

**SWOT ANALYSIS FOR TOURISM DEVELOPMENT STRATEGIES
IN ORDER TO INCREASE PUBLIC INCOME AROUND
PINDUL CAVE IN GUNUNGKIDUL REGENCY**

**ANALISIS SWOT UNTUK STRATEGI PENGEMBANGAN PARIWISATA
DALAM RANGKA MENINGKATKAN PENDAPATAN MASYARAKAT
SEKITAR GOA PINDUL DI KABUPATEN GUNUNGKIDUL**

UNDERGRADUATE THESIS



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MUHAMMADIYAH UNIVERSITY OF YOGYAKARTA

2019

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UNDERGRADUATE THESIS

**In partial fulfilment for the requirement for the degree of Bachelor of
Economics at International Program for Islamic Economics and Finance
(IPIEF), Economics Department, Faculty of Economy and Business.**

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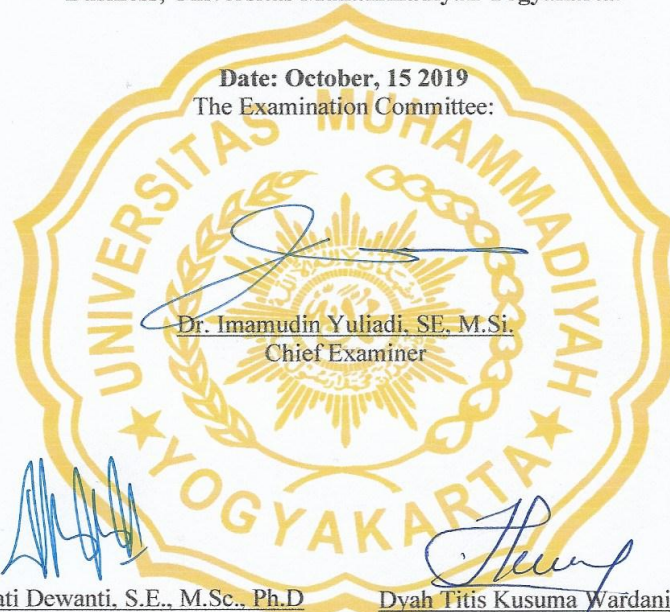
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This undergraduate thesis has been revised and validate before the Examination Committee of the International Program for Islamic Economics and Finance (IPIEF), Department of Economics, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

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DECLARATION

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I hereby declare that this undergraduate thesis entitled “SWOT ANALYSIS FOR TOURISM DEVELOPMENT STRATEGIES IN ORDER TO INCREASE PUBLIC INCOME AROUND PINDUL CAVE IN GUNUNGKIDUL REGENCY” does not consist of any content that ever being proposed for any degree in other university, ideas of any research and publication of others, in exception all quotes and ideas which are purposely taken are considered as the research references and listed in the reference list. Therefore, if any violation of intellectual rights is found in this study, I agree to accept any relevant academic consequences.

Yogyakarta, August 20th 2019



Muhammad Raditya Fajar Syuhada

MOTTO

*Life is like swimming, if you stop in the
middle, you will Sink.*

DEDICATION

*This precious Undergraduate Thesis I dedicate to
my beloved family, Mom, Dad My brother & Sister.
Thank you for always be there for me.*

INTISARI

Tujuan dari penelitian ini adalah untuk mengetahui kekuatan, kelemahan, peluang dan ancaman Obyek Wisata Gua Pindul serta membuat strategi terbaik dalam upaya pengembangan Objek Wisata Gua Pindul untuk meningkatkan pendapatan masyarakat. Penelitian ini menggunakan pendekatan deskriptif, dengan mengumpulkan data berupa data primer. Teknik analisis yang digunakan dalam penelitian ini adalah observasi, wawancara, Focus Group Discussion dan dokumentasi. Subjek dalam penelitian ini adalah pengelola objek wisata seperti Dinas Pariwisata Pemerintah, Sekretaris Daerah, POKDARWIS Gua Pindul, dan pemangku kepentingan pariwisata, penjual bakso tusuk, penjaga parkir, pemandu. Alat analisis penelitian ini adalah analisis SWOT. Berdasarkan analisis SWOT identifikasi strategi pengembangan Objek Wisata Gua Pindul hasil data yang dikumpulkan adalah; 1) faktor internal Objek Wisata Gua Pindul yang merupakan kekuatan dan kelemahan yang dapat mendukung dan menghambat pengembangan objek wisata. 2) faktor eksternal Objek Wisata Gua Pindul yang merupakan kekuatan dan kelemahan yang dapat mendukung dan menghambat pengembangan objek wisata. 3) strategi terbaik dapat dijalankan oleh Objek Wisata Gua Pindul yaitu strategi SO (Kekuatan dan Peluang).

Kata kunci: Gua Pindul, Strategi Pengembangan, Pendapatan, Analisis SWOT.

ABSTRACT

The purposes of this research are to determine the strengths, weaknesses, opportunities and threats of Pindul Cave Tourism Object as well as create the best strategies in efforts to developing Pindul Cave Tourism Object to increase community income. This research used a descriptive approach, by collecting data in the form of primary data.. The analysis technique used in this research are observation, interviews, Focus Group Discussion and documentation. The subjects on this research are managers of tourism object such as Government Tourism Office, Secretary of District, POKDARWIS of Pindul Cave, and tourism stakeholders, seller of bakso tusuk, parking guards, guide. The analysis tool of this research is SWOT analysis. Based on SWOT analysis identifications of Pindul Cave Tourism Object development strategies the results of data collected are; 1) internal factors of Pindul Cave Tourism Object which are strengths and weaknesses that can support and inhibit the development of tourism object. 2) external factors of Pindul Cave Tourism Object which are strengths and weaknesses that can support and inhibit the development of tourism object. 3) the best strategy can be executed by Pindul Cave Tourism Object which is SO strategy (Strengths and Opportunities).

Key Words: *Pindul Cave, Development Startegy, Income, SWOT Analysis.*

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In the name of Allah, the most Merciful, the most alms griver, the most Gracious. All praise is due to Allah; we praise Him, seek His help, and ask for His forgiveness. I am thankful to Allah, who supplied me with the courage, the guidance, and the love to complete this thesis. Also, Peace and salutation always ne to the Prophet Muhammad peace be upon him altogether with his accompanies.

This undergraduate thesis entitled “SWOT ANALYSIS FOR TOURISM DEVELOPMENT STRATEGIES IN ORDER TO INCREASE PUBLIC INCOMES AROUND PINDUL CAVE IN GUNUNGKIDUL REGENCY” has been made as partial fulfillment for the requirement to achieve the bachelor degree of economics. So that, I would like to thank all people who have contributed and special appreciation to the parties. In particularly they are:

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8. All of IPIEF lecturers who have provided a lot of knowledge.
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In closing, in this paper there are still many errors and shortcomings, therefore it takes criticism and suggestions that build for better results again.

Yogyakarta, August 24, 2019

Muhammad Raditya Fajar Syuhada

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