

INTISARI

Megatrend kepariwisataan saat ini telah bergeser dari pariwisata massal menjadi pariwisata tematik seperti desa wisata yang menawarkan ‘*unique*’ berupa suasana orisinalitas pedesaan. Salah satu desa wisata tersebut adalah Desa Wisata Namu, Kecamatan Laonti, Kabupaten Konawe Selatan, Sulawesi Tenggara yang merupakan desa wisata bahari kategori desa wisata rintisan. Penelitian ini bertujuan untuk (1) mengetahui potensi dan permasalahan Desa Wisata Namu, (2) tersusunnya Masterplan Desa Wisata Namu dalam bentuk usulan infrastruktur pendukung kepariwisataan, dan (3) tersusunnya studi kelayakan proyek khususnya analisis kelayakan investasi perencanaan pengembangan Desa Wisata Namu. Metode yang digunakan dalam penelitian ini adalah *mix method* yang terdiri dari kualitatif berupa observasi dan wawancara serta metode kuantitatif menggunakan analisis kelayakan investasi seperti NPV, IRR, dan BCR serta analisis biaya-peluang. Hasil penelitian menunjukkan bahwa terdapat *gap* antara potensi dan permasalahan Desa Namu sehingga diperlukan adanya perencanaan pengembangan dalam bentuk masterplan. Adapun isi masterplan berupa usulan infrastruktur pendukung kepariwisataan disertai pembagian zonasi pariwisata menjadi 4 zona wisata yang terdiri dari zona A (pariwisata industri), zona B (wisata bahari), zona C (pariwisata *forestry* dan pedesaan), dan zona D (pariwisata edukasi) dengan masing-masing analisis kelayakan menunjukkan seluruh zona pariwisata ‘layak’ secara finansial. Perencanaan pengembangan tersebut memerlukan sinergitas dan kolaborasi dari pemerintah daerah setempat dan masyarakat. Selain itu, pembangunan yang dimaksud tidak hanya merujuk pada infrastruktur fisik saja namun, juga non-fisik seperti kesiapan dan *soft skill* serta *hard skill* masyarakat juga perlu ditingkatkan.

Kata kunci: Desa Wisata Namu, kelayakan investasi, masterplan, pariwisata, perencanaan.

ABSTRACT

The current tourism megatrend has shifted from mass tourism to thematic tourism such as tourist villages that offer an unique and original atmosphere of rural area. One of these tourist villages is Namu Tourist Village, Laonti District, South Konawe Regency, Southeast Sulawesi which is a marine tourist village in the category of pioneer tourism village. This study aims to (1) determine the potential and problems of Namu Tourist Village, (2) arrange a masterplan of Namu Tourist Village in the form of proposed tourism supporting infrastructure, and (3) conduct a project feasibility studies, especially the investment feasibility analysis of Namu Tourist Village development planning. The method used in this study is a mix method consisting of qualitative observations and interviews as well as quantitative methods using investment feasibility analysis such as NPV, IRR, and BCR as well as cost-opportunity analysis. The results showed that there is a gap between the potential and problems of Namu Village thus a development plan in the form of a master plan is needed. The contents of the masterplan are in the form of proposed tourism supporting infrastructure accompanied by the division of tourism zoning into 4 tourism zones consisting of zone A (industrial tourism), zone B (marine tourism), zone C (forestry and rural tourism), and zone D (educational tourism) with each feasibility analysis showing that all tourism zones are financially 'feasible'. The development planning requires synergy and collaboration from the local government and the community. In addition, the development in question does not only refer to physical infrastructure but also non-physical such as readiness, soft skills, and hard skills of the community also need to be improved.

Keywords: *Namu tourism village, feasibility study, masterplan, tourism, planning.*