

# **THE POTENTIAL AND STRATEGY TO DEVELOP LAKE MOOAT ATTRACTIONS**

**THESIS**



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## **ABSTRACT**

Lake Mooat attractions is an area that offers natural potential, cultural potential and infrastructure facilities. Lake Mooat tourism object is located in East Bolaang Mongondow Regency, North Sulawesi. The research is titled "The potential and Strategy to Develop Lake Mooat Attractions" that is aimed to determine the potential of Lake Mooat as a Tourist Attraction and to determine the development strategy of Lake Mooat Attraction. This study uses qualitative research with a descriptive approach. Researchers found the potential of Lake Mooat attractions that consists of natural potential, cultural potential, and also available infrastructure, facilities, and basic supporting infrastructure. Some artificial attractions are also found around Lake Mooat, namely Villa Cinta Mooat, Strawberry Cafe, Goba Molunow, and Glamor Camping. The Lake Mooat attraction development strategy is analyzed through SWOT analysis. The first result is S-O Strategy, namely to improve and maintain the quality of existing potential, preserve existing potential so that it can become a superior tourism potential, increase promotion through annual events, and good coordination with the community for continuous improvement and development. The second is W-O Strategy that consists of build access roads for Lake Mooat attractions to make it easier to reach, maintain existing facilities, pay more attention to environmental care so there is no waste, optimize promotional activities and improving development programs for the better. The third is S-T Strategy, namely to utilize nature and the environment around Lake Mooat to improve and maintain the quality of existing potential, so as to be able to face competition between attractions and create new and unique innovations in order to increase tourist visits. The fourth is W-T Strategy, which includes the optimization of the construction and maintenance of facilities and the environment on Lake Mooat wista objects to be able to compete with other tourist objects.

Keyword: Tourism, Potential, Strategy

## ABSTRAK

Pengembangan objek wisata Danau Mooat merupakan kawasan yang menawarkan potensi alam, potensi budaya dan fasilitas infrastruktur. Objek wisata Danau Mooat terletak di Kabupaten Bolaang Mongondow Timur, Sulawesi Utara. Penelitian dengan judul "Potensi dan Strategi Pengembangan Objek Wisata Danau Mooat" ini bertujuan untuk mengetahui potensi Danau Mooat sebagai objek wisata dan untuk mengetahui strategi pengembangan objek wisata Danau Mooat. Penelitian ini menggunakan penelitian kualitatif dengan pendekatan deskriptif. Peneliti menemukan potensi dari objek wisata Danau Mooat yaitu potensi alam, potensi budaya dan tersedia juga fasilitas infrastruktur dan sarana - prasarana penunjang pokok. Beberapa objek wisata buatan juga terdapat di sekitar Danau Mooat yaitu Villa Cinta Mooat, Kafe Strawberry, Goba Molunow, dan Glamour Camping. Sedangkan untuk strategi pengembangan objek wisata Danau Mooat melalui analisis SWOT yaitu yang pertama S-O Strategy, yaitu meningkatkan dan mempertahankan kualitas potensi yang ada, dan melestarikan potensi yang ada sehingga dapat menjadi potensi pariwisata yang unggul, meningkatkan promosi melalui acara tahunan, dan koordinasi yang baik dengan masyarakat untuk peningkatan dan pengembangan berkelanjutan. Yang kedua W-O Strategy yang terdiri dari membangun jalan akses ke objek wisata Danau Mooat agar lebih mudah dijangkau, merawat dan memelihara fasilitas yang ada, lebih memperhatikan perawatan lingkungan sehingga tidak ada limbah, dan mengoptimalkan kegiatan promosi dan meningkatkan program pengembangan menjadi lebih baik. Yang ketiga S-T Strategy, yaitu memanfaatkan alam dan lingkungan di sekitar Danau Mooat untuk meningkatkan dan menjaga kualitas potensi yang ada, sehingga dapat menghadapi persaingan antar objek wisata lain, menciptakan inovasi baru dan unik untuk meningkatkan kunjungan wisatawan. Yang keempat W-T Strategy yang meliputi mengoptimalkan pembangunan dan pemeliharaan fasilitas dan lingkungan pada objek wisata Danau Mooat untuk dapat bersaing dengan objek wisata lainnya.

Keyword: Pariwisata, Potensi, Strategi

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