

ABSTRAK

Syaiful Anwar, Strategi Pengembangan Sumber Daya Manusia Dalam Pengelolaan Wisata Budaya Museum Keraton Di Kabupaten Sumenep Sebagai Daya Tarik Wisatawan. Dibawah Bimbingan Bapak Faidal, S.E.,M.M.

Penelitian ini bertujuan untuk mendeskripsikan strategi pengembangan sumber daya manusia dalam pengelolaan wisata budaya museum keraton di Kabupaten Sumenep sebagai daya tarik wisatawan. Penelitian ini dilaksanakan secara kualitatif deskriptif, sumber data primer & sekunder, dan tehnik pengumpulan data melalui wawancara, observasi, dokumentasi. Analisa data penelitian data reduction , data display, dan drawing/ verification.

Hasil penelitian ini mengacu pada fokus penelitian tentang strategi pengembangan sumber daya manusia dengan melalui pelatihan, pendidikan, rekrutmen, dan melalui perubahan sistem. Adapun faktor pendukung dan Penghambat strategi pengembangan sumber daya manusia di museum keraton sumenep yaitu dengan melakukan Produksi, Pemerataan, Pemberian keleluasaan dan wewenang, Keberlangsungan untuk berkembang (sustainable), Kesadaran akan interpendensi. Adapun Faktor penghambat ialah Kurangnya hubungan dengan masyarakat luar sehingga Perkembangan teknologi dan pendidikan yang terlambat Adat atau kebiasaan dengan Prasangka terhadap hal-hal yang baru dan yang saya dapatkan keluhan kepala dinas UPT Museum keraton sumenep ketika musim hujan termasuk juga faktor penghambat para pengunjung dan wisatawan.

Kata Kunci : Strategi Pengembangan Sumber Daya Manusia, Pengelolaan Wisata Budaya.

ABSTRACT

Syaiful Anwar, Strategy for Human Resource Development in the Management of Cultural Tourism of the Palace Museum in Sumenep Regency as a Tourist Attraction. Under the guidance of Mr. Faidal, S.E.,M.M.

This study aims to describe the strategy of developing human resources in managing cultural tourism of the palace museum in Sumenep Regency as a tourist attraction and to find out how the strategy of developing human resources in managing cultural tourism of the palace museum in Sumenep Regency as a tourist attraction. This research was carried out qualitatively descriptive, primary & secondary data sources, and data collection techniques through interviews, observation, documentation. Analysis of research data data reduction, data display, and drawing/verification.

The results of this study refer to the focus of research on human resource development strategies through training, education, recruitment, and through system changes. The supporting and inhibiting factors for the strategy of developing human resources at the Sumenep Palace Museum are by doing Production, Equity, Giving freedom and authority, Sustainability to develop (sustainable), Awareness of independence. The inhibiting factor is the lack of relations with outside communities so that the development of technology and education is late. Customs or habits with prejudice against new things and what I get complaints from the head of the UPT Museum Sumenep Palace during the rainy season are also inhibiting factors for visitors and tourists.

Keywords: Human Resource Development Strategy, In The management Of Cultural Tourism.