

## **ABSTRACT**

*This study aims to analyze revenue, Tegal regency wisata Guci object. This study is expected to be taken into consideration and improvement levy Tegal regency tourism sector in the future in order to government policy-making.*

*This study uses data from the financial statements of tourism Jar within 4 years from 2010 to 2014. This study used a SWOT analysis to determine their development strategies.*

*The results of this study indicate there are twelve types of strategies can be developed to increase revenue, tourism objects Jar in Tegal regency.*

*Suggestions can compilers provide in connection with the results of this research for policy implications are implementing strategies and maintence hold predetermined that would levy a maximum performance, and can increase local revenues. Suggestions for improvement of future research is to examine the influence of reviewing the levy to PAD in another study object with a span that much, so it is possible from these studies may give different results from this study that further research can complement the weaknesses in this study .*

**Keywords:** *retribution, Guci, SWOT.*