

The objectives of this research are to analyze the potency, option strategies and to determine the appropriate development strategy for Warung Boto tourist village, Yogyakarta. The basic method used in this research is descriptive method. Method of determining the location research are purposive method. The samples in this research using non-probability sampling method, and technique sampling is quota sampling. Kinds of data used are primary data and secondary data. Sources of data obtained from the Warung Boto Tourist Village, surrounding communities and visitors to the tourist village, the Village Office Warung Boto, Sub-district Umbulharjo, Yogyakarta, and Library Studies. Techniques of data collection by observation, questionnaires, interviews, library research and recording. To analyze the internal and external factors using the IFAS (Internal Strategic Factors Analysis Summary) and EFAS (External Factor Analysis Summary strategic); To analyze Options strategy of Warung Boto tourist village are SWOT Matrix, SPACE Matrix (Strategic Position and Action Evaluation), Matrix IE (Internal External) and Grand Strategy Matrix; Alternative development using matrix QSPM. The results of this research showed, that Warung Boto Tourist village had been presented in strategic SO based on SWOT matrix, agresif condition based on SPACE matrix, in IV cell based on IE matrix, in I quadran based on Grand Strategy approach. Product development is an appropriate strategy to expand Warung Boto Tourist Village.

Keywords: Tourist Village, Potency Analysis, Options Strategies, Alternative Development