

ABSTRACT

The primary objective of this study is to examine the development strategy employed in Loha Tourism Village, located in Pacar District within the West Manggarai Regency of East Nusa Tenggara Province. The Loha Tourism Village possesses a diverse range of potential in terms of both natural resources and local cultural heritage, which has been effectively preserved up until the present time. The data gathering process involved many methods such as observation, documentation, questionnaires, and interviews. These methods were used to gather information from tourism village management and the Loha Village community. The EFAS-IFAS SWOT analysis technique was employed to analyze both the external and internal variables of Loha Village. This study examines two distinct variables that contribute to the growth of the Loha Tourism Village attraction: internal variables associated with internal environmental factors, and external variables associated with external environmental factors. The obtained scores of 3.61 for the Internal Factor Analysis Summary (IFAS) and 3.47 for the External Factor Analysis Summary (EFAS) were derived from the research findings using SWOT analysis and the internal-external matrix. The geographical location of Loha Tourism Village indicates a favorable growth trajectory.

Keywords: Tourism Village Development, SWOT, Loha Tourism Village

ABSTRAK

Penelitian ini berfokus pada Strategi Pengembangan Desa Wisata Loha di Kecamatan Pacar, Kabupaten Manggarai Barat, Provinsi Nusa Tenggara Timur. Desa Wisata Loha memiliki beragam potensi yang bisa dikunjungi baik alam maupun budaya lokal yang masih terjaga sampai saat ini. Pengumpulan data dilakukan dengan cara observasi, dokumentasi, kuisisioner dan wawancara dengan pengelola desa wisata serta masyarakat Desa Loha dan menggunakan Teknik analisis SWOT EFAS-IFAS untuk menjabarkan faktor eksternal dan internal Desa Loha. Dalam penelitian ini terdapat dua variabel yaitu variabel internal yang berhubungan dengan faktor internal lingkungan dan variabel eksternal yang berhubungan dengan faktor eksternal lingkungan yang menunjang pengembangan daya tarik Desa Wisata Loha. Berdasarkan hasil dari penelitian ini melalui analisis SWOT dan matriks Internal Eksternal, diperoleh skor IFAS sebesar 3,61 dan EFAS sebesar 3,47. Dapat diketahui posisi Desa Wisata Loha berada di posisi pertumbuhan, yang berarti daya tarik Wisata Desa Loha berada di posisi kompetitif yang kuat.

Kata Kunci: Pengembangan Desa Wisata, SWOT, Desa Wisata Loha

