

ABSTRACT

Gemawang is a village in the District of Jambu, Semarang regency, Central Java is designated as a tourist village since 2015 ago. As a tourist village, people who originally worked as factory workers turned into entrepreneurs. Various business products began to be produced by the community from honey, criping, to batik cloth has become a commodity trade Gemawang community. Based on the pre-survey results Gemawang tourism development has not been maximized. This is because there are some obstacles such as the lack of communication between stakeholders, the lack of community empowerment, until not strong institutional village-related tourism.

This research aims to analyze the right strategy to develop Gemawang Tourism Village. This research uses Analytical Network Process (ANP) method. Analysis of development strategy of Gemawang Tourism Village covers management aspect, the government, infrastructure, and promotion.

ANP analysis shows that from the four aspects of the Gemawang Tourism Village development, promotion is the main priority that appropriates to the development strategy with value rater agreement 0,5813. This strategy can be done by using the existing information technology as a tourism promotion media. But, it also should be supported by good management from the stakeholders.

Keywords: Tourism Village Gemawang, Analytical Network Process (ANP), strategy priority, promotion