

ABSTRAK

AULIA RAHMAH, NPM: [202231], Judul Skripsi “PENGELOLAAN OBJEK WISATA TAMAN SAPANA DESA PEMATANG KECAMATAN BANUA LAWAS KABUPATEN TABALONG”, di bawah bimbingan Bapak Muhammad Arsyad, S.Pd.I., M.Ap. sebagai Pembimbing I dan Ibu Siti Paulina, M.Pd. sebagai Pembimbing II.

Pariwisata merupakan salah satu sektor yang memiliki peranan penting dalam meningkatkan perekonomian daerah. Permasalahan yang ditemukan yaitu kebersihan lingkungan belum optimal, belum adanya pelatihan dan pengembangan SDM, dan kurangnya tenaga kerja. Penelitian ini bertujuan untuk mengetahui pengelolaan Objek Wisata Taman Sapana Serta untuk mengetahui faktor-faktor apa saja yang mempengaruhi.

Penelitian ini menggunakan metode penelitian kualitatif dengan tipe deskriptif kualitatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Informan penelitian berjumlah 12 orang. Data yang diperoleh kemudian dianalisis melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan atau verifikasi.

Hasil penelitian menunjukkan bahwa pengelolaan Objek Wisata Taman Sapana berada pada kategori cukup baik. Hal ini dapat dilihat dari indikator kejelasan tujuan sudah baik terlihat dari visi misi yang ada. Indikator langkah mencapai tujuan sudah cukup baik karena adanya kelompok sadar wisata yang dibentuk oleh pengelola. Indikator pembagian tugas cukup baik karena struktur kerja jelas tidak terjadi tumpang tindih. Indikator penataan sumberdaya manusianya tergolong cukup baik karena penempatan sudah di posisikan dengan keahlian masing-masing. Indikator rekrutmen SDM cukup baik karena adanya proses seleksi. Indikator selanjutnya penempatan SDM cukup baik karena adanya proses training Indikator pelatihan SDM sudah kurang baik karena tidak ada pelatihan rutin. Indikator dorongan produktifitas cukup baik dilihat dari lingkungan kerja yang baik. Indikator apresiasi/penghargaan cukup baik karena adanya pemberian bonus. Indikator Pengawasan adanya kontrol sudah cukup baik karena dilakukan oleh dinas pariwisata per triwulan. Indikator tindakan koreksi cukup baik karena adanya perbaikan fasilitas jika terjadi kerusakan. Faktor yang mempengaruhi *Pertama*, Faktor pendukung penambahan wahana bermain baru setiap tahunnya, lokasinya yang strategis dan fasilitas di wahana sudah lengkap. *Kedua*, faktor penghambat yaitu kurangnya sumberdaya manusia, minim promosi di media sosial, dan kebersihan lingkungan belum optimal.

Untuk meningkatkan pengelolaan Objek Wisata Taman Sapana Desa Pematang Kecamatan Banua Lawas, disarankan kepada pengelola untuk meningkatkan kualitas sumber daya manusia melalui pelatihan dan pengelolaan media sosial. Dukungan dari pemerintah daerah diharapkan dapat terus ditingkatkan guna menunjang keberlanjutan pengelolaan objek wisata.

ABSTRACT

AULIA RAHMAH, Student ID Number: [202231], Thesis Title “MANAGEMENT OF SAPANA PARK TOURISM OBJECT IN PEMATANG VILLAGE, BANUA LAWAS DISTRICT, TABALONG REGENCY”, under the supervision of Mr. Muhammad Arsyad, S.Pd.L., M.Ap. as Supervisor I and Mrs. Siti Paulina, M.Pd. as Supervisor II.

Tourism is one of the sectors that plays an important role in improving the regional economy. The problems identified include promotion activities that have not been optimal, a shortage of workforce, and the relatively low level of employee education. This study aims to determine the management of the Sapana Park Tourism Object and to identify the factors influencing its management.

This research employs a qualitative research method with a descriptive qualitative approach. Data collection techniques include observation, interviews, and documentation. The research involved 12 informants. The collected data were analyzed through data reduction, data presentation, and conclusion drawing or verification.

The results of the study indicate that the management of the Sapana Park Tourism Object is categorized as fairly good. This can be seen from the clarity of objectives, which is considered good as reflected in the existing vision and mission. The indicator of steps to achieve objectives is fairly good due to the establishment of a tourism awareness group by the management. The division of tasks is fairly good because the organizational structure is clear and there is no overlapping of duties. The arrangement of human resources is categorized as fairly good since employees are positioned according to their respective expertise. The recruitment of human resources is fairly good due to the existence of a selection process. The placement of human resources is also fairly good as it is supported by training processes. However, human resource training is considered less good because there is no routine training program. Productivity motivation is fairly good as seen from a supportive work environment. Appreciation or rewards are fairly good due to the provision of bonuses. Supervision is fairly good as control is conducted quarterly by the tourism office. Corrective actions are fairly good as improvements to facilities are made when damage occurs.

The influencing factors consist of supporting factors, namely the addition of new recreational facilities every year, a strategic location, and complete facilities within the tourist area. Meanwhile, the inhibiting factors include a lack of human resources, minimal promotion through social media, and suboptimal environmental cleanliness.

To improve the management of the Sapana Park Tourism Object in Pematang Village, Banua Lawas District, it is recommended that the management enhance the quality of human resources through training and in social media management. Support from the local government participation is expected to continue to increased in to support the sustainability of tourism object management.