

ABSTRACT

Taman Hutan Raya (Tahura) Ir. H. Djuanda, as a tourist destination that included in the regional tourism strategic area, as mentioned in the RIPPDA 2012-2025, plays a significant role in supporting the development of the tourism sector in Bandung City. However, to optimize Tahura Ir. H. Djuanda's role in supporting this sector, efforts are needed to maximize its potential. The purpose of this research is to analyze the problems faced and formulate the best strategies for developing Tahura Ir. H. Djuanda as a tourist destination in Bandung City.

This research aims to analyze the priority issues and formulate strategies in developing Tahura Ir. H. Djuanda as a tourist destination in Bandung City. The method used is the Analytic Network Process (ANP), which is a data analysis technique used to determine priority factors and formulate strategies based on the views of several key informants. In this study, key informants were drawn from the management of Tahura Ir. H. Djuanda, the Bandung City Tourism and Culture Office (Disbudpar), ASPPI DPD West Java, Academics, MUI, and visitors to Tahura Ir. H. Djuanda to achieve the research objectives.

The research results indicate that the priority issues in the development of Tahura Ir. H. Djuanda are traffic congestion, limited promotional media, lack of stakeholder commitment, and discomfort in worship facilities. The priority solutions to address these issues are the development of mass transportation facilities, maximizing promotion through digital media, coordination and collaboration among stakeholders, and improvement and maintenance of worship facilities. The strategies that can be implemented include: First, in terms of access, coordination between the government and related agencies to plan integrated transportation. Second, in terms of communication, utilizing social media and websites to disseminate information related to the attractions of Tahura Ir. H. Djuanda. Third, in terms of the environment, the government can facilitate coordination among stakeholders and establish cooperation with private parties, academics, and communities to support the development of Tahura Ir. H. Djuanda tourism. Lastly, in terms of services, the management needs to pay attention to the worship facilities, such as mosques or prayer rooms, and ensure their conditions are always well-maintained.

Keywords: *Tourism Development, Tahura (Taman Hutan Raya) Ir. H. Djuanda, ANP (Analytic Network Process)*