

ABSTRAK

Pantai Sembilan merupakan sebuah Pantai yang memiliki ciri khas tersendiri yang terletak di Pulau Gili Genting dan memiliki panorama alam dan pasir laut yang eksotis. Pengelolaan Pantai Sembilan hingga saat ini telah dilakukan oleh beberapa pihak bahkan telah melibatkan masyarakat namun masih belum cukup dalam menarik wisatawan secara banyak dan masif.

Konsep CBT (Community Based Tourism) yang telah dilakukan selama ini sudah baik namun perlu adanya keseriusan dan totalitas bagi seluruh stake holder agar konsep CBT dapat terelasisasi dengan komprehensif dan efektif. Adapun hasil analisis SWOT menunjukkan bahwa peluang pengembanga objek wisata ini masih cukup tinggi jika mampu dikelola dengan baik, sehingga strategi yang cocok dalam pengelolaan objek wisata ini adalah strategi agresif.

Penelitian ini dilakukan dengan observasi dan memanfaatkan riset penelitian lain. Penelitian ini menggunakan jenis penilitian studi kasus dengan pendekatan kualitatif deskriptif dan kuantitatif deskriptif dalam melakukan kajian serta pengolahan informasi.

Kata Kunci: Strategi, Community Based Tourism, SWOT, Pantai Sembilan

ABSTRACT

Nine Beach is a beach that has its own characteristics which is located on Gili Genting Island and has a natural panorama and exotic sea sand. The management of Sembilan Beach until now has been carried out by several parties and has even involved the community, but it is still not enough to attract many and massive tourists.

The concept of CBT (Community Based Tourism) that has been carried out so far has been good but there needs to be seriousness and totality for all stake holders so that the CBT concept can be explained comprehensively and effectively. The results of the SWOT analysis show that the opportunity for developing this tourist attraction is still quite high if it can be managed properly, so that the appropriate strategy in managing this tourist attraction is an aggressive strategy.

This research was conducted by observation and utilizing other research studies. This research uses case study research with descriptive qualitative and quantitative approaches in conducting studies and processing information.

Keywords: Strategy, Community Based Tourism, SWOT, Sembilan Beach