

ABSTRACT

This research was conducted to determine how to enhance Lawata Beach as a tourist destination in Bima City. This study used a SWOT analysis and a method called "purposeful sampling," which involved 10 people. Data was gathered through observation, interviews, documentation, and questionnaires. The internal variable questionnaire has 4A namely Attraction, Accessibility, Amenities, and Ancillary with 12 indicators namely 10 indicators of strength and 4 indicators of weakness, whereas the external variable questionnaire has 6 variables namely government, competitors, social economy, government cooperation, culture, security, and threats with 10 indicators of opportunities and 2 indicators of threats with 10 indicators of opportunities and 2 indicators of threats. Through analysis of the IFAS and EFAS matrices, a score of 2.83 for IFAS and a score of 2,85 for EFAS indicate that Lawata Beach is in quadrant V, which is in a growth position. The SO Strategy (Strength, Opportunities), WO Strategy (Weaknesses, Opportunities), ST Strategy (Strength Threats), and WT Strategy (Weaknesses, Threats) can all be used in a SWOT analysis. So that it can maximize opportunities and prevent threats that can interfere with the strategy for developing tourist attractions in Lawata Beach so that it can carry out development goals so that it is more optimal.

Keywords: Development Strategy, Lawata Beach, SWOT Analysis, Tourist Attraction

ABSTRAK

Penelitian ini dilakukan untuk mengetahui strategi pengembangan daya tarik wisata pantai lawata di Kota Bima. Penelitian ini menggunakan teknik analisis SWOT dengan metode yang digunakan purposive sampling yang melibatkan 10 responden, dalam pengambilan data dilakukan dengan teknik observasi, wawancara, dokumentasi dan kuesioner. Kuesioner variabel internal terdapat 4A yaitu Attraction, Accesibility, Amenities, Ancillary dengan 12 indikator yakni 10 indikator kekuatan dan 4 indikator kelemahan, sedangkan untuk variabel eksternal menggunakan 6 variabel yaitu pemerintah, pesaing, sosial ekonomi, kerjasama pemerintah, budaya, keamanan dan ancaman dengan 10 indikator peluang dan 2 indikator Ancaman. Melalui analisis matrik IFAS dan EFAS didapatkan hasil perhitungan skor untuk IFAS sebesar 2,83 dan EFAS mendapatkan skor sebesar 2,85 yang artinya pantai lawata berada pada kuadran V yaitu berada pada posisi pertumbuhan. Dalam analisis SWOT strategi yang bisa diterapkan yaitu, Strategi SO (Strenght Opportunities), WO (Weakness Opportunities), ST (Strength Threats), dan WT (Weaknesses Threat). Sehingga bisa memaksimalkan terhadap peluang dan dapat mencegah ancaman yang dapat mengganggu strategi pengembangan daya tarik wisata pantai lawata agar bisa menjalankan tujuan pengembangan agar lebih maksimal.

Kata Kunci : Strategi Pengembangan, Pantai Lawata, Analisis SWOT, Daya Tarik Wisata.