ABSTRAK

This study aims as follows: (1) identify sources of income obtained from attractions in Goa Cemara Beach. (2) calculate and analyze how much the potential of the tourist attraction of Goa Cemara Beach. (3) analyze what are the strengths, weaknesses, opportunities and threats of Goa Cemara Beach attractions. This study uses quantitative descriptive and SWOT analysis tools. The data obtained from this study are primary data by looking directly at the conditions in the field. The conclusions of this study are the potential revenue that can be obtained from Goa Cemara Beach attractions namely, retribution for the entrance of Goa Cemara Beach attractions, parking retribution, merchant levies, location retribution prewedding, photo spot location retribution, pool retribution, ATV retribution, retribution , bathroom fees, and outbound location fees. Goa Cemara Beach tourism object if managed better optimally and thoroughly will certainly increase the source of income for the community itself as well as the Bantul Regency government, and the results of this study indicate that the potential of Goa Cemara Beach in 2018 is greater than the realization and and the target of receiving attractions in Goa Cemara Beach in 2016.

Keywords: regional revenue potential, regional retribution, quantitative descriptive, SWOT, optimization