ABSTRACT

THE STRATEGY OF OUTLYING DISTRICT DEVELOPMENT IN COASTAL AREA PUNDUH PIDADA SUBDISTRICT

By

Annisa Alifa Ramadhani

This study aims to determine the strategy of outlying district development in coastal area punduh pidada subdistrict. The analytical tool used in this study is IFE (Internal Factor Evaluation) Matrix and EFE (External Factor Evaluation) Matrix, Strenght- Weakness- Opportunity- Threats (SWOT) Matrix, and QSPM (Quantitative Strategic Planning Matrix). The result of this research was gained five priorities the highest strategy: 1) to develop communication and coordination between the agencies involved in the coastal area; 2) to develop a public information and technical skill in the management of resources in the coastal area; 3) enhancing the role of stakeholders in the development of facilities and basic infrastructures in the coastal areas; 4) to improve public access to information capital marketing and technology; 5) develop public participation in the management of coastal areas.

Keyword: Outlying District, Strategy, Coastal Area.