

ABSTRACT

Desa Wisata Wringinputih is one of the tourist villages located in the Borobudur District, Magelang Regency. Wringinputih Tourist Village has a variety of tourism and cultural potentials worthy of development. The development of Wringinputih Tourist Village can be considered suboptimal as it received the classification of a pilot project in the program initiated by the Ministry of Tourism and Creative Economy (Kemenparekraf), namely Anugerah Desa Wisata Indonesia (ADWI) in 2023, and there is also a lack of annual tourist visitation data. Therefore, a proper strategy is needed to develop Wringinputih Tourist Village.

In this research, the Analytical Hierarchy Process (AHP) method is employed to identify the most prioritized strategies for developing Wringinputih Tourist Village. To analyze the required strategies, several criteria were obtained through interviews and approval with key persons. Three criteria (the 3A concept) were selected in accordance with the theory of tourist village development as outlined in the tourist village guideline book, namely: Attractions, Accessibility, and Amenities.

The results of this research indicate that the most prioritized strategy, based on Analytical Hierarchy Process (AHP) analysis, is the Attraction Aspect, producing a priority weight of 0.574 with a Consistency Ratio value of 0.05, which is less than 0.1. This signifies that the analysis is consistent and can be considered a priority for the development of Wringinputih Tourist Village.

Keywords: Tourist Village, AHP, 3A Concept