ABSTRAK

Skripsi dengan judul "Strategi Inovasi dan Pengembangan Atraksi *Singapore Night Paradise* pada Wisata Malam Singapore Waterpark Tulungagung" ini ditulis oleh Rihanatul Anisah, NIM. 1860407223095, dengan pembimbing Sofarul Mubarok, S. H. I., M. H.

Kata Kunci: Strategi Inovasi, Pengembangan Atraksi, Singapore Night Paradise, Daya Saing Destinasi.

Latar belakang penelitian ini didasarkan pada perkembangan wisata malam yang semakin diminati sebagai bentuk inovasi destinasi wisata. Singapore Waterpark Tulungagung menghadirkan konsep wisata malam "Singapore Night Paradise." Namun, dalam perkembangannya masih ditemukan kendala berupa penurunan jumlah kunjungan wisatawan, keterbatasan inovasi berkelanjutan, serta persaingan dengan destinasi wisata lain. Oleh karena itu, diperlukan optimalisasi potensi wisata malam di daerah berkembang seperti Tulungagung, agar destinasi wisata tetap menarik dan mampu meningkatkan daya saing wisata daerah.

Tujuan penelitian ini adalah untuk menganalisis strategi inovasi dan pengembangan atraksi wisata malam yang diterapkan pada Singapore Night Paradise dalam meningkatkan daya saing destinasi wisata Singapore Waterpark Tulungagung.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Pengumpulan data dilakukan melalui observasi, wawancara dengan pengelola, karyawan, serta wisatawan, dan dokumentasi Singapore Waterpark Tulungagung. Analisis data dilakukan dengan teknik reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data dipastikan melalui teknik triangulasi sumber untuk mendapatkan hasil yang objektif.

Hasil penelitian menunjukkan bahwa strategi inovasi yang dilakukan meliputi optimalisasi aset wisata siang hari menjadi wisata malam melalui kolam renang air hangat, pemanfaatan pencahayaan dekoratif pada replika ikon dunia, pengembangan paket kuliner dan barbeque, penyelenggaraan live music, serta promosi digital melalui Instagram, TikTok, dan Google Maps. Kendala yang dihadapi meliputi keterbatasan inovasi berkelanjutan akibat rendahnya pendapatan, faktor cuaca yang memengaruhi operasional, kerusakan fasilitas pencahayaan, keterbatasan sumber daya manusia, dan belum optimalnya kolaborasi dengan pihak eksternal. Strategi tersebut mampu menciptakan diferensiasi produk wisata, memperkuat citra destinasi, meningkatkan pengalaman wisatawan, serta meningkatkan daya saing Singapore Night Paradise sebagai salah satu destinasi wisata malam unggulan di Kabupaten Tulungagung.

ABSTRACT

The thesis entitled “Innovation Strategy and Attraction Development of Singapore Night Paradise in the Night Tourism of Singapore Waterpark Tulungagung” was written by Rihanatul Anisah, NIM. 1860407223095, under the supervision of Sofarul Mubarok, S. H. I., M. H.

Keywords: Innovation Strategy, Attraction Development, Singapore Night Paradise, Destination Competitiveness.

The background of this research is based on the growing popularity of night tourism as a form of tourism destination innovation. Singapore Waterpark Tulungagung presents a night tourism concept called “Singapore Night Paradise.” However, in its development, several obstacles were found, such as the decline in tourist visits, limited sustainable innovation, and competition with other tourist destinations. Therefore, it is necessary to optimize the potential of night tourism in developing regions such as Tulungagung, so that tourist destinations remain attractive and are able to improve regional tourism competitiveness.

The purpose of this study is to analyze the innovation and attraction development strategies implemented at Singapore Night Paradise in improving the competitiveness of Singapore Waterpark Tulungagung as a tourist destination.

This research uses a qualitative approach with a descriptive research type. Data collection was carried out through observation, interviews with managers, employees, and visitors, as well as documentation at Singapore Waterpark Tulungagung. Data analysis was conducted using data reduction, data presentation, and conclusion drawing techniques. The validity of the data was ensured through source triangulation techniques to obtain objective results.

The findings reveal that the innovation strategies implemented include optimizing daytime tourism assets into night tourism attractions through warm-water swimming pools, utilizing decorative lighting on replicas of world-famous landmarks, developing culinary and barbecue packages, organizing live music performances, and strengthening digital promotion through Instagram, TikTok, and Google Maps. The challenges encountered include limited sustainable innovation due to low revenue, weather conditions affecting operations, damage to lighting facilities, limited human resources, and suboptimal collaboration with external stakeholders. These strategies have succeeded in creating tourism product differentiation, strengthening the destination's image, enhancing visitors' experiences, and improving the competitiveness of Singapore Night Paradise as one of the leading night tourism destinations in Tulungagung Regency.