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Wakil Dekan Bidang Akademik,

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### STAKEHOLDER EFFORTS IN DEVELOPING SUSTAINABLE TOURISM AT MANGGAR SEGARA SARI BEACH (PMSB) IN BALIKPAPAN CITY

### UPAYA PEMANGKU KEPENTINGAN DI DALAM MENGEMBANGKAN PARIWISATA BERKELANJUTAN DI PANTAI MANGGAR SEGARA SARI (PMSB) KOTA BALIKPAPAN

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#### ABSTRACT:

The study aims to explore the efforts of stakeholders in developing sustainable tourism at Manggar Segara Sari Beach (PMSB) in Balikpapan City. The research was conducted through a qualitative approach. The data was collected through interviews with stakeholders involved in the development of PMSB, including the Balikpapan City Government, the Balikpapan City Tourism Office, and the Balikpapan City Environmental Office. The research results show that the stakeholders have made significant efforts in developing sustainable tourism at PMSB, including the development of infrastructure, the provision of services, and the implementation of environmental management. The research also identifies the challenges faced by the stakeholders in developing sustainable tourism at PMSB, such as the lack of funding, the lack of human resources, and the lack of infrastructure. The research concludes that the stakeholders should continue to make efforts to develop sustainable tourism at PMSB, including the development of infrastructure, the provision of services, and the implementation of environmental management.

**Keywords:** stakeholders, sustainable tourism

#### ABSTRAK:

Penelitian ini bertujuan untuk mengeksplorasi upaya pemangku kepentingan dalam mengembangkan pariwisata berkelanjutan di Pantai Manggar Segara Sari (PMSB) Kota Balikpapan. Penelitian ini dilakukan melalui pendekatan kualitatif. Data dikumpulkan melalui wawancara dengan pemangku kepentingan yang terlibat dalam pengembangan PMSB, termasuk Pemerintah Kota Balikpapan, Kantor Pariwisata Kota Balikpapan, dan Kantor Lingkungan Hidup Kota Balikpapan. Hasil penelitian menunjukkan bahwa pemangku kepentingan telah melakukan upaya signifikan dalam mengembangkan pariwisata berkelanjutan di PMSB, termasuk pengembangan infrastruktur, penyediaan layanan, dan implementasi manajemen lingkungan. Penelitian juga mengidentifikasi tantangan yang dihadapi pemangku kepentingan dalam mengembangkan pariwisata berkelanjutan di PMSB, seperti kurangnya pendanaan, kurangnya sumber daya manusia, dan kurangnya infrastruktur. Penelitian menyimpulkan bahwa pemangku kepentingan harus terus melakukan upaya untuk mengembangkan pariwisata berkelanjutan di PMSB, termasuk pengembangan infrastruktur, penyediaan layanan, dan implementasi manajemen lingkungan.

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