

ABSTRACT

Implementation of Visit Sumenep 2018 Program in Increasing Tourism Potential in Sumenep Regency (Case Study of Lombang Beach Tourism, Sumenep Regency)

Keywords: Visit Sumenep 2018, Lombang Beach

Visit Sumenep 2018 is the flagship program of the Sumenep district government which is packed with two main menus, namely a tourist destination menu containing tourism promotion sites in Sumenep including natural tourism, marine tourism, cultural tourism and culinary tourism and the second is events big is carried out from the end of 2017 and in sepnjang 2018. Of the two menus mentioned one of the tourist destinations that are the target of increasing tourism potential is Lombang Beach, Lombang Beach tourism has been known for a long time by tourists even before a program visit sumenep 2018. The purpose of this study was to find out the implementation of 2018 visit sumenep on Lombang Beach and find out the effect of Visit Sumenep's Implementation on Lombnag Coast Potential

This research is a field research that uses qualitative research methods with a phenomenology approach and data collection techniques using interview, observation, and communication techniques, while the location of this study is located in Lombang Beach, Lombang, Batang-bantang District.

The results of this study that, from each Sumenep event visit carried out from the end of 2017 and throughout 2018 there were no special events relating to the development of the potential of Lombang Beach tourism. Nevertheless, the visit of Sumenep 2018 has the purpose of increasing tourist visits in Sumenep including the Lombang coast. And it has a big influence on the tourism potential possessed by the Lombang coast, this is evidenced by the increasing number of tourists both local tourists and foreign tourists visiting the Lombang coast in 2018.