmental, infrastructure and institutional aspects, along with an analysis of the priority strategies for sustainable tourism development. Sustainability is a development concept aimed at obtaining profits to meet current needs without compromising the needs of future generations. Quantitative research approach, the type of primary data comes from expert respondents, academic experts, regulators and practitioners. Methods of data analysis using Multidimensional Scaling - Rappfish and Analytic Network Process - Super Decisions. The results show that the status of tourism sustainability in the economic, social, and infrastructure aspects is less sustainable, while the environmental aspects and institutional aspects are quite sustainable. Strategic priority analysis produces a choice of priority strategies for increasing capital value, investment and promotion, to solve the main problems of capital and tourist visits, and focuses on the economic aspect of tourism development.

Keywords: *Sustainability, Tourism Sustainability, Strategy, ANP, MDS Rappfish*