

Analysis of Durian Agrotourism Development Strategy in Rowosari Village, Sumberjambe District, Jember Regency

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ABSTRACT

Durian agro-tourism in Rowosari Village, Sumberjambe District, Jember Regency is a tourist spot based on agriculture. This research aims to: 1) Analyzing the factors that become strengths, weaknesses, opportunities, and threats to the development strategy of durian agro-tourism in Rowosari Village, Sumberjambe District, Jember Regency. 2) Formulate alternative development of durian agro-tourism in Rowosari Village, Sumberjambe District, Jember Regency. 3) Determining the Priority Development Strategy of durian agro-tourism in Rowosari Village, Sumberjambe District, Jember Regency. The data identification and analysis techniques used in this study were internal and external observations studied through the IFE and EFE Matrix, IE Matrix, and SWOT Matrix to formulate alternative strategies and continued with QSPM analysis to determine strategy priorities. Based on the results of the QSPM analysis, the priority strategy that has the highest value is to improve and improve infrastructure to facilitate tourists in visiting with a TAS score of 7.28. The main road access in Durian Agrotourism Rowosari Village is relatively good, which is paved, but has a narrow width only enough to pass 2 units of cars. Road access to the durian garden is not good, which is made of concrete and has a very small width, which is only enough to be passed by motorcycles.

Keywords: Strategy, Development, SWOT, QSPM, Durian Agrotourism