

## **ABSTRACT**

*The Bukit Cinta Rawa Pening tourist attraction has beautiful natural scenery as its potential, its potential lies in views of water and hills, as well as natural reservoirs that are still functioning properly so that this potential can be developed to become water tourism. The various potentials possessed by Bukit Cinta, there are still problems that have not been optimally resolved by the management, namely infrastructure, and facilities that have problems both in terms of quality and quantity, facilities that have not met the needs of visitors, and cleanliness and management of these tourist objects. The purpose of this study is to identify and analyze the aspects that must be prioritized in developing the Bukit Cinta Rawa Pening tourist attraction.*

*The analytical method used in this study is Process Hierarchy Analysis (AHP) with the assistance software Expert Choice Version 11. This analysis was carried out on 3 proposed strategy variables to develop the Bukit Cinta Rawa Pening tourist attraction obtained through interview data with joint discussions Key Persons. Respondents numbered 50 people consisting of 5 key persons and 45 visitors/tourists, after that they formulated several criteria and alternatives that were chosen by the respondents through a questionnaire. The aspects contained in the development strategy consist of aspects of promotion, infrastructure, and management. Each of these aspects has several different development options.*

*Based on the results of the research analysis, the main criterion for determining the strategy for developing the Bukit Cinta Rawa Pening tourist attraction is the infrastructure aspect with an Inconsistency Ratio (IR) of 0.003 or less than 0.10 which indicates that these results are consistent and can be accepted as an alternative priority development strategy. The second priority is the management aspect and the third priority is the promotion aspect. Under the weighting of the sub-criteria in the development options, the main priority results obtained from the tourism object development strategy from the infrastructure aspect are maintenance of tourism object facilities and infrastructure with the highest priority among other development options.*

*Keywords: Strategy, Development, Tourism, AHP*