# ABSTRAK

Bukit Tangkeban merupakan objek wisata yang baru dibangun lebih dari 2 tahun namun mampu menarik 100 ribu wisatawan, Jumlah tersebut mampu bersaing dengan objek wisata lama terbangun diKabupaten Pemalang. Sehingga timbul rumusan masalah, apakah objek wisata Bukit Tangkeban memiliki daya saing dalam menarik wisatawan?. Tujuan penelitian adalah untuk mengetahui daya saing objek wisata Bukit Tangkeban diKabupaten Pemalang, daya saing berdasarkan Memorable Tourism Experience dan teori Generik Porter. Penelitian menggunakan metode deduktif melalui deskriptif kuantitatif dengan pendekatan rasionalistik. Hasil penelitian ditemukan bahwa Bukit Tangkeban cukup mampu memberikan pengalaman wisata yang berkesan karena nilai Memorable Tourism Experience jauh diatas objek wisata lain namun nilai tersebut dibawah Roadrace Widuri dan bersaing dengan Jambe Kembar. Nilai Memorable Tourism Experience yang cukup tinggi yaitu Hedonism dan Local Culture. Refresment, Meaningfullness dan Involvement memiliki nilai yang bersaing, Novelty dan Knowledge memiliki nilai dibawah objek wisata lain. Sedangkan pada kondisi pengelola Bukit Tangkeban cukup memiliki daya saing karena pada posisi kuadran I dengan nilai kekuatan 0,37 dan peluang 0,21 sehingga strategi yang sesuai adalah progresif.

**Kata Kunci :** Pariwisata, Daya Saing

# ABSTRACT

*Tangkeban Hill is a tourist attraction that has just been built for more than 2 years but is able to attract 100 thousand tourists. This number is able to compete with old tourist objects built in Pemalang Regency. So that the formulation of the problem arises, does the Tangkeban Hill tourist attraction have a competitive edge in attracting tourists?. The research objective was to see the power of the Tangkeban Hill tourist attraction in Pemalang Regency, the competitiveness based on the Memorable Tourism Experience and Porter's Generic theory. This research uses deductive method through quantitative descriptive with a rationalistic approach. The results showed that Tangkeban Hill was quite capable of providing a memorable tourism experience because the value of Memorable Tourism Experience was far above other tourist objects but this value was below the Widuri Roadrace and competed with Jambe Kembar. The value of Memorable Tourism Experience is quite high, namely Hedonism and Local Culture. Refresment, Meaningfulness and Involvement have competitive values, Novelty and Knowledge have a value below other tourist objects. Meanwhile, in this condition, the manager of Tangkeban Hill has enough competitiveness because it is in quadrant I position with a strength value of 0.37 and an opportunity of 0.21 so that the appropriate strategy is progressive.*

***Keywords:** Tourism, Competitiveness*