

**KONSEP *TALC* (*TOURISM AREA LIFE CYCLE*) DALAM
PENGELOLAAN KAWASAN AIR TERJUN TEMBURUN DI KOTA
TAREMPA KABUPATEN KEPULAUAN ANAMBAS)**

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ABSTRAK

Konsep *TALC* adalah teori yang dikemukakan oleh Richard Butler pada tahun 1980 untuk menjelaskan siklus perkembangan suatu destinasi wisata sejak pertama kali ditemukan hingga kemungkinan mengalami penurunan atau pembaruan kembali. Pengelolaan merupakan konsep pengelolaan wisata yang mengutamakan pelestarian lingkungan, keterlibatan masyarakat, dan keberlanjutan ekonomi. Penelitian ini bertujuan untuk mengetahui konsep *TALC* (*Tourism Area Life Cycle*) dalam pengelolaan kawasan wisata Air Terjun Temburun di Kabupaten Kepulauan Anambas serta mengidentifikasi hambatan dalam pengelolaan dan pengembangannya. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri dari Kepala Bidang Pengembangan Destinasi Industri dan Sumber Daya Pariwisata, Perencana Ahli Muda Dinas Pariwisata dan Kebudayaan Kabupaten Kepulauan Anambas, Direktur BUMDes, serta masyarakat sekitar kawasan wisata. Analisis penelitian menggunakan teori *Tourism Area Life Cycle* (*TALC*) yang dikemukakan oleh Richard W. Butler. Hasil penelitian menunjukkan bahwa wisata Air Terjun Temburun telah berada pada tahap pengembangan (*development*) dan konsolidasi (*consolidation*) yang ditandai dengan pembangunan fasilitas wisata, keterlibatan masyarakat dalam pengelolaan, serta meningkatnya manfaat ekonomi bagi masyarakat sekitar. Adapun hambatan yang ditemukan meliputi keterbatasan anggaran, belum optimalnya promosi wisata, kerusakan beberapa sarana dan prasarana, serta kendala aksesibilitas menuju lokasi wisata. Kesimpulan penelitian menunjukkan bahwa pengelolaan di Air Terjun Temburun telah dilaksanakan melalui pengembangan fasilitas wisata, keterlibatan masyarakat dalam pengelolaan, serta upaya pelestarian lingkungan. Namun, pengelolaannya masih menghadapi hambatan berupa keterbatasan anggaran, belum optimalnya promosi wisata, kerusakan sarana dan prasarana, serta kendala aksesibilitas menuju lokasi wisata.

Kata Kunci: *TALC* (*Tourism Area Life Cycle*), Pengelolaan, Air Terjun Temburun.

***THE TOURISM AREA LIFE CYCLE (TALC) CONCEPT IN THE
MANAGEMENT OF TEMBURUN WATERFALL, TAREMPA, ANAMBAS
ISLANDS REGENCY***

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ABSTRACT

The Tourism Area Life Cycle (TALC) concept is a theory proposed by Richard Butler in 1980 to explain the stages of tourism destination development, from its initial discovery to the possibility of decline or rejuvenation. management is a tourism management approach that emphasizes environmental conservation, community participation, and economic sustainability. This study aims to analyze the application of the Tourism Area Life Cycle (TALC) concept in the management of Temburun Waterfall in Anambas Islands Regency and to identify the obstacles encountered in its management and development. This research employed a descriptive qualitative method. Data were collected through interviews, observations, and documentation. The research informants consisted of the Head of the Tourism Destination, Industry, and Human Resources Development Division, a Junior Expert Planner at the Department of Tourism and Culture of Anambas Islands Regency, the Director of the Village-Owned Enterprise (BUMDes), and members of the local community surrounding the tourist destination. The analysis was based on the Tourism Area Life Cycle (TALC) theory proposed by Richard W. Butler. The findings indicate that Temburun Waterfall has reached the development and consolidation stages, as reflected in the improvement of tourism facilities, community involvement in destination management, and the increasing economic benefits for the surrounding community. However, several obstacles remain, including limited financial resources, inadequate tourism promotion, damage to tourism facilities and infrastructure, and accessibility constraints to the destination. The study concludes that management at Temburun Waterfall has been implemented through the development of tourism facilities, active community participation in management, and environmental conservation efforts. Nevertheless, its management continues to face challenges related to budget limitations, insufficient tourism promotion, deteriorating facilities and infrastructure, and limited accessibility to the tourist destination.

Keywords: *Tourism Area Life Cycle (TALC), Management, Temburun Waterfall, Anambas Islands Regency.*