

INTISARI

Perencanaan Desa Saminyamau sebagai desa pesisir periode 2026–2035 diarahkan melalui pendekatan *community-based tourism* yang menempatkan masyarakat sebagai aktor utama dalam proses perencanaan dan pengelolaan. Desa ini memiliki potensi sumber daya pesisir berupa keindahan alam, ekosistem laut, serta budaya lokal yang dapat dikembangkan menjadi destinasi berbasis *eco-marine locality tourism*. Namun, pengembangan tersebut masih menghadapi kendala seperti keterbatasan infrastruktur, belum optimalnya pengelolaan potensi wisata, serta kelembagaan yang belum terstruktur, terutama belum terbentuknya Kelompok Sadar Wisata (Pokdarwis).

Metode perencanaan dilakukan secara komprehensif dengan mengintegrasikan aspek fisik, sosial, ekonomi, dan kelembagaan melalui pendekatan *design thinking* yang berpusat pada kebutuhan masyarakat. Tahapan dimulai dari *empathize* untuk memahami kondisi, potensi, dan permasalahan desa melalui observasi dan partisipasi masyarakat; dilanjutkan *define* untuk merumuskan isu utama pengembangan. Pada tahap *ideate*, berbagai alternatif konsep kawasan wisata pesisir dikembangkan, termasuk dengan bantuan metode SCAMPER untuk menghasilkan inovasi. Selanjutnya, tahap *prototype* dilakukan dengan penyusunan skenario dan desain awal pengembangan kawasan, yang kemudian diuji pada tahap *test* melalui diskusi dan validasi bersama pemangku kepentingan. Pemilihan alternatif terbaik diperkuat menggunakan metode *Analytical Hierarchy Process* (AHP) melalui teknik *pairwise comparison* terhadap tujuh kriteria penilaian sehingga diperoleh alternatif unggulan berupa pengembangan *eco-marine tourism*.

Hasil perencanaan mencakup peningkatan aksesibilitas, penyediaan amenities, penguatan daya tarik wisata, konservasi lingkungan, serta penguatan kelembagaan melalui pembentukan Pokdarwis dan peningkatan kapasitas masyarakat. Pendekatan ini diharapkan mampu mendorong pembangunan desa pesisir yang berkelanjutan, meningkatkan kesejahteraan masyarakat, dan tetap menjaga kelestarian lingkungan.

Kata Kunci: Desa Pesisir, Perencanaan Wisata Berbasis Masyarakat, Wisata Bahari Berkelanjutan.

ABSTRACT

The planning of Saminyamau Village as a coastal village for the 2026–2035 period is directed through a community-based tourism approach that positions local communities as the main actors in the planning and management process. The village possesses significant coastal resources, including natural scenic beauty, marine ecosystems, and local cultural assets, which can be developed into an eco-marine locality tourism destination. However, this development still faces several challenges, such as limited infrastructure, suboptimal management of tourism potential, and unstructured institutional capacity, particularly the absence of a Tourism Awareness Group (Pokdarwis).

The planning method is conducted comprehensively by integrating physical, social, economic, and institutional aspects through a design thinking approach that emphasizes human-centered solutions. The process begins with the empathize stage to understand the village's conditions, potentials, and challenges through observation and community engagement; followed by the define stage to formulate key development issues. In the ideate stage, various alternative concepts for coastal tourism development are generated, supported by the SCAMPER method to encourage innovation. The prototype stage involves developing preliminary designs and development scenarios, which are then evaluated in the test stage through discussions and validation with stakeholders. The selection of the best alternative is further strengthened using the Analytical Hierarchy Process (AHP) with pairwise comparison across seven evaluation criteria, resulting in a priority alternative of eco-marine tourism development.

The planning outcomes include improving accessibility, providing amenities, enhancing tourist attractions, promoting environmental conservation, and strengthening institutional capacity through the establishment of Pokdarwis and community capacity building. This approach is expected to promote sustainable coastal village development, improve community welfare, and preserve environmental sustainability.

Keywords: Coastal Village, Community-based Tourism, Eco-marine Tourism.