

INTISARI

Kabupaten Sumenep memiliki banyak objek wisata, termasuk wisata alam, budaya, dan terutama wisata religi. Potensi wisata religi di Kabupaten Sumenep masih menjadi destinasi unggulan karena banyaknya situs religi yang sering dikunjungi wisatawan. Penelitian ini berangkat dari permasalahan penurunan kunjungan wisata religi di Kabupaten Sumenep dalam dua tahun terakhir, yang menimbulkan kekhawatiran terhadap potensi besar situs-situs religi, khususnya Asta Tinggi dan Asta Sayyid Yusuf. Tujuan penelitian ini adalah mengidentifikasi dan menganalisis kekuatan, kelemahan, peluang, dan ancaman di kedua situs ini serta memberikan rekomendasi yang tepat untuk pengembangan dan peningkatan kunjungan wisatawan. Metodologi yang digunakan melibatkan observasi lapangan, wawancara dengan pihak terkait, dan analisis data. Pendekatan analisis SWOT diterapkan untuk menilai aspek-aspek internal dan eksternal yang mempengaruhi wisata religi di Asta Tinggi dan Asta Sayyid Yusuf. Hasil penelitian menunjukkan beberapa langkah penanganan, seperti perbaikan infrastruktur, pemanfaatan lahan kosong untuk fasilitas wisata tambahan, promosi berbasis komunitas, serta pelatihan dan pemberdayaan masyarakat setempat. Selain itu, strategi diferensiasi dan kebijakan pengelolaan lingkungan yang ketat diperlukan untuk mengatasi persaingan dan dampak lingkungan. Dengan mengidentifikasi dan mengatasi kekuatan, kelemahan, peluang, dan ancaman ini, pengembangan wisata religi di Asta Tinggi dan Asta Sayyid Yusuf dapat dilakukan secara efektif dan berkelanjutan. Penelitian ini diharapkan dapat memberikan wawasan mendalam dan komprehensif mengenai potensi wisata religi di Kabupaten Sumenep serta dampak positif bagi pengembangan ekonomi lokal melalui peningkatan kunjungan wisatawan, yang pada gilirannya akan membuka berbagai peluang usaha di sektor pariwisata, menciptakan lapangan kerja baru, dan meningkatkan kesejahteraan masyarakat sekitar.

Kata Kunci : Analisis Potensi, Wisata Religi, Asta Tinggi dan Asta Sayyid Yusuf

ABSTRAC

Sumenep Regency has many tourist attractions, including natural, cultural and especially religious tourism. The potential for religious tourism in Sumenep Regency is still a leading destination because of the many religious sites that are often visited by tourists. This research departs from the problem of decreasing religious tourism visits in Sumenep Regency in the last two years, which has raised concerns about the great potential of religious sites, especially Asta Tinggi and Asta Sayyid Yusuf. The aim of this research is to identify and analyze the strengths, weaknesses, opportunities and threats at these two sites and provide appropriate recommendations for developing and increasing tourist visits. The methodology used involves field observations, interviews with related parties, and data analysis. The SWOT analysis approach was applied to assess internal and external aspects that influence religious tourism in Asta Tinggi and Asta Sayyid Yusuf. The research results show several steps to be taken, such as improving infrastructure, utilizing empty land for additional tourism facilities, community-based promotion, as well as training and empowering local communities. In addition, differentiation strategies and strict environmental management policies are needed to address competition and environmental impacts. By identifying and overcoming these strengths, weaknesses, opportunities and threats, the development of religious tourism in Asta Tinggi and Asta Sayyid Yusuf can be carried out effectively and sustainably. This research is expected to provide in-depth and comprehensive insight into the potential of religious tourism in Sumenep Regency as well as a positive impact on local economic development through increasing tourist visits, which in turn will open up various business opportunities in the tourism sector, create new jobs, and improve the welfare of the surrounding community.

Keywords: Potential Analysis, Religious Tourism, Asta Tinggi and Asta Sayyid Yusuf