

ANALISIS POTENSI DAN STRATEGI PENGEMBANGAN OBYEK WISATA UMBUL SUSUHAN

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ABSTRACT

Tourism has long been called a reliable economic sector. Governments in developing countries strongly believe that tourism development programs have the potential to alleviate poverty if they are designed based on the objective realities of poor people's lives and their implementation is synergistic with the conditions of industrial development itself. Therefore coordination in the field of people's welfare since 2005 has focused on the coordination of poverty reduction policies and coordination of tourism development with the assumption that tourism development will contribute to a significant effort in poverty reduction efforts (Demartoto, 2009).

This type of research used for this research is descriptive quantitative. Quantitative descriptive analysis is an analysis by calculating data that is proof of the problem, so that it describes and explains the data through numbers (Rahayuningsih, 2009). This study uses primary data and secondary data. To conclude primary data, this study will use the following methods: a. Interviews with managers, residents, visitors and actors of Umbul Susuhan tourism objects such as entrance officers for Umbul Susuhan tourism objects, officers for children's rides, land tenants for traders in the Umbul Susuhan tourist area. b. Survey and Direct Observation (Direct Observation) data collection by making direct observations of tourist objects in the Umbul Susuhan tourist area. c. Study Report Meanwhile, secondary data collected from several parties, including the management of Village-Owned Enterprises and reports from various studies, as well as publications from various relevant parties. The types of data are as follows: 1) The macro scale (area) includes basic data on: aspects of population, aspects of the economy, aspects of natural resources, aspects of service facilities and infrastructure. 2) The micro scale (the object of study) includes basic data about: data that is directly related to the potential of Umbul Susuhan tourism object. In this study, the sample of respondents was determined based on the Slovin formula (Sevilla et.al, 2007; 182), which is a formula or formula for calculate the minimum number of samples if behavior

The results that can be taken from research in the Umbul Susuhan Tourism Object regarding the development strategy are: The potential for village revenue that can be obtained from the Umbul Susuhan Tourism Object based on the percentage of realization of the target is 101.37% which means very effective, while for the percentage for the realization of the potential namely 77.18% which means quite effective. There is a difference in the level of community income before and after the development of the Umbul Susuhan Tourism Object which is an average difference of 327 rupiah or an increase of 28%. The right strategy for the development of Umbul Susuhan Tourism Object is the SO (Strenghts - Opportunities) strategy, which is a strategy based on utilizing all strengths to maximize and take advantage of the greatest possible opportunities.

Keyword : Potensi, Pariwisata, Desa, Susuhan
