

ABSTRAK

SYAHRUL FIRMANSYAH. 2024. **Strategi Pengembangan Objek Wisata Lembu Benggolo Farm & Resort Sebagai Destinasi Wisata Unggulan di Desa Kedunggede Kecamatan Lumbir Kabupaten Banyumas**. Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Penelitian ini dilatarbelakangi oleh kondisi Objek Wisata Lembu Benggolo Farm & Resort yang perlu untuk terus dikembangkan dan ditingkatkan. Objek Wisata Lembu Benggolo Farm & Resort memiliki berbagai daya tarik wisata untuk dikunjungi. Dalam pengembangannya, Objek Wisata Lembu Benggolo Farm & Resort telah melakukan upaya pengembangan namun masih terdapat permasalahan yang dihadapi. Permasalahan utama terkait adanya fluktuasi kunjungan wisatawan yang terjadi setiap minggunya, belum terdapat kerja sama dengan pihak lain, dan kurangnya peningkatan dan pemeliharaan sarana dan prasarana. Rumusan masalah dalam penelitian ini adalah daya tarik Objek Wisata Lembu Benggolo Farm & Resort dan strategi pengembangan Objek Wisata Lembu Benggolo Farm & Resort di Desa Kedunggede Kecamatan Lumbir Kabupaten Banyumas. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, kuisioner, dokumentasi dan studi literatur. Populasi dalam penelitian ini meliputi 1.332 KK Masyarakat Desa Kedunggede, Kepala Desa Kedunggede, Pengelola, serta pengunjung sebanyak 1000 orang/minggu. Pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling* sebesar 100% dari Kepala Desa dan Pengelola, teknik *simple random sampling* sebesar 2% dari masyarakat dengan jumlah sampel sebanyak 26 orang serta teknik *accidental sampling* sebesar 3% dari pengunjung dengan jumlah sampel sebanyak 30 orang. Teknik analisis data menggunakan analisis kuantitatif sederhana dan SWOT. Hasil penelitian menunjukkan bahwa Objek Wisata Lembu Benggolo Farm & Resort memiliki beberapa daya tarik yaitu panorama alam, *minizoo*, peternakan sapi, wahana permainan dan spot foto. Strategi pengembangan Objek Wisata Lembu Benggolo Farm & Resort sebagai destinasi wisata unggulan di Desa Kedunggede Kecamatan Lumbir Kabupaten Banyumas adalah dengan peningkatan kualitas promosi, pengadaan kerja sama dengan berbagai pihak lain, serta melakukan peningkatan dan pemeliharaan sarana dan prasarana.

Kata Kunci: Strategi Pengembangan, Daya tarik wisata, Objek Wisata Lembu Benggolo Farm & Resort.

ABSTRACT

SYAHRUL FIRMANSYAH. 2024. *Strategy for developing the Lembu Benggolo Farm & Resort tourist attraction as a leading tourist destination in Kedunggede Village, Lumbir District, Banyumas Regency*. Geography Education Department. Faculty of Teacher Training and Education. Siliwangi University.

This research is motivated by the condition of the Lembu Benggolo Farm & Resort tourist attraction which needs to continue to be developed and improved. Lembu Benggolo Farm & Resort Tourist Attraction has various tourist attractions to visit. In its development, the Lembu Benggolo Farm & Resort tourist attraction has made development efforts but there are still problems being faced. The main problems relate to fluctuations in tourist visits that occur every week, there is no cooperation with other parties, and a lack of improvement and maintenance of facilities. The formulation of the problem in this research is the attractiveness of the Lembu Benggolo Farm & Resort tourist attraction and the strategy for developing the Lembu Benggolo Farm & Resort tourist attraction in Kedunggede Village, Lumbir District, Banyumas Regency. The research method used is a descriptive method with a quantitative approach. The data collection techniques used were observation, interviews, questionnaires, documentation and literature study. The population in this study included 1,332 families of the Kedunggede Village Community, the Head of Kedunggede Village, Managers, as well as 1000 visitors/week. Sampling in this study used a purposive sampling technique of 100% from Village Heads and Managers, a simple random sampling technique of 2% from the community with a total sample of 26 people and an accidental sampling technique of 3% from visitors with a total sample of 30 people. The data analysis technique uses simple quantitative analysis and SWOT. The results of the research show that the Lembu Benggolo Farm & Resort tourist attraction has several attractions, namely natural panorama, minizoo, cattle farm, game rides and photo spots. The strategy for developing the Lembu Benggolo Farm & Resort tourist attraction as a leading tourist destination in Kedunggede Village, Lumbir District, Banyumas Regency is by improving the quality of promotions, establishing cooperation with various other parties, as well as improving and maintaining facilities and infrastructure.

Keywords: *Development Strategy, Tourist Attraction, Lembu Benggolo Farm & Resort Tourist Attraction.*