

**STRATEGI PENGEMBANGAN AGROWISATA  
GADING ASRI, JEMBER**

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**ABSTRACT**

Gading Asri agro-tourism is one of the agro-tourism in Jember that offers the beauty of dragon fruit plantations. Gading Asri agro-tourism is a business that has good prospects in the future, causing competition to occur in Gading Asri agro-tourism because many companies want to take advantage of existing business opportunities, a development strategy is needed to survive amid the competition. This study aims to formulate the priority strategies for developing agro-tourism Gading Asri. The analysis method used in this study is a SWOT analysis, and is continued by using the QSPM analysis to determine the priority strategy from the alternative strategies generated from the SWOT analysis. Based on the results of IFE calculations with a score of 3.043, and EFE with a score of 2.849, the company is placed in cell IV in the *matrix* IE, which is at the stage of growth and building. Based on the SWOT analysis, there are six strategies obtained. The priority of the strategy based on the QSPM analysis is to improve the skills of human resources through mentoring, guiding and training for dragon fruit farmers.

Keywords: Development Strategy, SWOT, QSPM