

ABSTRACT

Puri Maerokoco is a potential and interesting tourism object site from Semarang. Puri Maerokoco is the only art and education tourism object and exhibits a miniature of East Java Province. The miniature includes its region and city. Although Puri Maerokoco is very potential, it doesn't development well than the other site object in Semarang. Many ways have been done to promote and increase the visitors to visit, but it doesn't help much.

The purpose of this research is to analyze the match strategy for development Puri Maerokoco. This research using Analytical Network Process (ANP) methods. Development strategy analyze of object site Puri Maerokoco including economic aspect, infrastructure aspect, management aspect and promotion aspect.

The result of ANP analyze showing that from the all of development aspect site objet Puri Maerokoco, have the economic aspect is the main priority and the match development strategy for using is had cooperation with the stakeholder. Strategy recommendation to had cooperation with the stakeholder is the strategy with the highest priority with score 0,444.

Keyword: Development of strategy Puri Maerokoco, ANP (Analytical Network Process), economy, had cooperation with the stakeholder.