

**ATTRACTIVE ACTIVITIES AT PANTAI CAHAYA NEGERI: A CASE STUDY OF SI RUSA,
PORT DICKSON, NEGERI SEMBILAN**

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ABSTRACT

For the study conducted in the coastal area, which is Pantai Cahaya Negeri, Port Dickson, negeri Sembilan. The problems or issues is related to the activities and attractions available in the study area, activities carried out in the study area are insufficient and unable to attract visitors even though the study area has a very strong attraction such as sea island and beautiful scenery. The main purpose of this study is to study the activities and attractions available in the study area to enable the study area to function well in a way that can attract visitors to come to the study area. Among the research methods conducted are through observation and survey on the study site. Survey and observation studies are only conducted referring to secondary internet resources related to the study area such as google map, google street, blog, vlog and other references that can be accessed and can be used as a reference taken to collect data on the study area. Next, from the data collected data analysis has been conducted to identify site conditions in terms of advantages, disadvantages, opportunities and obstacles to add or provide activities and attractions in the study area to ensure that the main purpose of the study is achieved. And finally, the recommendation is made based on the analysis and considers all aspects of the importance of the study area. With the new recommendation in the study area will be able to attract visitors to come to do activities and enjoy the attractions available in the study area and enable the study area to function properly.

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