

ABSTRACT

This research was conducted to analyze the Strategy for the Development of Ijen Crater as a Tourist Attraction in Banyuwangi district, East Java. This study uses Purposive Sampling, and data collection techniques use observation, interviews, questionnaires, and documentation. The analysis technique uses a SWOT analysis which consists of IFAS, EFAS, and SWOT matrix. Based on the results of the analysis, internal indicators produce 12 indicators of strength, and 5 indicators of weakness. The analysis of the External indicator resulted in 7 indicators of opportunity, and 3 indicators of threats. Through the results of IFAS and EFAS analysis, an internal score of 3.17 was obtained and the total external score was the same, which was 3.16. The score obtained is then described into the IE matrix so that the position of Ijen Crater is known, namely Growth or growth. The results of the analysis resulted in growth strategies that can be applied through improving game rides, maintaining the cleanliness of toilets, increasing training for the community to develop regional specialties and improving road access to Ijen Crater. Through SWOT analysis, SO (Strength Opportunities), WO (Weakness Opportunities), ST (Strength Threat), and WT (Weakness Threat) strategies were obtained. The researcher suggests that managers can maximize opportunities to prevent threats that can interfere with the development strategy of Ijen Crater as a Tourist Attraction in Banyuwangi district, East Java.

Keywords: Development Strategy, Tourist Attraction, Ijen Crater, SWOT Analysis

ABSTRAK

Penelitian ini dilakukan untuk menganalisis Strategi Pengembangan Kawah Ijen Sebagai Daya Tarik Wisata di kabupaten Banyuwangi, Jawa Timur. Penelitian ini menggunakan *Purposive Sampling*, dan teknik pengumpulan data menggunakan observasi, wawancara, kuisioner, dan dokumentasi. Teknik analisis menggunakan analisis SWOT yang didalamnya terdiri dari IFAS, EFAS, dan matrik SWOT. Berdasarkan hasil analisis, indikator internal menghasilkan 12 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 3,17 dan untuk total skor eksternal sama yaitu 3,16. Skor yang diperoleh kemudian dijabarkan ke dalam matrik IE sehingga diketahui posisi Kawah Ijen yaitu *Growth* atau pertumbuhan. Hasil analisis tersebut menghasilkan strategi pertumbuhan yang dapat diterapkan melalui meningkatkan wahana permainan, menjaga kebersihan toilet, meningkatkan pelatihan terhadap masyarakat untuk mengembangkan kerajinan khas daerah dan meningkatkan akses jalan ke Kawah Ijen. 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 Kawah Ijen Sebagai Daya Tarik Wisata di kabupaten Banyuwangi, Jawa Timur.

Kata Kunci: Strategi Pengembangan, Daya Tarik Wisata, Kawah Ijen, Analisis SWOT