

Kepulauan Timur Sumenep sebagai salah satu kawasan yang telah dikembangkan dengan strategi pariwisata, faktanya belum optimal memanfaatkan sumberdaya wilayah untuk mendorong sektor ini. Potensi pengembangan sektor pariwisata berbasis alam (*geosite*) dengan kekayaan *geotourism* yang secara global tengah menjadi tren inovatif bagi wilayah kepulauan, belum dipertimbangkan di regional ini. Disisi lain, dampak negatif pariwisata kepulauan semakin masif akibat keterbatasan sumberdaya di pulau kecil. Hal ini mendukung urgensi strategi *geotourism* yang dinilai efektif, konservatif, dan berkelanjutan, serta sesuai dengan potensi dan keterbatasan sumberdaya yang tersedia. Untuk membangun strategi tersebut, diperlukan pemahaman mendalam dan spesifik terhadap potensi sumberdaya (fisik dan manajemen) pada Kepulauan Timur Sumenep.

Melalui jabaran di atas, kajian ini mengangkat tujuan berupa: 1) menganalisis potensi *geosite* (fitur fisik); 2) menganalisis potensi *geotourism* (fitur manajemen); dan 3) menyusun rekomendasi pengembangan *geotourism*; pada wilayah Kepulauan Kecil Timur Sumenep. Kajian ini direpresentasikan melalui tiga pulau (Gili Genting, Gili Iyang, dan Gili Labak) yang menunjukkan dampak signifikan dari industri pariwisata. Pendekatan deduktif dengan metode kuantitatif berupa skoring evaluasi potensi *geosite* dan *geotourism* dilakukan untuk mencapai tujuan satu dan dua, sedangkan rekomendasi pada tujuan tiga didukung oleh metode AHP.

Hasil evaluasi *geosite* di ketiga pulau menunjukkan positifisme pengembangan *geotourism* berbasis fitur kepulauan kecil pada wilayah kajian. Literatur yang menyatakan tingginya potensi pulau-pulau kecil sebagai aset pengembangan *geotourism*, terlihat pada hasil evaluasi di pulau-pulau kajian. Baik secara fisik maupun manajemen, *geosite* di pulau-pulau ini termasuk pada kelas potensi sedang-tinggi. Lebih lanjut melalui bobot AHP, *geosite* dipetakan menjadi kelas-kelas rekomendasi dengan jabaran spesifik pengembangan berdasarkan pertimbangan: 1) aspek indikator unggul; 2) aspek variabel pendukung; 3) prioritas pengembangan; dan 4) peningkatan aspek fisik dan manajemen yang dibutuhkan.

**Kata Kunci:** *Geotourism; Geosite; Kepulauan Timur Sumenep; Gili Genting; Gili Iyang; Gili Labak*

The Eastern Archipelago of Sumenep, which has been targeted for tourism development, are not fully utilizing their regional resources to enhance this sector. Despite the global trend towards innovative, nature-based tourism—especially geotourism—for small islands tourism development, this potential has largely been overlooked in the region. Additionally, the negative impacts of tourism on small islands are becoming increasingly significant due to their limited resources. This highlights the urgent need for an effective, conservative, and sustainable geotourism strategy that aligns with the region’s potential and resource limitations. To develop such a strategy, it is essential to have a thorough and specific understanding of the physical and management resources available in the Eastern Sumenep Archipelago.

Hereby, this study aims to accomplish the following objectives: 1) to analyze the geosite potential (physical features); 2) to assess the geotourism potential (management features); and 3) to formulate recommendations for the geotourism development within the Eastern Archipelago of Sumenep. The analysis encompasses three specific islands—Gili Genting, Gili Iyang, and Gili Labak—which have demonstrated significant effects from the tourism industry. A deductive approach employing quantitative methods was utilized to conduct scoring evaluations of both geosite and geotourism potential, thereby addressing the first two objectives. Whereas, the recommendations represent the third objective were developed utilizing the Analytic Hierarchy Process (AHP) method.

The evaluation of geosites across the three islands demonstrates significant potential for the development of geotourism, particularly leveraging its distinctive characteristics. Existing literature that supports the notion that small islands are valuable assets for geotourism development, has aligns with the findings from the studied islands evaluation. Both in terms of physical and management characteristics, the geosites on these islands has included within the medium-high potential category. Furthermore, the geosites have been organized into recommendation categories utilizing AHP, each accompanied by detailed descriptions for development, which considering: 1) superior indicators; 2) supporting variables; 3) development priorities; and 4) necessary enhancements in both physical and management dimensions.

**Key Words:** *Geotourism; Geosite; The Eastern Archipelago of Sumenep; Gili Genting; Gili Iyang; Gili Labak*