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## ANALISIS MODEL DESTINATION MANAGEMENT ORGANISATION (DMO) DI KAWASAN WISATA PANGANDARAN

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### ABSTRAKSI

Melihat potensi pengembangan pariwisata di Indonesia yang sangat tinggi, Kementerian Pariwisata dan Ekonomi Kreatif khususnya di divisi pengembangan destinasi pariwisata Kementerian Pariwisata dan Ekonomi Kreatif memunculkan sebuah program baru yang bernama *Destination Management Organization* dengan tujuan untuk dapat mendukung pengembangan Pariwisata di 15 destinasi yang telah ditentukan. Kawasan Wisata Pangandaran dan Danau Toba mendapatkan kehormatan sebagai *pilot project* dalam pengembangan *Destination management Organization* di 15 destinasi.

Penelitian ini bertujuan untuk dapat mengetahui bagaimana sistem kepariwisataan di Kawasan Wisata Pangandaran dan dapat menentukan model *Destination Management Organisation* seperti apa yang pantas diterapkan dan dikembangkan di Kawasan Wisata Pangandaran. Penelitian ini akan dilakukan dengan menggunakan paradigma penelitian Rasionalistik, sedangkan untuk mengukur dalam menganalisis data yang didapat, menggunakan analisis kualitatif, dan untuk pengambilan sampel menggunakan teknik *non probability sampling*.

Berdasarkan hasil di lapangan, Kawasan Wisata Pangandaran memiliki beberapa permasalahan. Permasalahan-permasalahan yang ditemukan di lapangan kemudian dibandingkan dengan variabel dan parameter penelitian. Berdasarkan hasil pencocokan didapati apabila Kawasan Wisata Pangandaran akan lebih berkembang jika Kawasan Wisata Pangandaran dikelola oleh *Destination Management Organisation* di tingkat Lokal.

Untuk mendukung pengembangan Kawasan Wisata Pangandaran yang dikelola dengan *Destination Management Organisation* di tingkat lokal, maka peneliti memberikan beberapa rekomendasi yang dapat membantu pengembangan pariwisata di Kawasan Wisata Pangandaran, antara lain: Para pemangku kepentingan di Kawasan wisata Pangandaran diberikan jobdesk dan kewenangan yang jelas dalam pengembangan kepariwisataan di Kawasan Wisata Pangandaran, Posisi *Destination Management Organization (DMO)* di dalam struktur Organisasi, Pembiayaan *Destination Management Organisation* di Kawasan Wisata Pangandaran, dan tugas pokok *Destination Management Organisation* Pangandaran

Kata Kunci: *Destination Management Organisation*, Kawasan Wisata Pangandaran, Kementerian Pariwisata dan Ekonomi Kreatif



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*Noticing a very high potency of tourism development in Indonesia, the Ministry of Tourism and Creative Economy, in particular the tourism destination development division, has brought up a new program namely Destination Management Organization. The program was created in order to be able to support the development of tourism in the 15 destinations that have been determined. The tourist area of Pangandaran and Lake Toba had the honor as the pilot projects in the development of Destination Management Organization in 15 destinations.*

*This research aims to find out the tourism system in the tourist area of Pangandaran, and determine which kind of Destination Management Organization model that is suitable to be applied and developed in the tourist area of Pangandaran. The research will be conducted using the rationalist paradigm. Qualitative analysis is used to measure in analysing the data obtained, and non probability sampling technique is used for sampling.*

*Based on results on the field, the tourist area of Pangandaran has several issues. The issues found in the field then compared with the variables and parameters of the research. Based on matching results were found that the tourist area of Pangandaran will be better developed if managed by the Destination Management Organization at the local level.*

*To support the development of the tourist area of Pangandaran managed by the local Destination Management Organization, researcher provides several recommendations that could help the tourism development in the tourist area of Pangandaran. The recommendations are: the stakeholders in the tourist area of Pangandaran are given clear jobdesk and authority in the tourism development of the tourist area of Pangandaran; a clear position of the Destination Management Organization (DMO) in the government structure; clarity of financing sources of the Destination Management Organization in the tourist area of Pangandaran; and clarity of the main tasks of Destination Management Organization of Pangandaran in the tourism development in the tourist area of Pangandaran.*

**Keywords:** Destination Management Organization, Tourist Area of Pangandaran, Ministry of Tourism and Creative Economy