

RINGKASAN

Agrowisata Artansi Chandra Kahuripan yang terletak di Desa Karangpucung, Kecamatan Kertanegara, Kabupaten Purbalingga dikelola dengan sistem pertanian terintegrasi yang memadukan kegiatan pertanian, peternakan, dan perikanan. Potensi pengembangan Agrowisata Artansi Chandra Kahuripan cukup besar, tetapi masih memiliki beberapa kendala dalam lingkungan internal dan eksternal agrowisata. Tujuan penelitian ini adalah mengidentifikasi kondisi internal dan eksternal yang mempengaruhi perkembangan agrowisata, merumuskan alternatif strategi untuk pengembangan agrowisata, menentukan prioritas strategi pengembangan yang dapat diterapkan oleh agrowisata.

Metode penelitian yang digunakan pada penelitian ini adalah studi kasus. Penelitian dilaksanakan di Agrowisata Artansi Chandra Kahuripan dengan rentang waktu penelitian dari Bulan April 2025 sampai dengan Bulan September 2024. Metode pengambilan sampel menggunakan sensus (anggota manajemen, kelompok sadar wisata) dan *accidental sampling* (pengunjung). Analisis data yang digunakan terdiri dari analisis deskriptif, analisis Matriks IFE (*Internal Factor Evaluation*) dan EFE (*External Factor Evaluation*), analisis Matriks IE (*Internal-External*), analisis SWOT (*Strength, Weakness, Opportunity, Threat*), serta analisis QSPM (*Quantitative Strategic Planning Matrix*).

Hasil penelitian menunjukkan bahwa hasil analisis Matriks IFE dan EFE sebesar 3,119 dan 3,028. Hasil tersebut menunjukkan bahwa posisi Agrowisata Artansi Chandra Kahuripan di Matriks IE berada di sel I, sehingga strategi yang disarankan untuk pengembangan agrowisata adalah tumbuh dan berkembang. Jumlah alternatif strategi pengembangan berdasarkan analisis SWOT yaitu berjumlah tujuh strategi. Alternatif strategi pengembangan terbaik dari hasil analisis QSPM adalah mengembangkan agrowisata dengan fasilitas sesuai dengan standar usaha wisata agro dengan nilai Total Daya Tarik (TAS) sebesar 7,484.

Kata Kunci: agrowisata, strategi pengembangan, SWOT, QSPM.

SUMMARY

Agrotourism Artansi Chandra Kahuripan, located in Karangpucung Village, Kertanegara District, Purbalingga Regency, was managed using an integrated farming system that combined agricultural, livestock, and fishery activities. The development potential of Agrotourism Artansi Chandra Kahuripan was considerable; however, it still faced several challenges within its internal and external environments. The objectives of this research were to identify internal and external conditions that influenced the development of the agrotourism site, to formulate alternative development strategies, and to determine the priority strategies that could be implemented.

The research method used in this study was a case study. The research was conducted at Agrotourism Artansi Chandra Kahuripan from September 2024 to April 2025. The sampling methods included a census (for management members and the tourism awareness group) and accidental sampling (for visitors). The data analysis methods used were descriptive analysis, the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) matrices, the IE (Internal-External) matrix, SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, and QSPM (Quantitative Strategic Planning Matrix) analysis.

The results of the study showed that the IFE and EFE matrix scores were 3.119 and 3.028, respectively. These results indicated that the position of Agrotourism Artansi Chandra Kahuripan in the IE matrix was in cell I, suggesting that the recommended strategy for agrotourism development was to grow and expand. Based on the SWOT analysis, there were seven alternative development strategies. The best alternative strategy based on the QSPM analysis was to develop the agrotourism site with facilities in accordance with agro-tourism business standards, with a Total Attractiveness Score (TAS) of 7.484.

Keywords: agrotourism, development strategy, SWOT, QSPM.