

**UNIVERSITAS IMELDA MEDAN
PROGRAM STUDI S1 PARIWISATA**

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Judul : Potensi Pengembangan Sungai Sikabung-kabung Sebagai Objek Wisata Alam Di Desa Suka Makmur, Kecamatan Kutalimbaru, Kabupaten Deli Serdang.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: 1) potensi pengembangan objek wisata alam yang berada di Desa Suka Mamur Kecamatan Kutalimbaru Kabupaten Deli Serdang, 2) bagaimana strategi pengembangan potensi wisata alam Sikabung-kabung. Penelitian ini menggunakan jenis penelitian kualitatif, dan teknik analisis data deskriptif dan analisis SWOT, dimana akan membahas potensi apa yang dimiliki dan bagaimana cara mengembangkannya. Hasil penelitian menunjukkan hasil sebagai berikut, terdapat potensi untuk dikembangkan menjadi objek wisata alam. Potensinya adalah: 1) Potensi Fisik (lokasi, iklim, topografi, air). Lokasi yang cukup dekat dari kota akan menjadi pilihan destinasi wisata yang dapat dinikmati. Kondisi dan daya dukung iklim yang baik serta topografi berupa dikelilingi hutan yang lebat dan air yang jernih menjadikan lokasi sangat sejuk. Potensi Non Fisik Sikap dan penerimaan masyarakat sekitar terhadap wisatawan yang berkunjung mampu menerima. 2) Strategi pengelolaan belum ada, namun dari hasil kajian SWOT strategi yang perlu dilakukan adalah dengan membangun sarana prasarana seperti akses jalan, alat angkut, sarana akomodasi, fasilitas pendukung seperti warung makan, mushola, toilet, membuat atraksi wisata dan promosi objek wisata, mengembangkan produk wisata, serta melibatkan masyarakat dalam pengelolaan wisata.

Kata Kunci: Potensi wisata alam, Pengembangan pariwisata, Objek wisata lokal.

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Title : *The Potential for Development of the Sikabung-Kabung River as an Object Nature Tourism in Desa Suka Makmur, Kutalimbaru District, Deli Serdang Regency.*

ABSTRACT

This study aims to determine: 1) the potential for developing natural tourism objects located in Suka Mamur Village, Kutalimbaru District, Deli Serdang Regency, and 2) how to develop the Sikabung - kabung natural tourism potential development strategy. This study uses qualitative research, descriptive data analysis techniques, and SWOT analysis, which will discuss what potential it has and how to develop it. The results of the study show the following results, there is potential to be developed into a natural tourist attraction. The potentials are: 1) Physical Potential (location, climate, topography, water). The location which is quite close to the city will be a choice of tourist destinations that can be enjoyed. The conditions and carrying capacity of the good climate as well as the topography in the form of being surrounded by dense forests and clear water make the location very cool. Non-Physical Potential Attitudes and acceptance of the surrounding community towards visiting tourists to accept. 2) The management strategy does not yet exist, but from the results of the SWOT study the strategy that needs to be done is to build infrastructure facilities such as road access, transportation means, accommodation facilities, supporting facilities such as food stalls, prayer rooms, toilets, making tourist attractions and promoting tourist attractions, developing tourism products, as well as involving the community in tourism management.

Keywords: *Natural tourism potential, tourism development, local tourism object.*