

ABSTRAK

Meyda Vary Ade Rosalina, NIM 170231100160, Program Studi Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura.
Analisis Pengembangan Wisata di Pantai Lon Malang Kabupaten Sampang.
Dibawah bimbingan dari Dr. Eni Sri Rahayuningsih, S.E., M.E.

Penelitian ini bertujuan untuk menganalisis pengembangan wisata di Pantai Lon Malang Kabupaten Sampang dalam meningkatkan kepariwisataan dan faktor-faktor yang mempengaruhi perkembangan pariwisata di Pantai Lon Malang Kabupaten Samapng.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Penelitian dilakukan di Desa Bira Tengah, Kecamatan Sokobanah, Kabupaten Sampang. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi dengan didukung dengan data prime dan seunder. Subjek penelitian yaitu Kepala Desa Bira Tengah, Kepala Badan Usaha Milik Desa (BUMDES), Pekerja di Wisata Pantai Lon Malang, Pedagang di Wisata Pantai Lon Malang, dan Pengunjung Wisata Pantai Lon Malang. Analisis data dalam penelitian ini menggunakan pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Teknik keabsahan data menggunakan teknik triangulasi data.

Hasil penelitian ini menunjukkan bahwa hasil pertama adalah pengembangan daya tarik objek Wisata Pantai Lon Malang dengan unsur *attractions*, *accessibility*, *amenity*, *ancilliary*. Kedua, faktor-faktor mempengaruhi perkembangan pariwisata. Unsur *attractions* ditunjukkan oleh keindahan alam yang sangat indah, dan hamparan pasir lembut yang membentang. Unsur *amenitas* ditunjukkan oleh lokasi wisata yang mudah dijangkau karena berada di pinggir jalan. Unsur *amenity* ditunjukkan dengan adanya lahan parkir, restoran didalam objek wisata, warung-warung makan, musholla, dan kamar mandi. Unsur *ancilliary* ditunjukkan oleh adanya kerjasama pihak pengelola dan keterlibatan masyarakat dalam pengembangan Wisata Pantai Lon Malang.

Berdasarkan hasil penelitian tersebut maka dapat disimpulkan bahwa destinasi Wisata Pantai Lon Malang telah memenuhi unsur pengembangan wisata. Dengan demikian maka lokasi penelitian telah layak untuk dipromosikan secara luas.

Kata Kunci: Daya Tarik Wisata, Pengembangan Pariwisata

ABSTRACT

Meyda Vary Ade Rosalina, NIM 170231100160, Development Economics Study Program, Faculty of Economics and Business, University of Trunojoyo Madura.
Analysis of Tourism Development of Lon Malang Beach, Sampang Regency.
Under the guidance of Dr. Eni Sri Rahayuningsih, S.E., M.E.

This study aims to analyze the development of tourism in Lon Beach Malang, Sampang Regency in increasing tourism and the factors that influence tourism development in Lon Malang Beach, Samapng Regency.

This study uses a descriptive qualitative approach. The research was conducted in Bira Tengah Village, Sokobanah District, Sampang Regency. Data collection techniques using observation, interviews, and documentation supported by primary and secondary data. The research subjects were the Head of Bira Tengah Village, Head of Village-Owned Enterprises (BUMDES), Workers at Lon Beach Malang Tourism, Traders at Lon Beach Malang Tourism, and Visitors to Lon Beach Malang Tourism. Data analysis in this study used data collection, data reduction, data presentation, and drawing conclusions. The data validity technique uses data triangulation techniques

The results of this study indicate that the first result is the development of the attraction of the Lon Malang Beach Tourism object with the elements of attractions, accessibility, and amenities. ancilliary Second, the factors influencing the development of tourism. The elements of attractions are shown by the very beautiful natural beauty, and the stretch of soft sand that stretches. The element of amenity is indicated by tourist locations that are easily accessible because they are on the side of the road. The element of amenity is indicated by the presence of parking lots, restaurants inside tourist attractions, food stalls, prayer rooms, and bathrooms. The ancilliary element is shown by the cooperation of the management and community involvement in the development of Malang Lon Beach Tourism.

Based on the results of these studies, it can be concluded that the Lon Malang Beach Tourism destination has fulfilled the elements of tourism development. Thus, the research location deserves to be widely promoted.

Keywords: Tourist Attractions, Tourism Development