ABSTRAK

MAKBUL KATUJU (15 302 029) Strategi Pengembangan Objek Wisata Alam Di Desa Bissoloro Kecamatan Bungaya Kabupaten Gowa. Dibawa Bimbingan **Harlina** dan **Agus Salim Syam**

Penelitian ini dilaksanakan di Objek wisata alam di Desa Bissloloro Kecamatan Bungaya Kabupaten Gowa pada bulan September hingga Oktober 2021. Penelitian ini bertujuan untuk mengetahui potensi objek wisata alam di Desa Bissoloro Kabupaten gowa dan Manfaat penelitian ini adalah sebagai media informasi dan bahan kajian terhdap pemerintah daerah, khususususnya pengelola Objek Wisata Alam tersebut.

Penelitian ini menggunakan metode deskriptif kualitatif. Pengambilan data dilakukan dengan cara observasi, wawancara, dan kuesioner. Data dianalisis dengan cara analisis SWOT. Potensi wisata alam di Desa Bissoloro yaitu, hutan pinus, berkunjung 30 %, panorama 15 %, keramaian 25 %, keunikan 30 %, wisata tujuan 14 %, inforamasi 35 %, harapan pengunjung 20 %, saran pengunjung 17 %. Puncak tinambung yaitu, berkunjung 30 %, keramaian 25 %, ketertarikan 17 %, informasi 35 %, objek tujuan 35 %, harapan pengunjung 25 %, keunikan 32 %. Potensi air terjun yaitu, berkunjung 20 %, keramaian 20 %, keunikan 20 %, informasi 25 %, harapan pengunjung 25 %, dan objek tujuan 25 %. Hasil data yang di dapat dilapangan perlu memberikan strategi untuk di kembangkan lebih lanjut. Pelayanan dan pengelolaan merupakan suatu hal penting untuk peningkatan potensi daya tarik wisata alam yang ada di Desa Bissoloro.

Kata Kunci: Strategi, Ekowisata, Potensi, SWOT

ABSTRACT

MAKBUL KATUJU (15 302 029) Strategy for Development of Natural Tourism Objects in Bissoloro Village, Bungaya District, Gowa Regency.guidance of **Harlina** and **Agus Salim Syam**

This research was carried out in natural tourism objects in Bissloloro Village, Bungaya District, Gowa Regency from September to October 2021. This study aims to determine the potential of natural tourism objects in Bissoloro Village, Gowa Regency and the benefits of this research are as a medium of information and study materials for local governments, in particular the managers of these Natural Tourism Objects.

This study used descriptive qualitative method. Data were collected by means of observation, interviews, and questionnaires. Data were analyzed by means of SWOT analysis. The potential for natural tourism in Bissoloro Village is pine forest, 30% visit, 15% panorama, 25% crowd, 30% uniqueness, tourist destination 14%, information 35%, visitor expectations 20%, visitor suggestions 17%. The peak of tinambung is, visiting 30%, crowd 25%, interest 17%, information 35%, object of destination 35%, expectation of visitors 25%, uniqueness 32%. The potential for waterfalls is 20% visiting, 20% crowd, 20% uniqueness, 25% information, 25% visitor expectations, and 25% destination object. The results of the data that can be obtained in the field need to provide a strategy for further development. Service and management are important things to increase the potential of natural tourist attractions in Bissoloro Village.

Keywords: Strategy, Ecotourism, Potential, SWOT