

ABSTRACT

Tourism in Pemalang Regency is one of the strategic and potential sectors to be managed, developed, and marketed, considering the potential of tourism owned by Pemalang Regency is very diverse. Widuri Beach is one of the potential tourist attraction and has been built and deserves to become an icon of tourism in Pemalang Regency. This study aims to analyze the development strategy of Widuri Beach in Pemalang Regency in order to increase the number of visitors.

In this research, the method used is Analysis Hierarchy Process (AHP). This method is used to analyze 10 policies of the alternative development of Widuri Beach proposed by the Key Person who have been through the process of interview previously. These alternatives are divided into three aspects, namely Promotion, Infrastructure, and Management. All of these alternatives will be analyzed by two different types of respondents, namely Key Person and Visitor. The Key Person are as many as 5 respondents consisting of academics, tourism managers, government, and people around the object of tourism. As for the tourist visitors in Widuri Beach are as many as 35 respondents.

The result of research based on the key person stated that the aspect that should be prioritized for the development of Widuri Beach is the infrastructure aspect that is by performing periodic maintenance with Inconsistency Ratio (IR) of 0.03 or less than 0.10 which means that this analysis is consistent and acceptable to be made a priority in the development of Widuri Beach.

Keywords : Tourism, AHP, Development Tourist Attraction