

***Sustainability Analysis and Development Strategy of Gumuk Watu Agrotourism  
in Dukuhdempok Village, Wuluhan District, Jember Regency***

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***ABSTRACT***

*This research was conducted at Gumuk Watu Agrotourism, which is considered to have the potential to be further developed in the future. The objective was to determine the sustainability status through ecological, economic, social, and institutional dimensions and to determine priority strategies for sustainable agrotourism. This study used Multidimensional Scaling (MDS) analysis to determine the sustainability status of each dimension, as well as Analytical Hierarchy Process (AHP) to determine priority strategies. Based on the results of the MDS analysis, the index values of all dimensions were between 50.10 and 75.00, so all dimensions were quite sustainable. The sustainability index for the ecological dimension was 59.06%, the economic dimension 58.35%, the social dimension 50.80%, and the institutional dimension 56.87%. The known lever attributes were the attribute of the area of land for agrotourism activities, the attribute of market access, the attribute of handling visitor complaints, and the attribute of organizational regulations in accordance with statutory regulations. Based on the AHP analysis, market access, with the highest score of 0.374, is a priority strategy that needs to be implemented to improve the sustainability of Gumuk Watu Agrotourism. Policy recommendations for maintaining effective market access while the number of products is still small include identifying opportunities and potential, conducting extensive marketing, and improving the quality and quantity of products offered.*

*Keywords: Agrotourism, AHP, MDS, Sustainability*