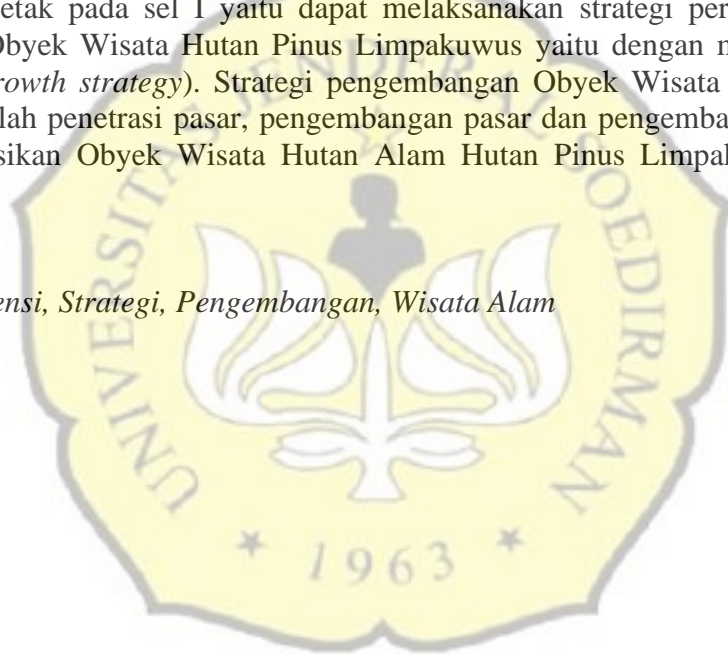


RINGKASAN

Pengembangan pariwisata di setiap negara diarahkan guna mengembangkan nilai ekonomi. Sistem pengelolaan pariwisata yang baik yaitu dengan menjalankan pembangunan pariwisata yang berkelanjutan. Analisis potensi dan pengembangan strategi wisata diperlukan agar wisata dapat dilaksanakan dengan konsep berkelanjutan. Penelitian ini bertujuan untuk menganalisis potensi dan strategi pengembangan Obyek Wisata Alam Hutan Pinus Limpakuwus di Kecamatan Sumbang Kabupaten Banyumas.

Jenis penelitian deskriptif kuantitatif. Populasi penelitian seluruh pengelola obyek wisata Hutan Pinus Limpakuwus, aparat desa Limpakuwus dan pengunjung obyek wisata Hutan Pinus Limpakuwus. Sampel diambil 100 orang. Metode analisis menggunakan pedoman ADO-ODTWA Ditjen PHKA dan analisis SWOT. Nilai rerata indeks potensi yaitu 72,3% yang lebih besar dari 66,6%, artinya Obyek Wisata Hutan Pinus Limpakuwus layak untuk dikembangkan. Terdapat satu indikator yang masih belum layak yaitu pada indikator akomodasi dengan nilai indeks potensi sebesar 33,3%. Nilai total skor bobot IFE 3,622 dan bobot EFE 3,499. Strategi yang sesuai bagi pengembangan Obyek Wisata Alam Hutan Pinus Limpakuwus terletak pada sel I yaitu dapat melaksanakan strategi pertumbuhan. Strategi pengembangan Obyek Wisata Hutan Pinus Limpakuwus yaitu dengan menerapkan strategi pertumbuhan (*Growth strategy*). Strategi pengembangan Obyek Wisata Alam Hutan Pinus Limpakuwus adalah penetrasi pasar, pengembangan pasar dan pengembangan produk. Hasil ini mengimplikasikan Obyek Wisata Hutan Alam Hutan Pinus Limpakuwus layak untuk dikembangkan.

Kata Kunci : Potensi, Strategi, Pengembangan, Wisata Alam



SUMMARY

Tourism development in each country is directed at developing economic value. A good tourism management system is to carry out sustainable tourism development. Potential analysis and development of tourism strategies are needed so that tourism can be carried out with a sustainable concept. This study aims to analyze the potential and development strategies of the Limpakuwus Pine Forest Natural Tourism Object in the Subdistrict of Sumbang, Banyumas Regency.

This type of quantitative descriptive research. The research population is all Limpakuwus tourism managers, Limpakuwus village officials and visitors to Limpakuwus Pine tourism objects. Samples were taken 100 people. The method of analysis used the ADO-ODTWA guidelines of the Directorate General of PHKA and SWOT analysis. The average value of the potential index is 73.3%, which is greater than 66.6%, meaning that the Limpakuwus Pine Forest Tourism Object is feasible to be developed. There is one indicator that is still not feasible, namely the accommodation indicator with a potential index value of 33.3%. The total value of the IFE weight score is 3,622 and the EFE weight is 3,499. The appropriate strategy for the development of the Limpakuwus Pine Forest Natural Tourism Object lies in cell I, which is to be able to implement a growth strategy. The strategy for developing the Limpakuwus Pine Forest Tourism Object is by implementing a growth strategy. The strategy for developing the Limpakuwus Pine Forest Natural Tourism Object is market penetration, market development and product development. This result implies that the Limpakuwus Pine Forest Tourism Object deserves to be developed

Keywords: Potential, Strategy, Development, Nature Tourism.

