ABSTRACT

This study was conducted to determine the development strategies for the tourist attraction of Ena Gera Beach in Wolotelu Village, Nagekeo Regency, East Nusa Tenggara. The research utilized a SWOT analysis technique involving 20 respondents. Data collection was carried out through observations, interviews, questionnaires, and documentation. The internal variable questionnaire included the 4A framework: Attraction, Accessibility, Amenities, and Ancillary services, with 12 indicators. 10 of which were strengths and 2 were weaknesses. Meanwhile, the external variables consisted of four factors: Government, Competitor, Security, and Socio-economic conditions, with 10 indicators, 8 of which were opportunities and 2 were threats. Through the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrix analysis, the score for IFAS was 3.0, and for EFAS, it was 2.98, indicating that Ena Gera Beach tourism is positioned in Quadrant IV, which suggests a stability strategy. Based on the SWOT analysis, the following strategies can be implemented: 1) SO Strategy (Strength-Opportunities) : Enhancing Ena Gera Beach to attract more tourists; 2) ST Strategy (Strengths-Threats): Strengthening disaster preparedness and involving the local community in managign and providing knowledge about Ena Gera Beach tourism, so that the influx of tourists can create business opportunities for the community; 3) WO Strategy (Weakness – Opportunities): Utilizing funds to build infrastructure with support from the local government and revenue from tourists; 4) WT Strategy (Weaknesses – Threats): Collaborating with various stakeholders, including government and private entities, to improve security.

Keywords: Development Strategy, Ena Gera Beach, SWOT Analysis, Tourist Attraction

ABSTRAK

Penelitian ini dilakukan untuk mengetahui Strategi Pengembangan Atraksi Wisata Pantai Ena Gera di Desa Wolotelu Kabupaten Nagekeo, Nusa Tenggara Timur. Penelitian ini menggunakan teknik analisis SWOT yang melbatkan 20 responden, dalam pengambilan data dilakukan dengan teknik observasi, wawancara, kuesioner dan dokumentasi. Kuesioner variabel internal terdapat 4A yakni Attraction, Accesibility, Amenities, Ancillary dengan 12 indikator dengan 10 indikator kekuatan dan 2 indikator kelemahan sedangkan variabel eksternal terdapat 4 yaitu: Pemerintah, Pesaing, Keamanan, Sosial dan Ekonomi dengan 10 indikator, 8 indkator peluang dan 2 indikator ancaman. Melalui analisis matriks IFAS dan EFAS didapat hasil perhitungan skor untuk IFAS sebesar 3,0 dan EFAS sebesar 2,98 yang berarti Wisata Pantai Ena Gera berada pada kuadran V yaitu posisi pertumbuhan. Dalam analisis SWOT strategi dapat diterapkan yaitu, strategi SO (Strenght Opportunities) yaitu menata Pantai Ena Gera agar semakin menarik minat wisatawan. Strategi ST (Strenght Threats) yaitu memperkuat dan meningkatkan kewaspadaan dalam menanggulangi bencana alam dan melibatkan msayarakat setempat dalam mengelola dan memberikan pengetahuan tentang Wisata Pantai Ena Gera sehingga kedatangan wisatawan dapat menciptakan peluang usaha bagi masyarakat. Strategi WO (Weaknesses Opportunities) yaitu memanfaatkan dana untuk membangun saran dan prasarana dari dukungan Pemerintah Daerah dan pendapata dari wisatawan. Strategi WT (Weaknesses Threat) yaitu bekerjasama dengan berbagai pihak bail pemerintah hingga swasta dalam meningatkan keamanan.

Kata Kunci: Strategi Pengembangan, Pantai Ena Gera, Analisi SWOT, Daya Tarik
            Wisata