ABSTRAK

MUH. NUR AJIZ RAMLI (21302002) Strategi Pengembangan Wisata Alam Air Terjun Timurung Desa Kale Komara Kabupaten Takalar dibawah bimbingan **HARLINA** dan **AGUS SALIM SYAM**.

Penelitian ini dilaksanakan di Wisata Alam Air Terjun Timurung di Desa Kale Komara, Kabupaten Takalar pada bulan November-Desember 2023. Penelitian ini bertujuan untuk mengetahui strategi pengembangan wisata alam Air Terjun Timurung di Desa Kale Komara, Kabupaten Takalar.

Penelitian ini menggunakan metode kualitatif. Pengambilan data dilakukan dengan observasi terhadap unsur-unsur yang terdapat pada wisata alam tersebut dan melakukan wawancara terhadap pengunjung dan pengelola untuk menentukan faktor internal dan eksternal kemudian dimasukkan kedalam Matrik SWOT. Potensi Pengembangan Wisata Alam Air Terjun Timurung berupa daya tarik dari beberapa jenis flora seperti tanaman bungur (7 pohon), aren (11 pohon) dan mahoni (19 pohon). Dari hasil analisis SWOT diperoleh beberapa alternatif strategi pengembangan wisata alam, yaitu berupa strategi *Srenght-Oportunity,* yaitu: memaanfaatkan daya tarik wista alam dengan memaksimalkan dukungan dari pihak lain, menambah fasilitas wisata alam dan meningkatkan produk lokal dengan memberdayakan masyarakat sekitar, *Weakness-Oportunity,* yaitu: meningkatkan kualitas aksesibilitas dan memfaatkan sosial media sebagai sarana promosi pencegahan pencemaran lingkungan wisata alam, *Strengt-Treath,* yaitu: memaksimalkan daya tarik wisata alam, meningkatkan kualitas aksesibilitas dan mengaplikasikan prinsip wisata alam, *Weakness-Treath* yaitu: meningkatkan aksesibilitas, melakukan penghijauan dengan memanfaatkan dukungan pihak lain, memaksimalkan media sosial sebagai sarana promosi dan meningkatkan keamanan bagi pengunjung.

Kata kunci: Strategi, potensi, SWOT

ABSTRACT

MUH. NUR AJIZ RAMLI (21302002) Development Strategy of Timurung Waterfall Natural Tourism, Kale Komara Village, Takalar Regency under the guidance of **HARLINA** and **AGUS SALIM SYAM.**

This research was carried out at the Timurung Waterfall Nature Tourism in Kale Komara Village, Takalar Regency in November-December 2023. This research aims to determine the strategy for developing the Timurung Waterfall natural tourism in Kale Komara Village, Takalar Regency.

This study uses a qualitative method. Data collection was carried out by observing the elements contained in the natural tourism and conducting interviews with visitors and managers to determine internal and external factors which were then included in the SWOT Matrix. The potential for developing natural tourism for Timurung Waterfall is the attraction of several types of flora such as bungur (7 trees), sugar palm (11 trees) and mahogany (19 trees). From the results of the SWOT analysis, several alternative natural tourism development strategies were obtained, namely the Srenght-Opportunity strategy, namely: exploiting the attractiveness of natural tourism by maximizing support from other parties, adding natural tourism facilities and increasing local products by empowering the surrounding community, Weakness-Opportunity, : improving the quality of accessibility and utilizing social media as a means of promoting prevention of environmental pollution in natural tourism, Strength-Treath, namely: maximizing natural tourist attractions, improving the quality of accessibility and applying the principles of natural tourism, Weakness-Treath, namely: increasing accessibility, reforestation by utilizing support from other parties, maximizing social media as a means of promotion and increasing security for visitors.

Keywords: Strategy, potential, SWOT