

ABSTRAK

Riam Solakng merupakan riam yang terletak di Desa Senakin, Kecamatan Sengah Temila, Kabupaten Landak. Aksesibilitas menuju Riam Solakng relatif mudah menggunakan kendaraan roda dua maupun empat. Sarana dan prasarana penunjang wisata juga sudah tersedia seperti jalan, papan petunjuk arah dan informasi, maupun toilet. Namun di balik potensi daya tarik wisata alam Riam Solakng, terdapat berbagai permasalahan yang dihadapi antara lain kurangnya pengelolaan kebersihan lingkungan di lokasi kawasan, promosi potensi wisata masih terbatas, dan juga perlu adanya peningkatan fasilitas penunjang wisata. Tujuan dari penelitian ini adalah untuk merumuskan strategi pengembangan objek wisata Riam Solakng di Desa Senakin Kecamatan Sengah Temila Kabupaten Landak. Pendekatan penelitian yang digunakan adalah penelitian kualitatif. Teknik pengumpulan data melalui wawancara, observasi, dan studi literatur. Teknik analisis dalam penelitian ini menggunakan analisis deskriptif kualitatif dan teknik analisis SWOT. Hasil penelitian menunjukkan bahwa strategi utama yang dihasilkan adalah strategi SO dengan nilai tertinggi 4,114 pada Kuadran I artinya posisi yang sangat menguntungkan untuk merancang atraksi dan hiburan sepanjang tahun, pembuatan rute-rute perjalanan dan jalur pada objek wisata, peningkatan kualitas fasilitas dan produk jasa objek wisata, pengembangan *profesionalisme* sumber daya manusia serta kebijakan penciptaan iklim usaha yang kondusif untuk kewirausahaan dan UMKM dilokasi objek wisata.

Kata kunci: Desa Senakin, Objek Wisata, Riam Solakng, Strategi Pengembangan.

ABSTRACT

The Solakng cascade is a cascade located in Senakin Village, Sengah Temila District, Landak Regency. Accessibility to Riam Solakng is relatively easy using two or four-wheeled vehicles. Tourism support facilities and infrastructure are also available, such as roads, directions and information boards, and toilets. However, behind the potential of Riam Solakng's natural tourist attraction, there are various problems that are faced, including the lack of management of environmental hygiene at the location of the area, the promotion of tourism potential is still limited, and there is also a need to increase tourism support facilities. The purpose of this research is to formulate a strategy for the development of the Riam Solakng tourist attraction in Senakin Village, Sengah Temila District, Landak Regency. The research approach used is qualitative research. Data collection techniques through interviews, observation, and literature studies. The analysis technique in this study uses descriptive qualitative analysis and SWOT analysis techniques. The results of the study show that the main strategy produced is the SO strategy with the highest score of 4,114 in Quadrant I, which means a very favorable position for designing attractions and entertainment throughout the year, making travel routes and paths for tourist objects, improving the quality of facilities and service products. tourist attraction, development professionalism human resources and policies for creating a conducive business climate for entrepreneurship and SME in tourist sites.

Keywords: *Senakin Village, Development Strategy, Riam Solakng, Tourism Object.*