

ABSTRACT

This study aims to formulate a strategy for developing the Karang Boma Cliff tourist attraction in Pecatu Village, Uluwatu. Data were collected through observation, interviews, questionnaires, and documentation, then analyzed using a SWOT analysis that includes the IE, IFAS, and EFAS matrices. The results of the analysis show 10 internal strengths and 2 weaknesses, as well as 10 opportunities and 2 external threats. The internal score is 3,1 and the external score is 2,98, placing Karang Boma Cliff in quadrant 1 of the IE matrix, namely the growth strategy. This strategy includes improving infrastructure, digital promotion, developing new attractions, and partnering with investors. The SO strategy involves improving recreational and culinary facilities, digital promotion, collaborating with investors, and improving road access. The ST strategy focuses on environmental management, improving security, developing innovative tourism products, and involving local communities. The WO strategy includes developing tourism facilities, training human resources, improving road access, and digital promotion campaigns. The WT strategy includes collaborating with investors, introducing new attractions, providing special transportation, and promoting on social media. The researcher suggests that managers maximize opportunities and prevent threats to increase the attractiveness and development of Karang Boma Cliff as a tourist destination.

Keywords: Development, Karang Boma Cliff, Development Strategy, Tourist Attraction

ABSTRAK

Penelitian ini bertujuan merumuskan strategi pengembangan daya tarik wisata Karang Boma *Cliff* di Desa Pecatu, Uluwatu. Data dikumpulkan melalui observasi, wawancara, kuesioner, dan dokumentasi, lalu dianalisis menggunakan analisis SWOT yang mencakup matriks IE, IFAS, dan EFAS. Hasil analisis menunjukkan 10 kekuatan dan 2 kelemahan internal, serta 10 peluang dan 2 ancaman eksternal. Skor internal adalah 3,1 dan skor eksternal 2,98, menempatkan Karang Boma *Cliff* di kuadran 1 matriks IE, yaitu strategi pertumbuhan. Strategi ini mencakup peningkatan infrastruktur, promosi digital, pengembangan atraksi baru, dan kemitraan dengan investor. Strategi SO melibatkan peningkatan fasilitas rekreasi dan kuliner, promosi digital, kolaborasi dengan investor, dan perbaikan akses jalan. Strategi ST fokus pada pengelolaan lingkungan, peningkatan keamanan, pengembangan produk wisata inovatif, dan pelibatan masyarakat lokal. Strategi WO mencakup pengembangan fasilitas wisata, pelatihan sumber daya manusia, perbaikan akses jalan, dan kampanye promosi digital. Strategi WT mencakup kerjasama dengan investor, pengenalan atraksi baru, penyediaan transportasi khusus, dan promosi di media sosial. Peneliti menyarankan agar pengelola memaksimalkan peluang dan mencegah ancaman untuk meningkatkan daya tarik dan pengembangan Karang Boma *Cliff* sebagai destinasi wisata.

Kata Kunci: Pengembangan, Karang Boma *Cliff*, Strategi Pengembangan, Daya Tarik Wisata.