

## **ABSTRACT**

### **DEVELOPMENT OF BALAI BENIH INDUK HORTIKULTURA AGRO TOURISM PEKALONGAN SUBDISTRICT EAST LAMPUNG YEAR 2014**

**By**

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This study is conducted to determine the development strategy of attractions that exist in the area of Balai Benih Induk Hortikultura (BBIH) Agro tourism Pekalongan Subdistrict, East Lampung. It used survey method. The object of research was the development of Balai Benih Induk Hortikultura (BBIH) Agro tourism Pekalongan Subdistrict, East Lampung and the subject of research was Balai Benih Induk Hortikultura (BBIH) Agro tourism Pekalongan Subdistrict, East Lampung. Data was collected through observation, structured interviews, and documentation. Techniques of data analysis were done by using qualitative description, where the data obtained would be analyzed using SWOT analysis.

From the results of research on the development of agro-tourism attraction BBIH Pekalongan District of East Lampung year in 2014, then it can be concluded that: (1) There are four types of alternative agro-tourism development strategy BBIH Pekalongan that needs to be done, namely, strategy SO (Strengths and Opportunities), Strategy WO (Weakness and oppotunities), Strategy ST (Strength and Threats), and Strategy WT (Weakness and Threaths). (2) The success of tourism development is determined by three factors, namely, the availability of objects and tourist attraction, their accessibility facilities are facilities and infrastructure, allowing tourists to visit a local or a tourist area, and the suit is the target of tourism facilities that can provide comfort to the community .

**Keywords:** Agro Tourism, BBIH, Development, Strategy.