

ABSTRAK

Pengembangan obyek wisata Air Terjun Glugur belum optimal. Hal ini ditandai dengan minimnya sarana dan prasarana terutama akses jalan yang rusak dan berbatu, kondisi obyek wisata yang tidak terawat. Penelitian ini menggunakan Pendekatan Kualitatif dengan tipe deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi. Teknik analisis data melalui Reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan, Dinas kurang matang dalam melakukan pengembangan obyek wisata pada Desa wisata terkhusus air terjun Glugur, Dinas pariwisata kurang sigap dalam mengambil tindakan untuk memajukan potensi yang ada dan masyarakat sekitar belum adanya promosi wisata yang modern. Faktor penghambat pengembangan air terjun Glugur dipengaruhi diantaranya: anggaran terbatas , kurangnya kualitas sumber daya manusia yang ada, keterbatasan lahan, dan kurangnya daya tarik wisata karena akses jalan dan fasilitas pendukung wisata yang belum memadai. Diharapkan dinas harus lebih memperhatikan segala potensi wisata yang ada di Kabupaten Langkat untuk di kembangkan agar dapat meningkatkan pendapatan asli daerah (PAD).

Kata Kunci : Pengembangan, Obyek Wisata.

ABSTRACT

The development of the Glugur waterfall tourism object is not optimal. This is indicated by the lack of facilities and infrastructure, especially access roads that are damaged and rocky, the condition of tourism objects that are not maintained. This study uses qualitative research methods with descriptive type. Data collection techniques are carried out through observation, interview and documentation. Data analysis techniques through data reduction, data presentation and conclusion drawing. The results of the study show that the agency is not mature enough in developing tourism objects in tourist villages, especially the Glugur waterfall, the tourism office is not ready to take action to advance the existing potential and the surrounding community does not yet have a modern tourism promotion. The inhibiting factors for the development of the Glugur waterfall are influenced, including : a limited budget, lack of quality of existing human resources, limited land and lack of tourist attraction due to inadequate road access and tourism support facilities. It is hoped that the agency should pay more attention to all the potential that exists in Langkat regency to be developed in order to increase local revenue (PAD)..

Keywords : development, tourism object