

## **ABSTRACT**

*The development of the Pikas Artventure Resort tourist attraction is needed to improve both the economy and social conditions of the surrounding community. The purpose of this study was to identify the condition of The Pikas Artventure Resort, Banjarnegara Regency, analyze tourist perceptions of The Pikas Artventure Resort, Banjarnegara Regency, and develop stakeholder strategies in developing The Pikas Artventure Resort, Banjarnegara Regency. This study uses descriptive analysis to explain the sociodemographic characteristics of tourists, perception analysis to assess tourists' perceptions of tourist objects and stakeholder analysis. The data collection method used is by means of observation, interviews, questionnaires and documentation. Data was collected for 100 tourists and 6 stakeholders.*

*The results of this study stated that the majority of tourists at The Pikas Artventure Resort were males aged 17-26 years. The analysis of tourists' perceptions of The Pikas Artventure Resort has a high score, with details of the level of tourists' perceptions of Attraction The Pikas Artventure Resort 80.95; Amenities/facilities 77.9; Accessibility or accessibility 77.75; and Ancillary 78.67. The results of the MACTOR analysis between the stakeholders involved in the development of this tourist attraction basically have a relationship that can work together, coordinate with each other, without any conflict of interest between the stakeholders. Therefore, The Pikas Artventure Resort's tourism development strategy needs to be coordinated and supervised by The Pikas Artventure Resort's Key Players.*

**Keyword : Stakeholder analysis, Tourist Perception.**