

ABSTRAK

MUHAMMAD FAHMI RUHYAT, 2023. “**Prospek Pengembangan Pantai Kejawanan Sebagai Objek Wisata di Kelurahan Pegambiran Kecamatan Lemahwungkuk Kota Cirebon**”. Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi, Tasikmalaya.

Kota Cirebon merupakan kota dengan berbagai macam destinasi wisata, salah satunya adalah destinasi wisata pantai. Pantai Kejawanan merupakan salah satu objek wisata pantai yang terdapat di Kota Cirebon. Perbaikan dan pengembangan telah dilakukan, saat ini pantai kejawanan masih belum optimal dalam melakukan pengembangan pantainya. Belum beragamnya atraksi wisata di Pantai Kejawanan. Menurut hasil observasi peneliti dilapangan atraksi hanya perahu karet. Penelitian ini bertempat di kawasan Kelurahan Pegambiran Kecamatan Lemahwungkuk Kota Cirebon. Metode penelitian yang digunakan yaitu metode deskriptif kuantitatif dengan analisis SWOT yang bertujuan untuk menggambarkan permasalahan yang diteliti, yaitu mengenai prospek pengembangan Pantai Kejawanan di Kelurahan Pegambiran Kecamatan Lemahwungkuk Kota Cirebon. Hasil penelitian tentang objek wisata Pantai Kejawanan terdapat potensi dijadikan objek wisata dan prospek pengembangan objek wisata Pantai Kejawanan. 1) Potensi Pantai Kejawanan Sebagai Objek Wisata yaitu berenang, spot foto, mancing, kuliner, dan panorama *sunset*. 2) Prospek pengembangan pantai kejawanan sebagai objek wisata di Kelurahan Pegambiran Kecamatan Lemahwungkuk Kota Cirebon yaitu lahan parkir, tiket, promosi, akses yang memadai, sarana dan prasarana. Dapat disimpulkan bahwa upaya pengembangan Pantai Kejawanan dapat terwujud melalui beberapa upaya strategi pengembangan meliputi peningkatan promosi wisata melalui brosur sebagai media cetak, pembuatan paket atraksi wisata, pembentukan POKDARWIS, mendaftarkan objek wisata ke Dinas Kebudayaan dan Pariwisata, pembangunan sarana prasarana yang belum ada yaitu, pembangunan photobud, toko pancingan, toko oleh-oleh, dan tempat untuk menginap atau membangun *homestay*.

Kata Kunci : Pantai Kejawanan, Potensi, Pengembangan

ABSTRACT

MUHAMMAD FAHMI RUHYAT, 2023. *“Prospects for the development of the Kejawanan beach as a tourist attraction in Pegambiran Village, Lemahwungkuk District, Cirebon City”*, Departement of Geography Education. Faculty of Teacher Training and Education. Siliwangi University. Tasikmalaya.

Cirebon City is a city with various tourist destinations, one of which is a beach tourism destination. Kejawanan Beach is one of the beach tourism objects in Cirebon City. Repairs and development have been carried out, currently the Kejawanan beach is still not optimal in developing its beaches. Not yet diverse tourist attractions in Kejawanan Beach. According to the results of observations of researchers in the field of attractions, only rubber boats. This research took place in the Pegambiran Village, Lemahwungkuk District, Cirebon City. The research method used is a quantitative descriptive method with SWOT analysis which aims to describe the problems under study, namely regarding the prospects for the development of Kejawanan Beach in Pegambiran Village, Lemahwungkuk District, Cirebon City. The results of research on the Kejawanan Beach tourism object have the potential to be used as a tourist attraction and prospects for the development of Kejawanan Beach tourism objects. 1) The Potential of Kejawanan Beach as a Tourism Object, namely swimming, photo spots, fishing, culinary, and sunset panoramas. 2) Prospects for the development of the Kejawanan beach as a tourist attraction in Pegambiran Village, Lemahwungkuk District, Cirebon City, namely parking lots, tickets, promotions, adequate access, facilities and infrastructure. It can be concluded that efforts to develop Kejawanan Beach can be realized through several development strategy efforts including increasing tourism promotion through brochures as printed media, making tourist attraction packages, forming POKDARWIS, registering tourist objects with the Culture and Tourism Office, building infrastructure that does not yet exist, namely, building photobuds, fishing shops, gift shops, and places to stay or build homestays.

Keywords : *Kejawanan Beach, Potential, Development*