

ABSTRACT

This research was conducted to formulate a development strategy for Gunung Payung Beach as an excellence tourist attraction in Badung Regency Bali. This research used purposive sampling of 10 informants, and data collection techniques using observation, interviews, questionnaires, and documentation. The analysis technique uses SWOT analysis which consists of IE matrix, IFAS, EFAS, and SWOT matrix. Based on the results of the analysis, internal indicators produce 13 indicators of strength, and 5 indicators of weakness. External indicator analysis produces 7 indicators of opportunity, and 3 indicators of threat. Through the results of the IFAS and EFAS analysis, the internal score is obtained with an average score of 3.10 and for the same average external score of 3.10. The scores obtained are then translated into the IE matrix so that it is known that the position of Gunung Payung Beach is Growth tourist attraction. The analysis results in a growth strategy that can be applied through maintaining the sustainability and cleanliness of the beach, improving the quality of supporting infrastructure, community empowerment and effective promotion. Through SWOT analysis, SO (Strength Opportunities), WO (Weakness Opportunities), ST (Strength Threat), and WT (Weakness Threat) strategies were obtained. Researchers suggest that managers can maximize opportunities to prevent threats that can interfere with the development strategy of Gunung Payung Beach as a superior tourist attraction in Badung Bali Regency.

Keywords: Development Strategy, Tourism Attraction, Gunung Payung Beach, SWOT Analysis

ABSTRAK

Penelitian ini dilakukan untuk Merumuskan Strategi Pengembangan Pantai Gunung Payung Sebagai Daya Tarik Wisata Unggul di Kabupaten Badung Bali. Penelitian ini menggunakan Purposive Sampling sebanyak 10 informan, dan teknik pengumpulan data menggunakan observasi, wawancara, kuisisioner, dan dokumentasi. Teknik analisis menggunakan analisis SWOT yang didalamnya terdiri dari matrik IE, IFAS, EFAS, dan matrik SWOT. Berdasarkan hasil analisis, indikator internal menghasilkan 13 indikator kekuatan, dan 5 indikator kelemahan. Analisis indikator Eksternal menghasilkan 7 indikator peluang, dan 3 indikator ancaman. Melalui hasil analisis IFAS dan EFAS diperoleh skor internal dengan total skor 3,10 dan untuk total skor eksternal sama yaitu 3,10. Skor yang diperoleh kemudian dijabarkan ke dalam matrik IE sehingga diketahui posisi Pantai Gunung Payung yaitu Growth atau pertumbuhan. Hasil analisis tersebut menghasilkan strategi pertumbuhan yang dapat diterapkan melalui menjaga kelestarian dan kebersihan pantai, meningkatkan kualitas infrastruktur pendukung, pemberdayaan masyarakat dan promosi yang efektif. Melalui analisis SWOT diperoleh strategi SO (Strength Opportunities), WO (Weakness Opportunities), ST (Strength Threat), dan WT (Weakness Threat). Peneliti menyarankan agar pengelola dapat memaksimalkan peluang untuk mencegah ancaman yang dapat mengganggu strategi pengembangan Pantai Gunung Payung sebagai daya tarik wisata unggul di Kabupaten Badung Bali.

Kata Kunci: Strategi Pengembangan, Daya Tarik Wisata, Pantai Gunung Payung, Analisis SWOT