SUMMARY

TOFAN TRI NUGROHO. Business Development Strategy at BeeJay Bakau Resort. Supervised by MUKHAMAD NAJIB and KIRBRANDOKO.

Indonesia's tourism sector has generated significant revenue and economic impacts for the State of about 4-5% of GDP. One form of sustainable tourism is ecotourism. Beejay Bakau Resort (BJBR) is one example of tourism products in East Java, Indonesia, which manages an integrated ecotourism ecotourism business. Although only established for three years, the company provides a fairly complete product service. BJBR has great potential to grow, but it is now dry. The new company utilizes 15 hectares of land from a total of 89 hectares of managed area. In addition, from the total visitor capacity of 700 people per day with the average realization of less than 200 people per day and more in the day. Therefore, it is necessary to do research related to the business development strategy in BJBR in order to continue to grow and develop.

The study has four main objectives covering the following: (1) to analyze internal and external conditions at BeeJay Bakau Resort; (2) to analyze the future industries in BeeJay Bakau Resort; (3) to analyze impacts that achieve the vision of the future front at BeeJay Bakau Resort and (4) to formulate a roadmap Business development strategy at BeeJay Bakau Resort.

This research uses descriptive method with case study research type. Descriptive research methods used to obtain information, explanations, and conditions associated with the object of research. The data used in this study are primary data and secondary data, both produced from internal and external companies. Primary data were obtained through in-depth interviews and questionnaires, while secondary data were obtained from the Department of Youth, Sports, Culture and Tourism of Probolinggo Municipality, BPS and conducted library studies and internal company data.

Processing techniques and data analysis in this study is descriptive analysis. Analytical tools used are VRIO, PESTEL and five Porter powers to analyze internal and external conditions of the company. Furthermore, the analysis of foresight and analysis industries will ultimately result in the company's roadmap during 2017-2021. The end result of this research is to implement (1) strategy and product diversification, (2) development strategy and market assessment and (3) integration strategy.

Keywords: ecotourism, industry foresight, company roadmap, strategy development.