

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis potensi, kendala, serta strategi pengembangan pariwisata di Desa Malinau Kota, Kabupaten Malinau, Provinsi Kalimantan Utara. Desa ini memiliki potensi wisata buatan yang menarik, yaitu Kolam Desa, yang dikelilingi panorama alam berupa persawahan, dan sungai, . Namun, pengelolaan wisata masih menghadapi sejumlah hambatan, baik dari segi infrastruktur, sumber daya manusia, maupun promosi. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus, dan data diperoleh melalui wawancara dengan Kepala Desa, perangkat desa, lembaga masyarakat, serta observasi lapangan dan dokumentasi. Teknik analisis data yang digunakan adalah Analisis SWOT, yang kemudian diturunkan ke dalam matriks IFAS dan EFAS untuk menentukan posisi strategis pengembangan pariwisata. Hasil penelitian menunjukkan bahwa kekuatan utama Desa Malinau Kota terletak pada keindahan alam, dukungan pemerintah desa, serta partisipasi aktif masyarakat dalam pengelolaan wisata. Sementara itu, kelemahannya meliputi keterbatasan infrastruktur, fasilitas yang belum memadai, dan kurangnya promosi. Peluang yang dapat dimanfaatkan antara lain dukungan pemerintah daerah, tren wisata buatan dan budaya, serta potensi pengembangan ekonomi lokal. Ancaman yang dihadapi meliputi persaingan antar destinasi, keterbatasan anggaran, dan risiko kerusakan lingkungan. Berdasarkan yaitu memperbaiki kelemahan internal dengan memanfaatkan peluang eksternal. Strategi yang direkomendasikan meliputi perbaikan infrastruktur, peningkatan SDM, promosi digital, dan pembentukan kelembagaan wisata (Pokdarwis).

**Kata Kunci: Pariwisata Desa, Analisis SWOT, IFAS–EFAS, Strategi Pengembangan, Desa Malinau Kota, Kolam Desa, Potensi dan Kendala, Wisata Berkelanjutan.**

## **ABSTRACT**

*This study aims to analyze the potential, challenges, and development strategies of tourism in Malinau Kota Village, Malinau Regency, North Kalimantan Province. The village has an attractive artificial tourism potential, namely Kolam Desa, which is surrounded by natural scenery such as rice fields and rivers. However, tourism management still faces several obstacles in terms of infrastructure, human resources, and promotion. This research uses a descriptive qualitative approach with a case study method, and data were obtained through interviews with the Village Head, village officials, community institutions, as well as field observations and documentation. The data analysis technique used is SWOT Analysis, which is then developed into IFAS and EFAS matrices to determine the strategic position of tourism development. The results show that the main strengths of Malinau Kota Village lie in its natural beauty, the support of the village government, and the active participation of the local community in tourism management. Meanwhile, its weaknesses include limited infrastructure, inadequate facilities, and lack of promotion. Opportunities that can be utilized include government support, the growing trend of artificial and cultural tourism, and the potential for local economic development. Threats faced include competition among destinations, limited funding, and the risk of environmental degradation. The appropriate strategy is to improve internal weaknesses by utilizing external opportunities. The recommended strategies include improving infrastructure, enhancing human resources, developing digital promotion, and establishing a tourism management institution (Pokdarwis).*

**Keywords: Village Tourism, SWOT Analysis, IFAS–EFAS, Development Strategy, Malinau Kota Village, Kolam Desa, Potential and Challenges, Sustainable Tourism**