

## **ABSTRACT**

*Kalinaun Village is strategically located in the east of Likupang, in the north of Minahasa, North Sulawesi, which has been established by the Indonesian government as part of the Special Economic Zone (SEZ) in Indonesia. Community Based Tourism (CBT) is considered an appropriate approach to strengthen the relationship between the local community and tourists and improve the welfare of the local people. Despite being part of KEK Likupang, tourism in Kalinaun is not as popular or well-known compared to other villages in Likupang. The development of tourism in several attractions such as Komang Island, Sampiran beach, and Kalinaun beach requires special attention to address issues of accessibility, waste management, product innovation, and inadequate information centers. The purpose of this research is to identify tourist attractions and analyze community-based tourism development strategies in Kalinaun village. Qualitative research method is used to achieve the research objectives, and data are obtained through interviews, observations, and recording of findings. SWOT analysis is used to analyze data obtained through a series of interviews, and then the data analyzed is categorized based on external and internal influences on the population and research sample. The development of tourism in Kalinaun village is hindered by the customs of the community, lack of infrastructure, and facilities. The village government has planned long-term tourism development with a focus on Komang Island as Kalinaun's icon. KEK Likupang has a positive impact by encouraging community involvement in tourism administration and activities. However, unknown negative impacts of tourism could threaten long-term tourism development in Kalinaun, despite external assistance in infrastructure development. The data obtained are then used to formulate tourism development strategies. The identified tourism potentials are grouped into Community-Based Ecotourism (CBE), Community-Based Cultural Tourism (CBCT), and Community-Based Natural Resource Management (CBNRM)."*

**Keywords:** *Strategy, Community Based Tourism, Tourism, Kalinaun Village, Likupang, Tourism Potential*

## ABSTRAK

Desa Kalinaun terletak strategis di timur Likupang, di utara Minahasa, Sulawesi Utara, yang telah didirikan oleh pemerintah Indonesia sebagai bagian dari Kawasan Ekonomi Khusus (KEK) di Indonesia. *Community Based Tourism* (CBT) dianggap sebagai pendekatan yang tepat untuk mempererat hubungan antara masyarakat lokal dan wisatawan serta meningkatkan kesejahteraan masyarakat setempat. Meskipun menjadi bagian dari KEK Likupang, pariwisata di Kalinaun tidak sepopuler atau terkenal dibandingkan dengan Desa lain di Likupang. Pengembangan pariwisata di beberapa objek wisata seperti Pulau Komang, Pantai Sampiran, dan Pantai Kalinaun memerlukan perhatian khusus untuk mengatasi masalah aksesibilitas, manajemen sampah, inovasi produk, dan pusat informasi yang kurang memadai. Tujuan dari penelitian ini adalah untuk menemukan objek wisata dan menganalisa strategi pengembangan pariwisata berbasis masyarakat di Desa Kalinaun. Metode penelitian kualitatif digunakan untuk mencapai tujuan penelitian ini, dan data penelitian ini diperoleh melalui wawancara, observasi, dan pencatatan temuan. Analisis SWOT digunakan untuk menganalisis data yang ditemukan melalui serangkaian wawancara, kemudian data yang dianalisis diurutkan berdasarkan pengaruh eksternal dan internal terhadap populasi dan sampel penelitian. Pengembangan pariwisata di Desa Kalinaun terhambat oleh adat istiadat masyarakat, kurangnya infrastruktur, dan fasilitas. Pemerintah desa telah merencanakan pengembangan pariwisata jangka panjang dengan fokus pada Pulau Komang sebagai ikon Kalinaun. KEK Likupang memberikan dampak positif dengan mendorong keterlibatan masyarakat dalam administrasi dan kegiatan pariwisata. Namun, dampak negatif yang tidak diketahui dari pariwisata dapat mengancam pengembangan pariwisata di Kalinaun dalam jangka panjang, meskipun ada bantuan eksternal dalam pengembangan infrastruktur. Data yang didapatkan kemudian digunakan untuk menyusun strategi pengembangan wisata. Potensi wisata yang ditemukan dikelompokkan berdasarkan *Community-Based Ecotourism* (CBE), *Community-Based Cultural Tourism* (CBCT), *Community-Based Natural Resource Management* (CBNRM).

**Kata kunci:** Strategi, *Community Based Tourism*, Pariwisata, Desa Kalinaun, Likupang, Potensi Wisata