

**WANDI GONTIB. 04371611002. STRATEGI PENGEMBANGAN
AGROWISATA CENGKEH AFO DI KOTA TERNATE**

Pembimbing: Mardiyani Sidayat, SP. MA

: Karmila Ibrahim, SP., M.Sc

RINGKASAN

Agrowisata Cengkeh Afo merupakan ekowisata yang menitikberatkan peran aktif masyarakat setempat. Daya tarik Agrowisata Cengkeh Afo yaitu cengkeh tertua didunia. Daya tarik lainnya yang dimiliki objek wisata Cengkeh Afo yang dikembangkan melalui pola pemberdayaan masyarakat adalah *heritage* Ternate pada masa lampau yang ditampilkan diobjek wisata itu. Oleh karena itu, penelitian ini bertujuan untuk mengetahui: (1) apa saja kriteria dan alternatif strategi pengembangan Agrowisata Cengkeh Afo di Kota Ternate dan (2) apa prioritas strategi pengembangan Agrowisata Cengkeh Afo di Kota Ternate. Metode perumusan strategi pengembangan Agrowisata Cengkeh Afo dilakukan dengan teknik pendekatan sistem untuk menentukan kriteria dan alternatif, kemudian metode *Analytical Hierarchy Process* (AHP) untuk pengambilan keputusan prioritas. Hasil penelitian ini menunjukkan goal adalah strategi pengembangan Agrowisata Cengkeh Afo di Kota Ternate. Adapun kriteria meliputi: keberlanjutan ekowisata dari aspek ekonomi dan sosial, pengembangan institusi masyarakat lokal dan kemitraan, ekonomi berbasis masyarakat, prinsip edukasi serta konservasi dan wisata. Sedangkan alternatif mencangkum: pengelolaannya melibatkan masyarakat setempat, pembinaan usaha yang berkelanjutan, lembaga penunjang atau pendukung, forum pendidikan dan kearifan lokal. Sedangkan, strategi pengembangan Agrowisata Cengkeh Afo di Kota Ternate diperoleh kriteria prioritas adalah keberlanjutan ekowisata dari aspek ekonomi dan sosial serta alternatif prioritas dari sintesis model AHP adalah pengelolaannya melibatkan masyarakat setempat.

Kata kunci: Agrowisata, Cengkeh Afo, Strategi Pengembangan, Analisis AHP

**WANDI GONTIB. 04371611002. AFO CLOVE AGRO-TOURISM
DEVELOPMENT STRATEGY IN TERNATE CITY**

Pembimbing: Mardiyani Sidayat, SP. MA

: Karmila Ibrahim, SP., M.Sc

SUMMARY

Clove Afo Agrotourism is an ecotourism that emphasizes the active role of the local community. The attraction of Afo Clove Agrotourism is the oldest clove in the world. Another attraction that is owned by the Clove Afo tourist attraction which is developed through a pattern of community empowerment is the *heritage* in the past which is displayed in the tourism object. Therefore, this study aims to determine: (1) what are the criteria and alternative strategies for developing Clove Afo Agrotourism in Ternate City and (2) what are the priority strategies for developing Clove Afo Agrotourism in Ternate City. The method of formulating the Clove Afo Agrotourism development strategy is carried out using a systems approach technique to determine criteria and alternatives, then the *Analytical Hierarchy Process* (AHP) method for priority decision making. The results of this study indicate that the goal is the development strategy of Clove Afo Agrotourism in Ternate City. The criteria include: ecotourism sustainability from economic and social aspects, development of local community institutions and partnerships, community-based economy, education principles as well as conservation and tourism. While alternatives include: management involving local communities, sustainable business development, supporting or supporting institutions, educational forums and local wisdom. Meanwhile, the Clove Afo Agrotourism development strategy in Ternate City obtained priority criteria, namely the sustainability of ecotourism from the economic and social aspects and the priority alternative from the synthesis of the AHP model is its management involving the local community.

Keywords: Agrotourism, Clove Afo, Development Strategy, AHP Analysis