

ABSTRAK

Ika Iriana Ramadhanty Kamal, 2024. Pengembangan Fasilitas Pelayanan Ekowisata Pantai Sulamadaha. Dibawah bimbingan Ibu Dr. Dr. Eva Marthinu, S.Pd.,M.Pd dan Bapak Syarifuddin Adjam,S.Pd., M.Sc.

Pantai Sulamadaha memiliki keindahan panorama alam yang berhadapan langsung dengan Pulau Hiri dan juga keunikan teluk yang berada di sisi Barat Pantai Sulamadaha. Akan tetapi diperlukan pengembangan fasilitas pelayanan ekowisata pantai sulamadaha yang berkelanjutan. Tujuan dari penelitian ini yaitu untuk mengetahui kondisi ketersediaan fasilitas Pelayanan Ekowisata yang terdapat pada Pantai Sulamadaha dan mengetahui strategi dalam pengembangan fasilitas Pelayanan Ekowisata di Pantai Sulamadaha. Metode yang digunakan dalam penelitian ini yaitu metode kualitatif dengan teknik analisis deskriptif.

Berdasarkan hasil penelitian, maka dapat disimpulkan bahwa ketersediaan fasilitas objek wisata pantai Sulamadaha sangat baik fasilitasnya berupa pos loket masuk, tempat parkir, toilet/wc, kamar ganti, kantin, gazebo, papan petunjuk arah, pusat informasi, tempat sampah, terdapat dua unit (2 unit) MCK dilengkapi Wastafel beserta air bersih langsung dari PDAM. Selain itu terdapat beberapa fasilitas lain seperti selter atau rumah payung, gedung TIC (*Tourism information center*), gedung *Surffing*, tempat duduk dipan, alat fitness, alat permainan anak-anak, dan gedung aula dan berdasarkan hasil analisis penelitian terdapat tiga strategi yang digunakan dalam pengembangan fasilitas wisata pantai sulamadaha, yaitu membangun dan memperbaiki sarana dan pemeliharaan prasarana wisata Pantai Sulamadaha, membangun dan mengadakan aksesibilitas wisata di Pantai Sulamadaha dan sosialisai mengenai pentingnya menjaga fasilitas di tempat wisata Pantai Sulamadaha.

Kata Kunci : Pengembangan fasilitas, Ekowisata, Pantai Sulamadaha

ABSTRACT

Ika Iriana Ramadhanty Kamal, 2024. Development of Sulamadaha Beach Ecotourism Service Facilities. Under the guidance of Mrs. Dr. Dr. Eva Marthinu, S.Pd., M.Pd and Mr. Syarifuddin Adjam, S.Pd., M.Sc.

Sulamadaha Beach has a beautiful natural panorama that directly faces Hiri Island and also the unique bay on the west side of Sulamadaha Beach. However, it is necessary to develop sustainable Sulamadaha beach ecotourism service facilities. The aim of this research is to determine the condition of availability of Ecotourism Service facilities at Sulamadaha Beach and to find out strategies for developing Ecotourism Service facilities at Sulamadaha Beach. The method used in this research is a qualitative method with descriptive analysis techniques.

Based on the research results, it can be concluded that the availability of facilities at the Sulamadaha beach tourist attraction is very good, including entry counters, parking lots, toilets, changing rooms, canteens, gazebos, direction boards, information centers, rubbish bins, there are two units (2 units) MCK is equipped with a sink and clean water directly from PDAM. Apart from that, there are several other facilities such as shelters or umbrella houses, TIC (Tourism information center) building, Surfing building, couch seating, fitness equipment, children's play equipment, and hall buildings and based on the results of research analysis there are three strategies used in development of Sulamadaha Beach tourist facilities, namely building and improving facilities and maintenance of Sulamadaha Beach tourist infrastructure, building and providing tourist accessibility at Sulamadaha Beach and socializing the importance of maintaining facilities at Sulamadaha Beach tourist attractions.

Keywords: Facility development, Ecotourism, Sulamadaha Beach