Abstract

Botumotoli'oluwo River is a tourist destination with exceptional natural beauty, but its seven charm factors are not perfect. The purpose of this study is to ascertain how the seven charms are applied in Bone Bolango Regency's Botumotoli'oluwo River tourism destination. Qualitative descriptive research methodology is being used. Thirteen informant interviews, documentation, and observation are the methods used to acquire data. The study's findings show that while the seven elements of the seven charms in the Botumotoli'oluwo River tourist attraction have been implemented, they have not been fully utilized. For example, the safety element has worked with the police, but it has not been at its best; the parking area's order and cleanliness need to be improved; the natural beauty and coolness of the morning are enhanced by the natural atmosphere; the manager's friendliness in providing information needs to be improved; and memories in the form of souvenirs are still unavailable. It is therefore determined that while the seven components of the seven charms in Botumotoli'oluwo river tourism have been applied, they have not yet reached their full potential. The Pokdarwis, readers, and future scholars all benefit from this study.

Keywords: *Botumotoli'oluwo River Tourist Attraction, Sapta Pesona, Implementation*

Abstrak

Daya tarik wisata sungai Botumotoli’oluwo menawarkan keindahan alam yang luar biasa, tetapi terdapat kekurangan pada unsur sapta pesonanya. Penelitian ini bertujuan untuk mengetahui implementasi sapta pesona di daya tarik wisata sungai Botumotoli'oluwo Kabupaten Bone Bolango. Metode penelitian yaitu kualitatif deskriptif. Pengumpulan data yaitu observasi, wawancara kepada 13 informan dan dokumentasi. Hasil penelitian menunjukan bahwa 7 unsur sapta pesona di daya tarik wisata sungai Botumotoli'oluwo sudah diterapkan tetapi belum maksimal seperti unsur aman sudah bekerja sama dengan pihak kepolisian tetapi belum optimal, ketertiban area parkir yang perlu diperbaiki, kebersihan yang perlu ditingkatkan, kesejukan di pagi hari melalui suasana alamnya, keindahan yang alami, keramahan masyarakat yang bersahabat tetapi keramahan pengelola dalam memberikan informasi perlu diperbaiki dan kenangan berupa cendera mata belum tersedia. Sehingga disimpulkan bahwa 7 unsur sapta pesona di wisata sungai Botumutoli’oluwo sudah diimplementasikan tetapi belum sepenuhnya maksimal. Penelitian ini memberikan kontribusi kepada pihak pokdarwis, para pembaca serta peneliti selanjutnya.

Kata Kunci: Implementasi, Sapta Pesona, Daya Tarik Wisata Sungai Botumotoli’oluwo