

***A Strategy for Developing Santen Island Banyuwangi as a Marine Tourism  
Destination to Increase Tourist Visits***

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**ABSTRACT**

*Santen Island Beach is one of the marine tourism destinations in Banyuwangi Regency that boasts natural assets such as savannas, mangrove ecosystems, and coastal community life; however, it has not yet been developed to its full potential and still faces various limitations in its management. This study aims to identify the current state of management of the 6A components (Attraction, Accessibility, Amenity, Activities, Available Packages, and Ancillary Services) at Santen Island Beach based on stakeholder perceptions, as well as to formulate a development strategy based on the 6A concept to enhance competitiveness and increase tourist visitation. This study employs a qualitative approach using descriptive methods. Data were collected through in-depth interviews with the Community-Based Tourism Group (Pokdarwis), the Banyuwangi Regency Department of Culture and Tourism, the Military District Command (Kodim), local residents, and tourists, and were subsequently analyzed using SWOT analysis to formulate destination development strategies. The results indicate that the management of the 6A components at Santen Island Beach generally remains at a low to moderate level of readiness, with key issues including unstructured tourism activities, the absence of thematic tour packages, limited supporting facilities, and weak institutional coordination among Pokdarwis, the Department of Culture and Tourism, and Kodim as the land authority. Based on the SWOT analysis results, nine priority development strategies were formulated and grouped into three levels of urgency. High-priority strategies include the development of educational tourism attractions based on the savanna, mangroves, and the Petik Laut culture; the creation of thematic tour packages; and the enhancement of formal coordination among stakeholders. This study is expected to serve as a reference for destination managers and local governments in formulating policies for the sustainable development of Santen Island Beach.*

***Keywords:*** *Development Strategy, Marine Tourism, The 6A Concept, SWOT Analysis, Santen Island Beach*