ABSTRACT

DEVELOPMENT STRATEGIC OF CILANGKAP GARDEN AS A FAMOUS AGRO TOURISM IN JAKARTA PROVINCE

Agro tourism is one of the tourism objects with have a potential to support a sustainable agricultural and tourism development. Also it support the Jakarta as a service city. One of the potential object of agro tourism that can be develop is Cilangkap Garden.

The study was aimed at environmental scanning, both external and internal conditions. It was also aimed at formulation development strategic of Cilangkap garden and elaborating the programs external and internal environments and identified factors in particular Cilangkap garden, then matched them all to formulate some strategies alternatives which was of Strengths - Opportunities (SO) Strategies, Weakness - Opportunities (WO) Strategies, Strengths - Threats (ST) Strategies and Weakness - Threats (WT) Strategies.

The strategies alternative which is formulated by SWOT Matrix, then analysed further by Analytical Hierarchy Process (AHP). The process contributes to solving complex problems by structuring a hierarchy of stakeholders, and outcomes and by eliciting judgments to develop priorities.

The focus was formulating development strategic of Cilangkap garden as famous agro tourism in Jakarta province which is affected by six factor, and the results of prioritization was as follows: 1) Natural resources (0,369); 2) human resources (0,288); 3) accessibility to location (0,161); 4) Information and technology system (0,110); 5) regulation and bureaucracy (0,056); 6) related with another sector (0,035).

The actors that were responsible for development of Cilangkap garden of agro tourism priorities were: 1) The Office of Agricultural of Jakarta Province (0,252); 2) Planning Development Board (0,219), 3) The Office of Tourism of Jakarta Province (0,136); 4) Association (0,099); (5) The Agribusiness Institution (KTNA) (0,086), 6) Department of Agricultural (0,065), 7) Department of Tourism (0,047), 8) Research Institution (0,054), 9) Investor (0,042).

The priorities of the objectives were: 1) exploitation and conservation of agricultural the natural resources (0,279); 2) provide of job opportunities (0,196), 3) business profit (0,153), 4) raising the education community (0,136); 5) increase relationship with producer (0,123); 6) increase of regional income (0,114).

The priorities of strategies alternative were: 1) site plan of Cilangkap Agro Tourism (0,249); 2) raise the quality of human resources (0,190); 3) integrated of agro tourism package (0,188); 4) management of business partner (0,187); 5) preparing of funds (0,185).

Each strategies describle in any programs and activity of short, medium and long term.