

ANALISIS STRATEGI PENGEMBANGAN DESA WISATA DI DESA KADISOBO II KABUPATEN SLEMAN

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ABSTRAK

Penelitian ini bertujuan untuk Menganalisis faktor-faktor internal yang mendukung dan menghambat pengembangan kawasan wisata Desa Wisata Kadisobo II Sleman. Menganalisis faktor-faktor eksternal yang mendukung dan menghambat pengembangan kawasan wisata Desa Wisata Kadisobo II Sleman. Menentukan strategi pengembangan kawasan wisata Desa Wisata Kadisobo II Sleman. Metode pelaksanaan adalah metode studi kasus, dan Teknik analisis dilakukan dengan menggunakan matriks SWOT. Hasil penelitian menunjukkan bahwa kurang optimalnya sarana promosi. Strategi pengembangan kawasan wisata desa kadisobo II berada di tabel W-O atau terletak antara peluang eksternal dan kelemahan internal,yaitu menjalankan Strategi Kelemahan Internal dengan memanfaatkan strategi Peluang Eksternal

Kata Kunci : analisis strategi pengembangan, analisis SWOT, desa wisata.

ANALYSIS OF VILLAGE TOURISM DEVELOPMENT STRATEGY IN
KADISOBO II VILLAGE DISTRICT SLEMAN

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ABSTRACT

This research aims to analyze the internal factors that support and hinder the development of the tourist Village Kadisobo II Sleman. Analyze the external factors that support and hinder the development of the tourist Village Kadisobo II Sleman. Determine the development strategy of the tourist Village Kadisobo II Sleman. Implementation of the method is a method of case studies, and analysis techniques are performed by using SWOT matrix. The results showed that less optimal means of promotion. Development strategy of the tourist village kadisobo II are in table W-O or between external and internal weaknesses opportunities, i.e. running the Internal weakness of the Strategy to take advantage of External Opportunities Strategy

Keyword : Analysis of development strategy, SWOT analysis, Village Tourism.