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Kesesuaian Sumber Daya Wisata Pantai Kawasan Mandalika dan Penyangga, Kabupaten Lombok Tengah = Suitability of Coastal Tourism Resources in the Mandalika and Buffer Regions, Central Lombok Regency

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Abstrak

Pengembangan Kawasan Mandalika yang berada di Kabupaten Lombok Tengah berkaitan erat dengan penentuan Kawasan Ekonomi Khusus (KEK Mandalika) dan pengoperasian Sirkuit Internasional Mandalika. Potensi pariwisata yang menjadi ciri khas, tidak terlepas dari berbagai objek wisata pantai yang terletak di KEK dan penyangga, yakni Pantai Kuta yang berada di kawasan inti KEK dan Pantai Selong Belanak yang berada di kawasan penyangga KEK. Pengembangan kawasan dilihat melalui kemunculan kawasan bisnis yang ditandai dengan menjamurnya fasilitas secara spasial sehingga membentuk pola keruangan Kawasan Bisnis Rekreasional atau Recreational Business District (RBD) dengan tiga komponen yaitu Large Shopping Center (LSC), Commercial Pedestrian Street (CPS), dan Urban Leisure Area (ULA). Metode kuantitatif berupa Analisis Tetangga Terdekat/ Nearest Neighbour Analysis (NNA) dan analisis densitas atau kepadatan titik melalui Kernel Density Estimation (KDE), serta besar pengaruh jarak dari pusat kota dan atraksi yang diukur melalui Regresi Linier. Pantai Kuta memiliki RBD lebih signifikan dengan 605 titik fasilitas dan Pantai Selong Belanak 103 titik. Pola keruangan RBD Pantai Kuta dan Selong Belanak memiliki kategori LSC dan CPS yang cenderung memadat pada bentuk medan asal laut (wilayah pesisir) dan penggunaan lahan pertanian yang semula dimanfaatkan sebagai perkebunan. Melalui fungsi jalannya, pola keruangan RBD Pantai Kuta dengan kategori LSC dan CPS cenderung memadat secara linier di jalan kolektor, sedangkan Pantai Selong Belanak di jalan lokal. Pengaruh pengembangan Kawasan Mandalika menunjukkan nilai >75% yang berpengaruh kuat, dimana semakin dekat jarak RBD dengan pusat atraksi dan pusat kota menyebabkan jumlah fasilitas semakin banyak dan membentuk kawasan bisnis padat dan sebaliknya

.....The development of the Mandalika Area in Central Lombok Regency is closely related to the determination of the Mandalika Special Economic Zone (SEZ) and the operation of the Mandalika International Circuit. The characteristic tourism potential is inseparable from the various beach tourism objects in the SEZ and its buffers, namely Kuta Beach, which is in the core area, and Selong Belanak Beach in the SEZ's supporting area. Regional development is seen through the emergence of business facilities spatially to form a Recreational Business District (RBD) spatial pattern. RBD consists of three components; Large Shopping Center (LSC), Commercial Pedestrian Street (CPS), and Urban Leisure Area (ULA). Quantitative methods include Nearest Neighbor Analysis (NNA) and density analysis or point density through Kernel Density Estimation (KDE), as well as the influence of distance from the city center and attractions measured by Linear Regression. Kuta Beach has a more significant RBD with 605 facility points, and Selong Belanak Beach has 103 points. The spatial pattern of the RBD of Kuta Beach and Selong Belanak has LSC and CPS categories which tend to condense in the shape of the terrain originating from the sea (coastal areas) and the use of agricultural land that was originally used as plantations. Through its road function, the spatial pattern of Kuta Beach RBD with LSC and CPS categories tends to condense linearly on

collector roads, while Selong Belanak Beach is on local roads. The effect of the development of the Mandalika area shows a value of >75% means it has a strong influence, where the closer the RBD is to the center of attractions and the city center, the more facilities will form a denser business area