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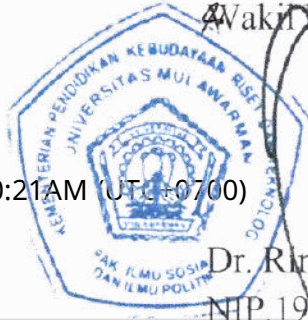
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SIMILARITY INDEX

Submission author: Eka Mualafiyatiningrum
 Assignment title: JURNAL
 Submission title: Perbandingan Sistem Pengelolaan pada Pantai Duta Pemed...
 File name: Ejournal_Eka_Mualafiyatiningrum_2002026086.docx
 File size: 308.59K
 Page count: 10
 Word count: 3,654
 Character count: 23,930
 Submission date: 10-Jul-2024 10:21AM (UTC+0700)
 Submission ID: 2414582042

Wakil Dekan Bidang Akademik,



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JIT Jurnal Ilmiah Penelitian
 ISSN: 2502-9002
 E-mail: e-journal@mulawarman.ac.id

Perbandingan Sistem Pengelolaan pada Pantai Duta Pemedas dengan Pantai Tanah Merah Kecamatan Samboga Kabupaten Kutai Kartanegara

Comparison of Management System at Duta Pemedas Beach and Tanah Merah Beach, Samboga District, Kutai Kartanegara Regency

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ARTICLE INFORMATION	ABSTRACT
Vol. XX, No. XX Page: Published: KEYWORDS Comparison, Management System, Tourism Management, Beach CORRESPONDENCE E-mail: ekamualafiyat@gmail.com	ABSTRACT This study aims to determine and compare the management system in managing Duta Pemedas beach tourism and Tanah Merah beach in Samboga District, Kutai Kartanegara Regency, especially in the concept of tourism management, namely <i>Attraction, Accessibility and Amenity</i> . This research uses descriptive research through a qualitative approach. The data used in this study were obtained from primary data sources, namely observation results, direct interviews, and documentation collection. Then secondary data sources were obtained from journals, the internet, books, and other written materials related to the research as a data collection technique in this study. The results of this study indicate that in terms of tourist attraction in terms of tourism management, Duta Pemedas Beach and Tanah Merah Beach have similarities, namely from their natural beauty and the difference can be seen from several activities carried out by Duta Pemedas Beach to attract visitors. In terms of accessibility in terms of tourism management, Pemedas Airsawake Beach and Tanah Merah Beach have similarities, namely a strategic location because it is between two big cities and can be reached through various routes and the difference is seen from the beach entrance. In terms of facilities in terms of tourism management, Duta Pemedas Beach and Tanah Merah Beach have similarities, namely several facilities owned by the community and the difference is that there are several facilities available at Duta Pemedas Beach but not at Tanah Merah Beach.

INTRODUCTION
 Kekayaan atau barang yang bisa mendatangkan keuntungan untuk pemiliknya disebut aset. Aset artinya suatu harta atau benda yang diharapkan nantinya dapat mendatangkan manfaat maupun keuntungan bagi yang mempunyai aset. Aset daerah menjadi sumber pendapatan yang sangat penting bagi daerah untuk menambah Pendapatan Asli Daerah (PAD) (Fahrul & Hadi, 2019).
 Salah satu sektor terbesar yang dapat meningkatkan kegiatan perekonomian dan memberikan dampak pemasaan bagi negara

...suar ini adalah bidang pariwisata. Hal ini dikarenakan, saat ini pariwisata dianggap sebagai sumber daya yang dibaruhkan oleh setiap individu.
 Keuntungan dalam mengelola bidang pariwisata tidak hanya bisa menjadi sektor yang tidak hanya memiliki kemampuan untuk menghasilkan kembali kekayaan fisik dan budaya lokal, tetapi juga memiliki kemampuan untuk mempermadai peluang kerja bagi masyarakat. Sektor pariwisata diharapkan mampu mendorong kreativitas dan partisipasi masyarakat untuk berkontribusi pada pembangunan dan pelestarian lingkungan