

ABSTRACT

Kedung Kayang Waterfall tourist destination has beautiful natural beauty and has great potential to attract domestic tourists as well as foreign tourists, but supporting facilities such as the small number of bathrooms, the availability of parking spaces are still minimal, the number of food stalls is still small, the lack of information on the direction of the road that shows the direction of the location causing a lack of interest of tourists to visit the location and not even willing to visit again. The purpose of this research is to determine what alternative development strategies need to be prioritized in order to increase the number of tourists in Kedung Kayang Waterfall. The population in this study includes stakeholders who have a role and know well about Kedung Kayang Waterfall Tourism Object, namely the chairman and members of kedung kayang waterfall tourism board, villagers and some visitors. The analysis method used is AHP (Process Hierarchy Analysis). Based on the analysis of the results of the study, the criteria that are the most important priority in the strategy of developing kedung kayang waterfall attractions to increase the attraction appeal and increase the number of tourist visits is the infrastructure aspect. The second priority is the accessibility aspect, the third priority is the promotion aspect and the last priority is the institutional aspect. Based on the weighting of sub criteria in this development option, the main priority of the attraction development strategy from the infrastructure aspect is to complete the tourist facilities. Therefore, the strategy of developing kedung kayang waterfall attractions should prioritize the criteria of infrastructure aspects by prioritizing the completeness of facilities. Some facilities and infrastructure are not yet available and can be equipped immediately including prayer room, toilet, photo spot and so on. The complete facilities can increase tourist visits.

Keywords: Development Strategies, Attractions, AHP