

## **ABSTRACT**

Kedisan Village, Kintamani, has many potential tourist attractions because of its beautiful natural scenery. However, Kedisan Village remains relatively unknown to both local and foreign tourists. This research was conducted to assess the potential of tourist attractions in Kedisan Village, with the aim of devising an appropriate development strategy to enhance tourist interest in visiting Kedisan Village, Kintamani. This study employs descriptive qualitative and quantitative methods, also known as mix methods. The analysis technique used is the SWOT analysis technique (Strengths, Weaknesses, Opportunities, and Threats). Data sources were collected through observation and in-depth interviews with 15 respondents consisting of the village head, Kedisan Village, Kintamani, 4 staff from the Kedisan Village Office, 5 people from tourism managers (BUMDEs and BUMDAT Kedisan Village), and 5 local people. There are various strategies for development that can be implemented, including the creation of new tourist attractions, the enhancement of supporting facilities, the development of cultural tourism attractions such as cycling and fishing, and the inclusion of popular tourism programs. The tourism managers of Kedisan Village, Kintamani, such as BUMDEs and BUMDAT, need to improve the programs that will be carried out in the development of tourism objects to increase the interest of tourist visits. Additionally, they collaborate with the local community to actively participate in the development of tourism objects in Kedisan Village, ensuring that every community reaps the benefits of this development.

Keywords: village, development, tourist attraction, tourist visits

## ABSTRAK

Desa Kedisan, Kintamani memiliki banyak potensi objek wisata, karena pemandangan alamnya yang sangat indah. Tetapi masih belum terlalu banyak dikenal oleh wisatawan, baik wisatawan lokal maupun mancanegara. Karena hal ini, penelitian ini dilakukan untuk dapat melihat potensi objek wisata yang ada di Desa Kedisan sehingga dapat dilakukannya strategi pengembangan yang tepat agar dapat menambah minat kunjungan wisatawan untuk berkunjung ke Desa Kedisan, Kintamani. Penelitian ini menggunakan metode kualitatif deskriptif dan metode kuantitatif atau disebut dengan *mix method*. Teknik analisis yang digunakan adalah teknik analisis SWOT (*Strength, Weaknesses, Opportunities, and Threats*). Sumber data dikumpulkan melalui observasi hingga wawancara yang mendalam dengan 15 responden yang terdiri dari Kepala Desa, Desa Kedisan, Kintamani, 4 orang staf dari Kantor Desa Kedisan, 5 orang dari pengelola wisata (BUMDEs dan BUMDAT Desa Kedisan) dan 5 orang masyarakat lokal. Strategi pengembangan yang dapat dilakukan seperti pengembangan objek wisata baru, meningkatkan fasilitas-fasilitas penunjang, mengembangkan atraksi wisata seperti: atraksi wisata budaya, bersepeda, hingga memancing, dan menambah program-program wisata yang sedang digemari saat ini. Pihak pengelola wisata Desa Kedisan, Kintamani seperti BUMDEs, dan BUMDAT perlu meningkatkan kembali program-program yang akan dilakukan dalam pengembangan objek wisata untuk menambah minat kunjungan wisatawan. Selain itu bekerja sama dengan masyarakat lokal untuk ikut serta dalam pengembangan objek wisata Desa Kedisan sehingga setiap masyarakat mendapatkan manfaat dari pengembangan objek wisata di Desa Kedisan.

**Kata Kunci:** desa, pengembangan, objek wisata, wisatawan, kunjungan wisata