

**Analisis Tingkat Keberhasilan dan Strategi Pengembangan Agrowisata  
Gunung Prau Melalui Jalur Pendakian Desa Patak Banteng Di Kecamatan  
Kejajar Kabupaten Wonosobo**

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**ABSTRAK**

Penelitian ini bertujuan untuk Menganalisis tingkat keberhasilan dan Mengetahui Strategi pengembangan Agrowisata Gunung Prau Melalui Jalur Pendakian Desa Patak Banteng di Kecamatan Kejajar Kabupaten Wonosobo. Penelitian ini merupakan penelitian Deskriptif. Diduga tingkat keberhasilan pengembangan Agrowisata Gunung Prau Jalur pendakian Desa Patak Banteng termasuk Tinggi. Metode penentuan lokasi penelitian menggunakan *Purposive*. Responden yang diambil adalah pengelola dan masyarakat desa yang membuka kuliner, toko souvenir dan penyewaan alat pendakian. Metode pengambilan responden pengelola menggunakan sensus sebanyak 30 responden sedangkan Masyarakat Desa Patak Banteng yang membuka kuliner, toko souvenir dan penyewaan alat pendakian menggunakan teknik *Kuota Sampling* sebanyak 30 orang.. Pengumpulan data primer dan data sekunder dengan observasi, wawancara, kuesioner , dokumentasi. Teknik analisis yang digunakan yaitu dengan *uji t one-sample test*, Matriks Evaluasi Faktor Eksternal (EFE), Matriks Evaluasi Faktor Internal (EFI), Matriks Internal-Eksternal (I-E) dan matriks SWOT. Tingkat keberhasilan pengembangan Agrowisata Gunung Prau jalur pendakian Desa Patak Banteng adalah Tinggi sedangkan Strategi Pengembangan Agrowisata Gunung Prau jalur pendakian Desa Patak Banteng adalah Strategi SO.

Kata kunci : Tingkat Keberhasilan, Strategi , Agrowisata, Gunung Prau.

**An Analysis of Success Rates and Developing Strategy of Prau Mount  
Agrotourism Hiking Route Via Patak Banteng Village In Kejajar Distric  
Wonosobo Regency**

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**ABSTRACT**

This study aims to at analysing the success rates and developing strategy toward the Prau Mount Agrotourism development through hiking route via Patak Banteng Village Kejajar Distric Wonosobo Regency. This study employed descriptive approach. The result of the study is aimed at confirming an approximate relatively-high success rates of Mount Prau agrotourism via Patak Banteng Village. The method of determining the research object of this study is the pusposive method which employed the respondents such as the developer of the tourism, owners of the culinary, owners of the souvenir outlets, and hiking stuffs rent's owners. Methods of gaining the developer respondents is in amount of 30 respondents, while the respondents from owners of the culinary, souvenir outlets, and g stuffs using kuota sampling technique which is in amount of 30 respondents. The technique of collecting data in this study were observation, questionnaire, and documentation for finding the primary and secondary data. Then the analysis technique that were employed in this study were one sample t test, External Factor Evaluation (EFE), Internal Factor Evaluation Matrix (EFI), Internal-External Matrix (I-E), and SWOT matrix. The success rates of Mount Prau agrotourism development via Patak Banteng Village are in high rates while the development strategy after the research was resulted SO strategy.

Key words: Success rates,Developing Strategy, Agrotourism, Mount Prau