

ABSTRAK

Berkembangnya suatu objek wisata akan meningkat dengan memanfaatkan potensi sumber daya tarik wisata sehingga meningkatkan angka kunjungan dan memberikan manfaat bagi ekonomi masyarakat sekitar. Pada kawasan hutan mangrove Desa Muara Kabupaten Tangerang telah menjadi destinasi wisata sejak tahun 2016. Potensi serta daya tarik yang dimiliki hutan mangrove Desa Muara diketahui belum dikembangkan dengan maksimal. Penelitian ini bertujuan untuk mengetahui potensi objek wisata berdasarkan komponen 5A dan untuk mengetahui strategi pengembangan objek wisata hutan mangrove Desa Muara menggunakan analisis SWOT. Penelitian ini menggunakan metode deskriptif dengan pendekatan gabungan. Jumlah besaran sampel dihitung menggunakan rumus Lemeshow. Sampel terdiri dari 100 responden yang merupakan pengunjung wisata. Hasil penelitian menunjukkan potensi objek wisata hutan mangrove memiliki atraksi alam berupa pemandangan hutan yang masih asri dan telah didukung beberapa fasilitas seperti toilet, warung makan, mushola dan parkir. Selain itu, wisata hutan mangrove juga memiliki berbagai aktivitas seperti memancing, menanam mangrove, berenang, dan menikmati keindahan alam serta beberapa layanan pendukung yang tersedia seperti jaringan seluler dan pos keamanan. Namun masih perlu perbaikan pada beberapa komponen. Kemudian dilakukan analisis SWOT didapatkan hasil pada faktor kekuatan memiliki total skor yaitu 1,664 sedangkan faktor kelemahan memiliki total skor yaitu 1,617. Untuk hasil analisis skoring strategi eksternal, faktor peluang memiliki total skor yaitu 1,804 sedangkan faktor ancaman memiliki total skor yaitu 1,544. Pada diagram SWOT berada pada kuadran 1, sehingga strategi yang tepat untuk diterapkan dalam strategi pengembangan objek wisata hutan mangrove Desa Muara adalah mendukung kebijakan (*Growth Oriented Strategy*).

Kata Kunci: Strategi Pengembangan, Hutan Mangrove, Analisis SWOT

ABSTRACT

The development of a tourist attraction will increase by utilizing the potential of tourist attraction resources, thereby increasing the number of visits and providing economic benefits to the local communities. The mangrove forest area of Muara Village, Tangerang Regency has been a tourist destination since 2016. It is known that the potential and attractiveness of the Muara Village mangrove forest has not been developed to its maximum potential. This research aims to determine the potency of the mangrove forest tourist attractions based on the 5A components and to determine the strategy for developing mangrove forest tourist attractions in Muara Village using SWOT analysis. This research uses a descriptive method with mix metode research approach. The total sample was calculated using the Lemeshow formula. The sample consisted of 100 respondents who were tourist visitors. The research results show that the potency of the mangrove forest tourist attraction has natural attractions in the form of pristine forest views and is supported by several facilities such as toilets, food stalls, prayer rooms and parking. Besides that, mangrove forest tourism also has various activities such as fishing, planting mangroves, swimming, and enjoying the beauty of nature as well as several supporting services available such as cellular networks and security posts. However, several components still need improvement. Then a SWOT analysis was carried out and the results showed that the strength factors had a total score of 1.664, while the weakness factors had a total score of 1.617. For the results of the external strategy scoring analysis, the opportunity factor has a total score of 1.804, while the threat factor has a total score of 1.544. In the SWOT diagram it is in quadrant 1, so the right strategy to apply in the development strategy for the Muara Village mangrove forest tourist attraction is to support the policy (Growth Oriented Strategy).

Keywords: Development Strategy, Mangrove Forest, SWOT Analysis