

ABSTRACT

Jejara Regency holds significant potential for nature-based tourism, particularly coastal tourism, which is highly promising to be developed as a leading sector in the regional economy. One of the destinations with great potential is Kampung Prau White Sand Beach, located in Bandengan Village, Jejara District. However, the management of this beach still faces several challenges that hinder its development, such as inadequate promotion, limited accessibility, and insufficient supporting facilities and services. This study aims to identify the main problems, evaluate the existing conditions, and formulate appropriate development strategies for the Kampung Prau White Sand Beach tourist destination. The research employs the Analytic Network Process (ANP) method, a multi-criteria decision-making tool capable of mapping feedback relationships among various factors, making it well-suited for analyzing complex systems such as tourism development. Data were collected through interviews with key informants, including academics, tourism site managers, tourism business actors, tourists, and related institutions such as the Department of Tourism and Culture, the Department of Public Works and Spatial Planning (DPUPR), and the Bandengan Village Government. The analysis process involved constructing a network model of criteria and sub-criteria and determining priority weights using fuzzy linguistic scales and geometric mean calculations. The results indicate that the “attraction” criterion is the top priority in tourism development. The most pressing sub-criterion issue is the lack of promotional media, followed by a shortage of tour guide agents, limited recreational facilities, and inadequate restaurant and parking facilities. The proposed top-priority solution also falls under the attraction criterion, with the most crucial sub-solution being the enhancement of promotion through social media, along with improvements in public facilities such as clean toilets, proper worship spaces, accommodation options, and the availability of tour guide agents.

Keywords: Tourism, Development Strategy, Kampung Prau White Sand Beach, Analytic Network Process (ANP).

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