

ABSTRACT

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

By

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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, Strength- 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.