

ABSTRAK

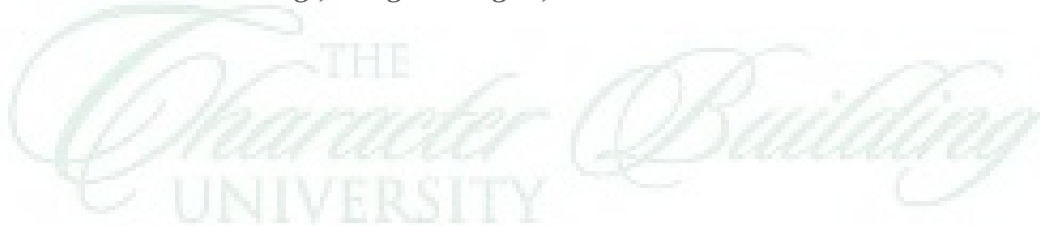
Mely Chrisna Yanci Manullang, NIM 3193131019, Analisis Strategi Pengembangan Taman Wisata Alam Sicike Cike Di Desa Lae Hole II Kecamatan Parbuluan Kabupaten Dairi, Skripsi. Jurusan Pendidikan Geografi Fakultas Ilmu Sosial Universitas Negeri Medan.2023.

Penelitian ini bertujuan untuk mengetahui : (1) Potensi objek wisata TWA Sicike Cike di Desa Lae Hole II, Kecamatan Parbuluan, Kabupaten Dairi. (2) strategi pengembangan objek wisata TWA Sicike Cike di Desa Lae Hole II, Kecamatan Parbuluan, Kabupaten Dairi.

Penelitian ini dilaksanakan di Taman Wisata Alam Sicike Cike, Desa Lae Hole II, pada bulan Juli–September 2023. Populasi dan sampel dalam penelitian ini adalah seluruh kawasan objek wisata TWA Sicike Cike dengan luas 531,02 ha (*total sampling*). Informan dalam penelitian ini adalah Dinas Parawisata Kabupaten Dairi, Kepala Desa Lae Hole II, 3 Pengelola, 5 masyarakat desa, serta 15 orang pengunjung. Pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi. Teknik analisis data yang digunakan adalah deskriptif kualitatif.

Hasil penelitian menunjukkan : (1) TWA Sicike Cike memiliki potensi fisik dengan kategori sedang dengan bobot skor 11. Potensi sarana memiliki skor 15 dengan kategori sedang, dan potensi prasarana memiliki skor 9 dengan kategori sedang. (2) TWA Sicike Cike berada pada kuadran I atau strategi SO. Strategi SO yang perlu di lakukan adalah memanfaatkan keindahan alam yang khas dan membuka potensi baru yang dimiliki TWA Sicike Cike, mengoptimalkan promosi dengan papan promosi sehingga kawasan wisata akan dikenal masyarakat terutama wisatawan yang hendak berkunjung ke Danau Toba, mengembangkan ekowisata kolaboratif dengan menggandeng investor untuk permodalan wahana wisata yang baru seperti membuat permainan *flyingfox*, memperbaiki dan menambah sarana dan prasarana yang sudah ada.

Kata Kunci : Strategi, Pengembangan, SWOT.



ABSTRACT

Mely Chrisna Yanci Manullang, NIM 3193131019, Strategy Analysis for the Development of the Sicike Cike Nature Tourism Park in Lae Hole II Village, Parbuluan District, Dairi Regency, Thesis. Department of Geography Education, Faculty of Social Sciences, Medan State University. 2023.

This research aims to determine: (1) The potential of the Sicike Cike TWA tourist attraction in Lae Hole II Village, Parbuluan District, Dairi Regency. (2) strategy for developing the TWA Sicike Cike tourist attraction in Lae Hole II Village, Parbuluan District, Dairi Regency.

This research was carried out at the Sicike Cike Nature Tourism Park, Lae Hole II Village, in July–September 2023. The population and sample in this research were the entire Sicike Cike TWA tourist attraction area with an area of 531.02 ha (total sampling). The informants in this research were the Dairi Regency Tourism Service, the Head of Lae Hole II Village, 3 Managers, 5 village residents, and 15 visitors. Data collection was carried out by observation, interviews and documentation. The data analysis technique used is descriptive qualitative.

The research results show: (1) TWA Sicike Cike has physical potential in the medium category with a score of 11. Potential facilities have a score of 15 in the medium category, and infrastructure potential has a score of 9 in the medium category. (2) TWA Sicike Cike is in quadrant I or SO strategy. The SO strategy that needs to be implemented is to take advantage of the unique natural beauty and open up new potential that TWA Sicike Cike has, optimize promotions with promotional boards so that the tourist area will be known to the public, especially tourists who want to visit Lake Toba, develop collaborative ecotourism by collaborating with investors for capital. new tourist attractions such as creating a flyingfox game, repairing and adding to existing facilities and infrastructure.

Keywords: *Strategy, Development, SWOT.*

