ABSTRACT

The tourism sector contributes to the Indonesian economy in general as a contributor to Gross Domestic Product (GDP), participates as a foreign exchange earner, as one of the factors capable of reducing poverty, absorbing the labor force, increasing people's income and increasing welfare. Today, the flow of global tourism leads to new trends in rural tourism. But the tourism sector is experiencing problems in human resources where young workers have not contributed much to the sector. In order for the development of the tourism village to be sustainable it requires the participation of youth as the main driver in carrying out tourism activities. Therefore the main purpose of this research is to formulate and determine priority strategies in making policy strategies in empowering youth in developing Cempaka Tourism Village. The analytical method used in this study uses the Fuzzy Analytical Network Process. The results showed that the priority strategies used to empower youth in developing Cempaka villages sequentially were competency aspects with priority weights 0.2527, management aspects with weights 0.2328, attractions aspects with weights 0.2280, marketing aspects with weights 0.2110 , potential aspects with 0.0757.

Keyword: Youth Empowerment Strategy, Tourism Village Development, Fuzzy Analytical Network Process