

ABSTRAK

Penelitian ini mengkaji tentang Strategi Pengembangan Pariwisata Danau Tao Kecamatan Batang Onang Kabupaten Padang Lawas Utara. Penelitian ini bertujuan untuk mendeskripsikan strategi pengembangan pariwisata serta menganalisis faktor penghambat pengembangan wisata Danau Tao. Danau Tao merupakan destinasi wisata alam yang memiliki potensi besar dengan panorama alam yang indah, namun pengembangannya masih menghadapi berbagai kendala, terutama pada aspek aksesibilitas dan sarana prasarana. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi. Teori yang digunakan adalah teori Suwanto (2004) yang meliputi pemasaran, aksesibilitas, kawasan pariwisata, produk wisata, sumber daya manusia, dan kampanye sadar wisata. Hasil penelitian menunjukkan bahwa strategi pengembangan wisata Danau Tao telah dilakukan melalui promosi di media sosial, pembangunan akses jalan, serta penyediaan beberapa fasilitas pendukung wisata. Namun, pengembangan tersebut belum berjalan optimal karena masih terdapat kendala seperti kondisi jalan yang sempit dan rusak, keterbatasan fasilitas umum, kurangnya transportasi wisata, keterbatasan anggaran, serta kurangnya kerja sama antara pemerintah dan masyarakat. Oleh karena itu, diperlukan perhatian dan dukungan yang lebih maksimal agar pengembangan wisata Danau Tao dapat berkembang secara berkelanjutan dan meningkatkan daya tarik wisata daerah.

Kata Kunci: Strategi Pengembangan, Pariwisata, Aksesibilitas, Sarana dan Prasarana.

ABSTRACT

This study examines the Tourism Development Strategy for Lake Tao in Batang Onang District, North Padang Lawas Regency. The aim of this study is to describe the tourism development strategy and analyze the factors inhibiting the development of Lake Tao tourism. Lake Tao is a natural tourism destination with great potential, boasting beautiful scenery. However, its development still faces various obstacles, particularly in terms of accessibility and infrastructure. This study used a qualitative method with a descriptive approach. Data were obtained through observation, interviews, and documentation. The theory used is Suwantoro's (2004) theory, which covers marketing, accessibility, tourism areas, tourism products, human resources, and tourism awareness campaigns. The results show that Lake Tao tourism development strategies have been implemented through social media promotion, road construction, and the provision of several supporting tourism facilities. However, this development has not been optimal due to obstacles such as narrow and damaged roads, limited public facilities, a lack of tourist transportation, budget constraints, and a lack of cooperation between the government and the community. Therefore, greater attention and support are needed to ensure sustainable development of Lake Tao tourism and enhance the region's tourism appeal.

Keywords: *Development Strategy, Tourism, Accessibility, Facilities and Infrastructure.*