

Key Potentials Strategy for Minapolitan Culinary Tourism Areas in Padukuhan Kaliwaru Sleman Yogyakarta

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ABSTRACT

The key potentials of the Minapolitan tourism area in Sleman Regency in the research is focused on developing the potential of Minapolitan culinary tourism in Padukuhan Kaliwaru and aims to: 1) identify and analyze the potential of Minapolitan culinary, 2) formulate a strategy to develop Minapolitan culinary tourism in Padukuhan Kaliwaru, Kalasan District. Research uses quantitative and qualitative approaches. The research population is residents and administrators of the Maritime and Fishery Independent Training Center (P2MKP) in Kaliwaru, stakeholders and culinary business actors. Quantitative and qualitative data analysis with SWOT then the results of both are combined. From the SWOT analysis compiled a matrix to formulate a strategy. The results of the study: 1) Minapolitan culinary potential is still limited to food stalls and does not use fish as the main ingredient for its processing. In the near future, a fish-processed restaurant business with the concept of nature will soon be realized. 2) There are four strategies for developing the Minapolitan culinary tour: SO Strategy (Strength-Opportunity) by: developing village packages for nature, culinary, culture that prioritizes the experience (experience / activity) of tourists, encourages young groups to develop, manages sustainable tourism village packages with bases nature and culinary (educational tour package), developing the GEMARI program as one of the opportunities for Kaliwaru P2MKP in providing fish. The ST (Strength-Threat) Strategy is: raising awareness of the surrounding community to jointly realize sustainable tourism awareness, prioritizing the interests of local communities and avoiding domination from outside business people, establishing key persons to open access for investors and travel agents for cooperation so that negative environmental impacts and exploitation land is not happening, empowering communities and forming food-processed restaurant groups and promoting. WO Strategy (Weakness-Opportunity), namely: collaborating with stakeholders, local government, investors, restaurant planner consultants and local residents to design and support the construction of fish-processed restaurant concepts, utilizing large areas for natural tourism and adventure facilities in addition to fish-processed restaurants, P2MKP can host events while promoting minapolitan tourist destinations, making unique products that are unique and marketable fish processing restaurants as one of the attractions. WT (Weakness-Threat) Strategy, by: procuring guest houses from the homes of surrounding residents so that they do not require very large costs and this begins with public awareness to be ready to sell tourism products so that facilities adjust to the needs of tourists, in collaboration with related parties such as banks for ATM procurement and the cash register to facilitate and encourage transactions, empowering housewives, young people of productive age and surrounding communities to take part in developing minapolitan tourism.

Kata Kunci: *Culinary Potential, Development Strategy*