

ABSTRACT

The problem of litter scattered in several areas of Camplong Beach Tourism, Sampang Regency, indicates that environmental management has not been implemented optimally. This condition has the potential to reduce environmental quality, decrease tourist comfort, and threaten the sustainability of the tourist destination. From an Islamic perspective, maintaining cleanliness and environmental sustainability is part of the principle of hifdz al-bi`ah, which emphasizes human responsibility to preserve the environment and prevent environmental degradation. Therefore, this study aims to analyze the management and development of Camplong Beach Tourism in Sampang Regency from the perspective of hifdz al-bi`ah.

This study employed a qualitative research method with a descriptive approach. Data were collected through observation, interviews, and documentation involving the management of Camplong Beach Tourism and the Department of Youth, Sports, Culture, and Tourism of Sampang Regency. Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing.

The research results show that the management and development of Camplong Beach Tourism been carried out through the provision of facilities, cleaning activities, environmental maintenance, and community empowerment. From the perspective of hifdz al-bi`ah, these efforts reflect a concern for cleanliness and environmental sustainability. However, implementation has not been optimal due to obstacles such as budget limitations, suboptimal waste management, damaged facilities, and weak environmental supervision. Therefore, improved management, supervision, and facility improvements are needed to support environmental sustainability and realize sustainable tourism.

Keywords: *Hifdz al-Bi`ah, Tourism Management, Tourism Development, Environment, Camplong Beach.*

ABSTRAK

Permasalahan sampah yang masih ditemukan berserakan di beberapa area Wisata Pantai Camplong Kabupaten Sampang menunjukkan bahwa pengelolaan lingkungan wisata belum berjalan secara optimal. Kondisi tersebut berpotensi menurunkan kualitas lingkungan, mengurangi kenyamanan wisatawan, serta mengancam keberlanjutan destinasi wisata. Dalam perspektif Islam, menjaga kebersihan dan kelestarian lingkungan merupakan bagian dari prinsip *hifdz al-bi'ah* yang menekankan tanggung jawab manusia dalam memelihara lingkungan dan mencegah terjadinya kerusakan. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengelolaan dan pengembangan Wisata Pantai Camplong Kabupaten Sampang dalam perspektif *hifdz al-bi'ah*.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi yang dilakukan kepada pihak pengelola Wisata Pantai Camplong serta Dinas Pemuda, Olahraga, Kebudayaan, dan Pariwisata Kabupaten Sampang. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa pengelolaan dan pengembangan Wisata Pantai Camplong telah dilakukan melalui penyediaan fasilitas, kegiatan kebersihan, pemeliharaan lingkungan, serta pemberdayaan masyarakat. Dari perspektif *hifdz al-bi'ah*, upaya tersebut mencerminkan kepedulian terhadap kebersihan dan kelestarian lingkungan. Namun, pelaksanaannya belum optimal karena masih terdapat kendala seperti keterbatasan anggaran, pengelolaan sampah yang kurang maksimal, kerusakan fasilitas, dan lemahnya pengawasan lingkungan. Oleh karena itu, diperlukan peningkatan pengelolaan, pengawasan, dan perbaikan fasilitas untuk mendukung kelestarian lingkungan serta mewujudkan pariwisata yang berkelanjutan.

Kata Kunci: *Hifdz al-Bi'ah*, Pengelolaan Wisata, Pengembangan Wisata, Lingkungan, Pantai Camplong.