

## ABSTRACT

*Ponggok Tourism Village is one of the tourism villages in Klaten Regency that has a variety of tourism potential, both natural tourism and decent water tourism to be developed as attractive and potential tourist destinations in the future. Ponggok Tourism Village needs to be further developed in order to maintain existence as a Tourism Village. Seen from tourist visits in 2017 there is a decline in tourist visits. Therefore, an appropriate management strategy is needed by involving existing stakeholders to develop the Ponggok Tourism Village area to become an alternative tourist choice for tourists.*

*The purpose of this study is to determine alternative management strategies that must be prioritized in the context of developing Ponggok Tourism Village. This study uses the Hierarchy of Process Analysis (AHP) method to analyze alternative policy alternatives proposed by keypersons through previous interviews. There are four alternative policies, namely: adding artificial recreational facilities, adding natural tourism packages, adding cultural tourism packages and adding souvenirs typical of Ponggok Village.*

*The results of AHP analysts show that the main priority of the development option of Tourism Village which has the highest weight is adding cultural tourism packages weighing 0.297 or 29.70%. The second priority is to add natural tourism packages weighing 0.255 or 25.50%. The third priority is to add artificial recreation facilities with a weight of 0.227 or equal to 22.70% and the last priority is to add typical souvenirs from Ponggok Village which get a weight of 0.221 or 22.10%.*

*Keywords: process hierarchy analysis (AHP), village tourism, tourism development, development strategy*