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4A ANALYSIS (ATTRACTION, ACCESSIBILITY, AMENITY, AND ANCILLARY) AT PAGRINGSINGAN VILLAGE AS A TOURIST DESTINATION IN KARANGASEM REGENCY, BALI

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Abstract

The purpose of this study was to determine the SWOT analysis through the 4A approach in the Tenganan Pegringsingan area. The research is descriptive analysis which describe in article. The methods used are observation, interviews, and questionnaires. Which the questionnaire is calculated by likert scale formula. From the results of questionnaire, it can be concluded that by making Tenganan Village a tourist attraction, many benefits can be felt by the local population, but the cleanliness in Tenganan Village should be concerned. From the results of the SWOT analysis research with the 4A approach, it turns out that the Tenganan Village has many advantages that must be developed and considered to increase the attractiveness to tourists both local and international. Although, on the other hand, there are many threats and shortcomings that are owned by Tenganan Village as one of the tourist villages in Bali which must be considered by the people of Tenganan Village and also the government so that Tenganan Village remains one of the tourist attractions that are in demand by tourists in Bali.

Keywords: SWOT Analysis, 4A Approach, Tourist, Tenganan Village, Government, Community, Bali.
