

## ABSTRACT

*This research is motivated by the considerable tourism potential of Kudus Regency, which has not yet been able to compete with surrounding areas such as Demak and Jepara. This condition is reflected in the stagnant number of tourist attractions and relatively lower tourist visits compared to other regencies in Central Java. Therefore, this study aims to: (1) identify the current condition of tourism in Kudus Regency, (2) analyze tourists' perceptions of tourism in Kudus Regency, and (3) formulate tourism development strategies through stakeholder analysis. The research employed primary data collected through questionnaires distributed to tourists and in-depth interviews with six key persons using purposive sampling. The data were analyzed using descriptive methods and stakeholder analysis supported by the Nvivo software to map the interests, influence, and interrelations among stakeholders.*

*The results show that the majority of tourists have a positive perception of the tourism potential in Kudus Regency, particularly regarding its cultural and religious attractions. However, several problems remain, including limited supporting facilities, inadequate accessibility, and poor cleanliness management at tourist sites. Stakeholder analysis identified that the key actors in tourism development in Kudus Regency consist of government, business actors, community, and academics (ABCG). The local government holds a dominant role in regulation and infrastructure development, business actors contribute through investment and service provision, the community is directly involved in the management of tourist attractions, and academics play a role in providing research and policy recommendations.*

*Based on the mapping of interests and influence, strategies for tourism development in Kudus Regency were formulated, including improving the quality of tourism facilities and infrastructure, strengthening stakeholder synergy, empowering local communities through training and human resource capacity building, and implementing more creative and digital-based promotional strategies. Stakeholder synergy is considered the key factor to creating more optimal and sustainable tourism management. This research is expected to serve as a foundation for formulating government policies and as a reference for all stakeholders in developing tourism in Kudus Regency, thereby enhancing competitiveness, expanding employment opportunities, and contributing to the welfare of the community.*

**Keywords:** *Development Strategy, Stakeholder, Tourist, Tourism.*