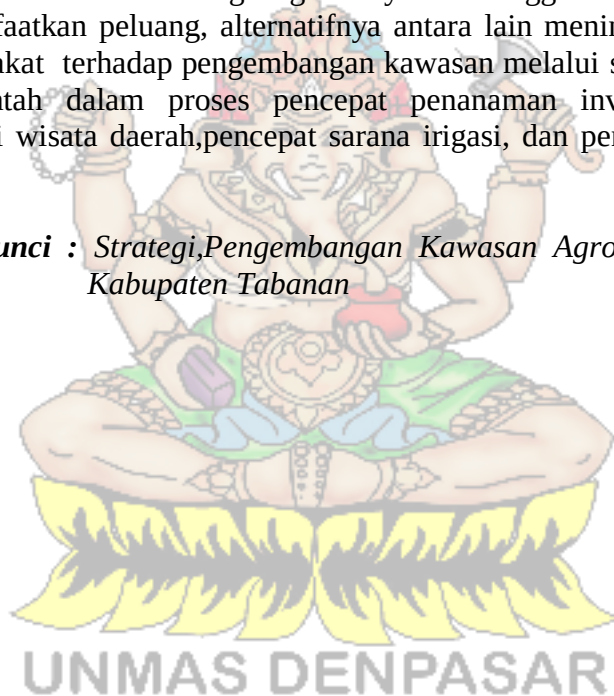


## Abstrak

Penelitian ini berjudul “Strategi Pengembangan Kawasan Agrowisata Berbasis Sumberdaya Lokal di Desa Megati, Kecamatan Sulemadeg Timur, Kabupaten Tabanan. Penelitian ini bertujuan untuk : 1. Merumuskan strategi alternatif yang perlu dilakukan untuk pengembangan agrowisata berbasis sumberdaya lokal di desa megati 2. Menentukan strategi yang paling tepat untuk diprioritaskan dalam pengembangan agrowisata berbasis sumberdaya lokal di Desa Megati. Dalam penelitian ini penentuan responden ditentukan dengan menggunakan metode osive dimana pilihan sampel secara sengaja dengan pertimbangan untuk memperoleh informasi yang lengkap dan mendalam,total semua responden sebanyak 21 orang. Strategi alternative pengembangan kawasan agrowisata berbasis sumberdaya lokal di Desa Megati Kecamatan Sulemadeg Timur Kabupaten Tabanan, maka yang digunakan adalah strategi agresif yaitu menggunakan kekuatan untuk memanfaatkan peluang, alternatifnya antara lain meningkatkan partisipasi masyarakat terhadap pengembangan kawasan melalui sosialisasi, dukungan pemerintah dalam proses pencepat penanaman investasi,meningkatkan promosi wisata daerah,pencepat sarana irigasi, dan pencepat sarana irigasi jogjing.

**Kata kunci :** *Strategi,Pengembangan Kawasan Agrowisata,Desa Megati Kabupaten Tabanan*



## Abstract

The title of this research is “Local Resource-Based Agrotourism Area Development Strategy in Megati Village, East Sulemadeg District, Tabanan Regency. This study aims to: 1. Formulate alternative strategies that need to be carried out for the development of local resource-based agro-tourism in Megati Village 2. Determine the most appropriate strategy to prioritize in the development of local resource-based agro-tourism in Megati Village. In this study, the determination of respondents was determined by using the osive method where the choice of the sample was deliberately with the consideration of obtaining complete and in-depth information, a total of 21 respondents. Alternative strategy for the development of local resource-based agrotourism areas in Megati Village of East Sulemadeg District of Tabanan Regency, then what is used is an aggressive strategy that uses force to take advantage of opportunities, Alternatives include increasing community participation in regional development through socialization, government support in the process of investment planting, increasing the promotion of regional tourism, interceptors of irrigation facilities, and interceptors of jogging irrigation facilities.

**Keywords:** *Strategy, Development of Agro-tourism Area, Megati Village, Tabanan Regency*

