

## ABSTRAK

**Rusman Suraji. Analisis Faktor-faktor Pendukung Pengembangan Wisata Pantai Kelurahan Sulamadaha. Di bawah bimbingan Dr. Abdurasyid Tolangara, S.Pd., M.Pd sebagai pembimbing I dan Kusrini, S.Si., M. Sc selaku pembimbing II**

Pantai Sulamadaha merupakan salah satu objek potensial di Maluku Utara. Namun, masih terdapat beberapa permasalahan dalam pengelolaan dan pengembangannya sebagai upaya dalam menarik wisatawan, (pengunjung). Tujuan penelitian adalah untuk mengetahui faktor-faktor pendukung pengembangan objek wisata Pantai Sulamadaha. Jenis penelitian menggunakan pendekatan kualitatif deskriptif. Teknik pengumpulan data menggunakan observasi, wawancara dan dokumentasi. Indikator dalam penelitian yaitu, daya tarik wisata, aksesibilitas dan fasilitas. Teknik analisis data menggunakan tahapan reduksi data, penyajian data dan penarikan kesimpulan. Berdasarkan hasil penelitian dan kesimpulan dapat disimpulkan bahwa, faktor yang mendukung objek wisata Pantai sulamadaha yaitu ; (1) daya tarik alamiah terdiri dari keindahan pantai Teluk (Hool = istilah daerah), air laut yang jernih, organisme laut dan pesisir pantai, (2) aksesibilitas pendukung yaitu ; topografi, jarak dan jalan dan (3) fasilitas pendukung yaitu ; wisata kuliner lokal (*local food*), ruang ganti, gezebo, tempat sampah kios, listrik dan parkir. Tawaran pengembangan antara lain, (1) daya tarik yaitu ; membuat jalan gantung dan gezebo mengelilingi Teluk, budidaya organisme laut dengan membuat tambak, buat tempat bersantai atau tempat duduk, menara spot foto yang bertempat di bagian atas Teluk dan membuat tempat bersantai disepanjang pesisir, (2) aksesibilitas yaitu menyediakan transportasi umum, berupa angkot umum, bus umum dan transportasi laut, (3) fasilitas yaitu ; penambahan ruang ganti, kios dan tempat sampah.

***Kata Kunci : Faktor pendukung, Pengembangan, Wisata sPantai Sulamdaha***



## ABSTRCAT

**Rusman Suraji. Analysis of Supporting Factors for the Development of Coastal Tourism in Sulamadaha Village. Under the guidance of Dr. Abdul Rasyid Tolangara, S.Pd., M.Pd as supervisor I and Kusrini, S.Sc., M. Si as supervisor II.**

Sulamadaha Beach is one of the potential objects in North Maluku. However, there are still some problems in its management and development as an effort to attract tourists (visitors). The purpose of this study was to determine the factors supporting the development of Sulamadaha Beach tourism objects. This type of research uses a descriptive qualitative approach. Data collection techniques using observation, interviews and documentation. The indicators in this research are tourist attraction, accessibility and facilities. Data analysis techniques using the stages of data reduction, data presentation and drawing conclusions. Based on the results of research and conclusions can be concluded that, factors that support the attractions of the Sulamadaha Beach namely; (1) natural attraction consists of the beauty of the Gulf coast (Hool = regional term), clear sea water, marine and coastal organisms, (2) supporting accessibility namely; topography, distance and road and (3) supporting facilities namely; Local culinary tours (local food), changing rooms, gezebo, trash bins, electricity and parking lots. The development offer, among others, (1) attractiveness namely; make a hanging road and gezebo around the bay, marine organism cultivation by making ponds, to make a place to relax or sit, photo spot towers located at the top of the bay and make a place to relax along the coast, (2) accessibility that provides public transportation, in the form of public transportation , public buses and sea transportation, (3) facilities namely; the dressing room, stall and trash bin.

***Keyword : Supporting Factors, Development, Sulamdaha Beach Tourism***



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