

ABSTRACT

Kandri Tourism Village is located in Gunungpati, Semarang. Kandri Tourism Village has natural tourism potential, artificial tourism potential, and special interest tourism potential in the form of ecotourism and edu-tourism which is packaged in tour packages for groups of pre-school and school-age children. With the various halal tourism potentials owned by Kandri Tourism Village, there are still various obstacles and challenges in developing it. With the potential and problems that exist, it is necessary to develop the potential of halal tourism in Kandri Tourism Village in Semarang City.

This research uses the Analytical Hierarchy Process (AHP) method to find the most priority strategies to develop halal tourism potential in Kandri Tourism Village. To analyse the strategies required several criteria obtained from interviews based on the IMTI assessment. Respondents consisted of ABCGM stakeholders who then formulated several criteria and alternatives chosen by respondents through questionnaires.

The results of this study show that the most priority strategy based on the Analytical Hierarchy Process (AHP) is the first priority that must be considered in developing Kandri Tourism Village is Services with a weight of 0.442 (44.2%), the second priority is Communication with a weight of 0.224 (22.4%), the third priority is Environment with a weight of 0.195 (19.5%), and the fourth priority is Access with a weight of 0.139 (13.9%). Meanwhile, the inconsistency value is ≤ 0.1 , namely 0.02, which means that the analysis results are acceptable and appropriate.

Keywords: *Halal Tourism, IMTI, Development Strategy, AHP*