

ABSTRAK

Astri : Prospek dan Tantangan Pengembangan Kawasan Wisata Pantai Bahari di Desa Jawai Laut Kecamatan Jawai Selatan Kabupaten Sambas. Skripsi Program Studi Pembangunan Sosial, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Tanjungpura Pontianak 2022.

Sektor pariwisata merupakan salah satu sektor strategis dan potensial dalam pembangunan perekonomian nasional maupun daerah. Objek wisata Pantai Bahari merupakan salah satu sektor pariwisata yang dikelola oleh kelompok masyarakat di sekitar atas dasar swadaya masyarakat, maka terbentuklah kelompok DARWIS (Sadar Wisata). Tujuan dibangunnya wisata Pantai Bahari untuk memanfaatkan kekayaan sumber daya alam yang ada di Desa Jawai Laut dalam bidang pariwisata adapun tujuan lainnya untuk membuka lapangan pekerjaan untuk masyarakat akibat terkena dampak COVID-19 serta untuk menambah pendapatan masyarakat Desa Jawai Laut. Objek wisata Pantai Bahari juga dapat menunjang perekonomian masyarakat dalam bidang Pertanian, Perkebunan, dan Perikanan. Dalam perkembangannya objek wisata pantai bahari memiliki prospek dan tantangan. Tujuan dari penelitian ini adalah mengetahui apa saja prospek dan tantangan dari pengembangan objek wisata pantai bahari. Metode yang digunakan adalah kualitatif deskriptif dengan analisis SWOT. Hasil penelitian menunjukkan prospek objek wisata pantai bahari adalah mempunyai daya Tarik berupa pemandangan yang indah dan asri, harga tiket lebih murah dibandingkan objek wisata lain. Sedangkan tantangan yang dihadapi objek wisata pantai bahari adalah sarana dan prasarana belum memadai, bencana alam seperti abrasi dan pasang air laut yang merusak objek wisata pantai bahari, pandemic COVID-19. Berdasarkan kekuatan, kelemahan, peluang dan ancaman yang perlu diperhatikan dalam pengembangan wisata pantai bahari adalah peluang tercipta pengembangan wisata yang masih tradisional dan alami perlu dimanfaatkan dengan sebaik mungkin, sementara kendala dan tantangan yang ada terutama masalah sarana dan prasarana serta gangguan dari bencana alam seperti abrasi dan air laut pasang yang menyebabkan rusaknya pantai perlu disiasati agar kendala dan tantangan tidak menghambat pengembangan wisata.

Kata Kunci : Objek Wisata Pantai Bahari, Prospek, Tantangan,

ABSTRACT

Astri : Prospects and Challenges of Developing Marine Coast Tourism Areas in Jawai Laut Village, South Javai District, Sambas Regency. Thesis of Social Development Study Program, Faculty of Social and Political Sciences, Tanjungpura University Pontianak 2022.

The tourism sector is one of the strategic and potential sectors in national and regional economic development. Bahari Beach tourist attraction is one of the tourism sectors managed by the surrounding community groups on the basis of self-help, so the DARWIS (Tourism Awareness) group was formed. The purpose of building Bahari Beach tourism is to take advantage of the wealth of natural resources in Jawai Laut Village in the field of tourism as well as other destinations to create jobs for the community due to the impact of COVID-19 and to increase the income of the people of Jawai Laut Village. Marine Beach tourist attractions can also support the community's economy in the fields of Agriculture, Plantations, and Fisheries. In its development, marine beach attractions have prospects and challenges. The purpose of this study is to find out what are the prospects and challenges of developing marine beach attractions. The method used is descriptive qualitative with SWOT analysis. The results of the study show that the prospect of marine beach attractions is to have an attraction in the form of beautiful and beautiful scenery, ticket prices are cheaper than other tourist attractions. Meanwhile, the challenges faced by marine beach tourism objects are inadequate facilities and infrastructure, natural disasters such as abrasion and sea tides that damage marine beach attractions, the COVID-19 pandemic. Based on the strengths, weaknesses, opportunities and threats that need to be considered in the development of marine coastal tourism, the opportunity to create tourism development that is still traditional and natural needs to be utilized as well as possible, while the obstacles and challenges that exist, especially the problems of facilities and infrastructure as well as disturbances from natural disasters such as abrasion and high tide that cause damage to the beach need to be addressed so that obstacles and challenges do not hinder tourism development.

Keywords : Marine Beach Attractions, Prospects, Challenges,

