

***Analysis of Potential and Challenges in Developing Madakaripura Waterfall
Tourism in Probolinggo Through 7A Components***

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ABSTRACT

Madakaripura Waterfall in Probolinggo Regency is a natural tourism destination with attractions including the beauty of the waterfall, rock cliffs, natural vegetation, and historical value associated with Mahapatih Gajah Mada. This study aims to analyze the potential and challenges of developing Madakaripura Waterfall Tourism based on the seven components of the 7A framework, namely Attraction, Accessibility, Amenities, Activities, Available Packages, Ancillary Services, and Awareness. This study employed a descriptive qualitative method with purposive sampling. The research involved 10 informants, consisting of 3 guides, 5 tourists, and 2 supporting institutional informants. Data were collected through observation, interviews, and documentation, and analyzed using the Miles, Huberman, and Saldaña model, supported by source and technique triangulation. The results showed that the most prominent potential was found in the Attraction and Activities components. The attractions are supported by natural beauty, the atmosphere of the area, historical value, and activities such as tracking, photography, enjoying the scenery, and assistance from local guides. Challenges were identified in Available Packages, as official and integrated tour packages are not yet available; Accessibility, particularly the condition of pathways, bridges, and safety barriers that require improvement; Amenities, including limited facilities and maintenance; Ancillary Services, particularly the clarity of service information and guide fees; and Awareness, reflected in limited information regarding cleanliness and the presence of litter in some areas. Development solutions are directed toward improving access and facilities, strengthening safety information, organizing services and tour packages, enhancing guide services, and providing education on cleanliness and visitor regulations. The findings of this study can serve as a consideration for managers and relevant stakeholders in improving service quality and tourist experiences in accordance with the conditions and characteristics of the Madakaripura area by addressing supporting aspects that still face challenges in the local destination.

Keywords: *Madakaripura Waterfall, potential, challenges, tourism development, 7A tourism.*