

ABSTRAK

Sektor pariwisata di Indonesia, khususnya di Kabupaten Tapanuli Tengah, mengalami perkembangan pesat namun masih menghadapi tantangan seperti kebersihan, promosi, dan kualitas sumber daya manusia. Meskipun terdapat peningkatan jumlah kunjungan wisatawan, pengelolaan pariwisata yang terencana dan berkelanjutan sangat penting untuk mencapai tujuan pembangunan. Kebersihan lokasi wisata, seperti Pantai Hollywood, menjadi faktor kunci dalam menarik wisatawan. Dinas pariwisata berperan penting dalam pembangunan sektor ini, namun minat wisatawan untuk berkunjung ke Indonesia masih rendah dibandingkan negara lain. Kebijakan pembangunan yang efektif harus responsif terhadap kebutuhan masyarakat lokal dan menarik minat investor. Penelitian ini menganalisis strategi pembangunan objek wisata di Kabupaten Tapanuli Tengah, yang memiliki potensi alam melimpah seperti pantai dan air terjun. Namun, tantangan yang dihadapi termasuk infrastruktur yang kurang memadai, masalah kebersihan, dan minimnya promosi serta perhatian dari dinas terhadap pelaku usaha lokal. Penelitian ini menerapkan pendekatan deskriptif kualitatif dan analisis SWOT menurut Freddy Rangkuti untuk pembangunan pariwisata di Kabupaten Tapanuli Tengah. Kekuatan utama daerah ini adalah keindahan alam, sementara kelemahan mencakup kesadaran kebersihan dan infrastruktur. Dinas Pariwisata perlu lebih fokus pada masyarakat dan mendukung fasilitas usaha wisata agar manfaat pariwisata dapat dirasakan secara merata. Kesimpulan penelitian ini adalah bahwa Kabupaten Tapanuli Tengah memiliki potensi pariwisata yang besar, namun tantangan seperti kebersihan dan infrastruktur perlu diatasi. Pengelolaan yang terencana dan dukungan Dinas Pariwisata penting untuk meningkatkan minat wisatawan dan manfaat bagi masyarakat lokal.

Kata kunci : Strategi, Pembangunan Pariwisata, Analisis SWOT

ABSTRACT

The tourism sector in Indonesia, especially in Central Tapanuli Regency, has experienced rapid development but still faces challenges such as cleanliness, promotion, and quality of human resources. Although there has been an increase in the number of tourist visits, planned and sustainable tourism management is essential to achieve development goals. The cleanliness of tourist locations, such as Hollywood Beach, is a key factor in attracting tourists. The Tourism Office plays an important role in the development of this sector, but tourist interest in visiting Indonesia is still low compared to other countries. Effective development policies must be responsive to the needs of local communities and attract investors. This study analyzes the development strategy of tourist attractions in Central Tapanuli Regency, which has abundant natural potential such as beaches and waterfalls. However, the challenges faced include inadequate infrastructure, cleanliness problems, and minimal promotion and attention from the office to local business actors. This study applies a qualitative descriptive approach and SWOT analysis according to Freddy Rangkuti for tourism development in Central Tapanuli Regency. The main strength of this area is its natural beauty, while weaknesses include awareness of cleanliness and infrastructure. The Tourism Office needs to focus more on the community and support tourism business facilities so that the benefits of tourism can be felt evenly. The conclusion of this study is that Central Tapanuli Regency has great tourism potential, but challenges such as cleanliness and infrastructure need to be addressed. Planned management and support from the Tourism Office are important to increase tourist interest and benefits for local communities.

Keywords: Strategy, Tourism Development, SWOT Analysis