

**PURI AYU PERTIWI.** 2022. Analisis Strategi Pengembangan Obyek Wisata Kampung Anggur Plumbungan Bantul Daerah Istimewa Yogyakarta. Dibawah bimbingan Nanik Dara Senjawati & Dwi Aulia Puspitaningrum.

### **ABSTRAK**

Penelitian ini bertujuan mengetahui strategi terbaik dalam pengembangan obyek wisata Kampung Anggur Plumbungan Bantul Daerah Istimewa Yogyakarta. Metode yang digunakan ialah metode penelitian deskriptif dengan pendekatan kuantitatif. Metode pengambilan responden menggunakan *Nonprobability Sampling* dengan teknik *Purposive Sampling*. Sumber data yang digunakan merupakan data primer dan data sekunder. Teknik pengumpulan data menggunakan *Focus Group Discussion* (FGD), wawancara, kuisisioner, observasi, dan dokumentasi. Teknis analisis data menggunakan analisis *Internal Factor Evaluation* (IFE), analisis *Eksternal Factor Evaluation* (EFE), analisis *Internal Eksternal* (IE), analisis *Strengths, Weakness, Oppoturnities, and Threats* (SWOT), dan *Quantitive Strategic Planning Matrix* (QSPM). Hasil penelitian dengan skor tertinggi 17,60 pada analisis QSPM yang terpilih ialah strategi pengembangan obyek wisata dengan pendampingan *Stakeholder*.

Kata kunci: Strategi Pengembanga, Kampung Anggur, IE, SWOT, QSPM

**PURI AYU PERTIWI.** 2022. Analysis Of Strategy Development Of The Kampung Anggur Plumbungan Tourism Object Bantul Special Regions Yogyakarta. Supervised by Nanik Dara Senjawati & Dwi Aulia Puspitaningrum.

### **ABSTRACT**

*This study aimed to determine the best strategy in developing the tourism object of Kampung Anggur Plumbungan Bantul Daerah Istimewa Yogyakarta. The method used in this research is descriptive with quantitative research method. The method of taking respondents using Nonprobability Sampling with Purposive Sampling technique. The data sources used are primary data and secondary data. The data collection technique used Focus Group Discussion (FGD), interviews, questionnaires, observation, and documentation. Technical analysis of data using Internal Factor Evaluation (IFE) analysis, Eksternal Factor Evaluation (EFE) analysis, Internal Eksternal (IE) analysis, Strengths, Weakness, Opportunities, and Threats (SWOT) analysis, and Quantitative Strategic Planning Matrix (QSPM) analysis. The result of the research with the highest score of 17,60 on the QSPM analysis selected were the tourism object development strategy with stakeholders.*

*Keywords: Development Strategy, Kampung Anggur, IE, SWOT, QSPM*