

ABSTRACT

This study aims to determine development opportunities. Taklokkapor beach tourism object in Yaring Regency and To find out what strategies the government can do in the Development of Taklokkapor Beach Tourism Object in Yaring Regency. This type of research uses a qualitative descriptive method, which is used to describe or modify the systematic problem using the SWOT method is an analysis that intends to see the extent to which a strategy is implemented. The development of tourist attractions in order to increase tourists depends on the strengths, weaknesses, opportunities and threats.

The strategy implemented by the tourism office is the location of maintaining and maintaining This condition is the key to determine. strategies that can be developed to penetrate the market and product development in accordance with the conditions of the Yaring Regency tourism office. The results obtained from the three main strategies are: Conducting socialization or realizing the benefits of tourism. for the community at all levels in a sustainable and systematic manner Community Based Tourism Development and Tourism Human Resources Department A travel certificate is required.

Keywords: *strategy, strength, opportunities for coastal tourism objects, equipment*