

***Strategy for Developing Facilities and Infrastructure at the Gumuk Kantong
Beach Tourist Destination in Banyuwangi Regency***

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ABSTRACT

Gumuk Kantong Beach is one of the natural tourist destinations in Banyuwangi Regency, offering attractions such as stretches of black sand, a pine forest, a sea turtle conservation area, panoramic views of the Bali Strait, and stunning sunrises. Although it has significant tourism potential, the existing facilities and infrastructure still require development to improve service quality and visitor comfort. This study aims to analyze the condition of facilities and infrastructure at Gumuk Kantong Beach based on RIPPARNAS indicators and to formulate recommendations for its development strategy using SWOT analysis. This study employs a qualitative approach using descriptive methods. Data were collected through observation, interviews, documentation, and literature review using purposive sampling. The analysis was conducted by identifying the 6A components (Attraction, Accessibility, Amenities, Activities, Available Packages, and Ancillary Services), evaluating facilities and infrastructure based on RIPPARNAS indicators, analyzing the area's carrying capacity using PCC, RCC, and ECC, and conducting a SWOT analysis. The research findings indicate that Gumuk Kantong Beach already has public infrastructure, public facilities, and tourism facilities that support tourism activities; however, there are still facilities that are either unavailable or not yet fully optimized, such as a Tourist Information Center (TIC), facilities for people with disabilities, souvenir shops, educational materials on sea turtle conservation, and health services that are currently limited to first-aid kits. The SWOT analysis yielded eight strategic development recommendations, with the top priority for physical development being the establishment of a Tourist Information Center and the improvement of accessibility for people with disabilities through the installation of boardwalks or ramps in sandy areas, enabling wheelchair users to access the tourist area without disrupting the natural conditions and ecological functions of the beach. This strategy is expected to

improve the quality of service and the comfort of tourists, as well as support the development of Gumuk Kantong Beach as a sustainable tourist destination.

Keywords: *Development Strategy, Facilities and Infrastructure, RIPPARNAS, SWOT, Gumuk Kantong Beach, Carrying capacity*