

**KAJIAN POTENSI OBYEK DAYA TARIK WISATA DAN
PENINGKATAN PERANSERTA MASYARAKAT DALAM KONSEP
KEPARIWISATAAN ALAM BERBASIS MASYARAKAT (*Community
Based Tourism*) DI PANTAI WISATA DISA, KABUPATEN
HALMAHERA BARAT**

Oleh :

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INTISARI

Pantai wisata Disa merupakan salah satu objek wisata yang berada di pesisir Pantai Sahu. Saat ini Pantai Disa dimanfaatkan sebagai daerah tujuan wisata, bagi masyarakat ibu kota Kabupaten yang ingin berwisata, pantai ini menarik untuk dikunjungi karena menghadirkan atraksi alam yang potensial terutama keindahan pantai dan bebatuan tepi pantai. Letak geografis yang berdekatan dengan ibu kota kabupaten, menjadikan pantai Disa menjadi tempat yang sering dikunjungi. Namun karena kurangnya partisipasi masyarakat dan bentuk pengelolaan yang kurang profesional menjadikan keberlanjutan (*sustainable*) pantai Disa menjadi terancam.

Penelitian ini bertujuan untuk mengetahui potensi obyek wisata alam dari daya tarik pantai wisata Disa, mengkaji peran serta masyarakat di lokasi pantai wisata Disa untuk pengembangan kepariwisataan alam serta merencanakan pengembangan pariwisata alam berbasis masyarakat (*Community Based Tourism*).

Berdasarkan hasil *scoring* daya tarik potensi obyek wisata yang terdapat di pantai wisata Disa hasil rata-rata skoring parameter keunikan, keaslian obyek wisata alam, keindahan, keutuhan, ketersediaan lahan pengembang, pantai wisata Disa termasuk dalam kategori sedang dan memiliki potensi untuk dikembangkan. Potensi lanskap yang terdapat di pantai wisata berdasarkan parameter, keindahan, keselamatan, pasir, variasi kegiatan, dan kebersihan, termasuk dalam kategori baik dan memiliki potensi untuk dikembangkan. Tingkat keterlibatan masyarakat sekitar pantai wisata Disa terhadap pengembangan kepariwisataan pantai Disa termasuk dalam kategori rendah (rata-rata 69,5 %) artinya masyarakat tidak cukup terlibat dalam aspek perencanaan, investasi, pelaksana, pengelola pemantau atau evaluator. Strategi pengembangan kepariwisataan berdasarkan hasil analisis SWOT dan analisis regresi, dititik beratkan pada aspek, perencanaan, peningkatan SDM, promosi dan pengelolaan.

Kata Kunci : *Community Based Tourism*, daya tarik, masyarakat, pengembangan

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**A Study of Tourist Destination's Interest Potency for Developing Natural
Community Based Tourism in Disa Beach, Sahu Subdistrict , West
Halmahera District**

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Abstract

Disa beach is one of tourist destinations located in the coastal of Sahu beach. Nowadays, Disa beach is employed as a tourist destination for people from the city centre who want to have beach tour. This beach is very interested to visit because it has natural attraction that becomes main potency especially the beauty of the beach and the rocks along the beach. The geographic spatial which is close to the city centre makes Disa beach becoming the most wanted place to visit. However, the community members who do not give good participation and less professional management treat the sustainability of Disa beach.

This study is aimed to investigate natural tourist destination's interest potency located in Disa beach. It also examines community's active role in the location of Disa beach to develop natural community based tourism.

Based on scoring result tourist destination's interest potency that exist in Disa beach based on scoring average parameter of uniqueness, pureness, beauty, wholeness, developer area availability, so Disa beach can be classified in medium category and it has great potency to develop. The landscape potency that exist in the beach based on some parameter, such as beauty, safety, sand, activity variation, and cleanliness can be classified as good category and it also has great potency to develop. The rate of community involvement around Disa beach toward the development of the tourism site can be classified in low category (about 69.5%). It means that the community members do not participate actively in some aspects as planning, investing, conducting, managing and evaluating aspects. Meanwhile, 100% community members are not involved in investing aspect. Developing tourism strategy based on SWOT analysis result and regression analysis focus on planning, human resource development, promotion, and management aspects.

Keywords: Community Based Tourism, interest, community, development

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