

ABSTRACT

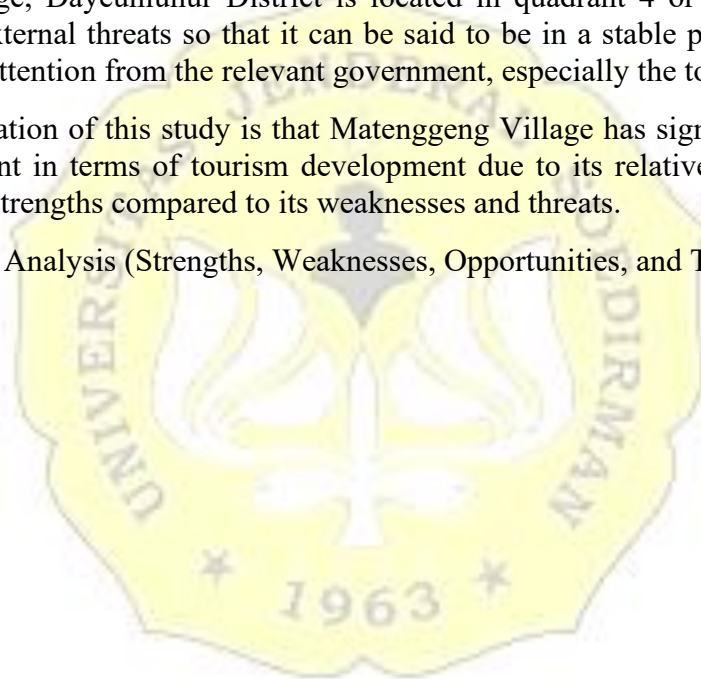
Indonesia is crossed by the equator, which means Indonesia has a tropical climate, so Indonesia is a country rich in natural beauty spread from Sabang to Merauke. Equipped with rich natural capital, Indonesia can make potential areas tourist destinations in the eyes of the world. Tourism is one of the uses of natural resources that can have high economic value for a region that manages natural resources to become a tourist spot that can attract visitors from both within and outside the country.

This research aims to develop a strategy for developing natural tourism objects to increase community income and stimulate economic activity in the surrounding community in Matenggeng Village, Dayeuhluhur District. Matenggeng Village is one of the villages in Cilacap Regency that has local natural tourism objects with potential for development and is expected to receive attention from the relevant government..

This study uses primary data using questionnaire-based interview techniques. Data analysis in this study uses a SWOT analysis so that the tourism development strategy in Matenggeng Village, Dayeuhluhur District is located in quadrant 4 or is between internal weaknesses and external threats so that it can be said to be in a stable position and requires development and attention from the relevant government, especially the tourism office.

The implication of this study is that Matenggeng Village has significant potential for further development in terms of tourism development due to its relatively more significant opportunities and strengths compared to its weaknesses and threats.

Keywords: SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats).



RINGKASAN

Pariwisata merupakan salah satu bentuk pemanfaatan sumber daya alam yang dapat memberikan nilai ekonomi tinggi bagi suatu daerah yang mengelola sumber daya tersebut menjadi destinasi wisata yang menarik wisatawan domestik maupun mancanegara. Desa Matenggeng, salah satu desa di Kecamatan Dayeuhluhur, Kabupaten Cilacap, memiliki potensi wisata alam yang menarik perhatian para peneliti. Tujuan penelitian ini adalah menyusun strategi pengembangan objek wisata alam untuk meningkatkan pendapatan masyarakat dan mendorong kegiatan ekonomi bagi masyarakat di sekitar objek wisata di Desa Matenggeng, Kecamatan Dayeuhluhur.

Penelitian ini menggunakan data primer yang dikumpulkan melalui wawancara langsung dengan responden. Sampel yang digunakan adalah purposive sampling, yaitu teknik pengumpulan data yang menggunakan pertimbangan-pertimbangan tertentu dalam menentukan sampel. Sampel terdiri dari 10 orang, yaitu 3 pedagang, 3 pengelola objek wisata, 2 tokoh masyarakat, 1 perwakilan karang taruna setempat, dan Kepala Desa Matenggeng, Kecamatan Dayeuhluhur. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis SWOT untuk merencanakan strategi pengembangan wisata alam di Desa Matenggeng, Kecamatan Dayeuhluhur. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis SWOT untuk merencanakan strategi pengembangan wisata alam di Desa Matenggeng Kecamatan Dayeuhluhur.

