***ABSTRACT***

**TOURISM DEVELOPMENT OBJECT DEVELOPMENT STRATEGY IN PANGONAN HOUSE IN REGENCY OF PERINGSEWU PROVINSI LAMPUNG**

**By**

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Talang Indah Bukit Pangonan is one of nature tourism as well as historical tour owned by Pringsewu Regency. Now in the development stage to realize the dream tour for the tourists. But in recent years visitors who come to tourist sites have decreased. It is the responsibility of Pringsewu Regency Government to formulate strategy in developing tourism object of Talang Indah Bukit Pangonan. The purpose of this writing is to formulate strategy in developing tourism object of Talang Indah Bukit Pangonan.

Apprenticeship method that writer use is qualitative explorative method with inductive approach, Technique of data collecting by interview, observation and documentation. Data analysis techniques using SWOT analysis techniques, namely formulating strategies using internal and external factors.

The strengths of Talang Indah Bukit Pangonan are: the top of a hill can be a picnic spot; beautiful gutters of historical buildings; creative photo background; rice fields and hills; and regional arts. The weaknesses are: neat and clean; there has been no regional revenue from tourism objects; roads that need to be improved; the lack of road signs; no mosque and toilet. Opportunities held are: the Cultural Festival every year; new tour packages; and investors can invest. The threats are: there is no security and safety; investor uncertainty; and minimal budget.

Strategy that can be done to develop Tourism Object Talang Indah Bukit Pangonan is to add new tour package Trail Adventure; adding educational tours; and make the pond as a place of fishing; install road signs; increase community participation; to make regional regulations related to regional revenue in tourism objects; hold cultural attractions; complete the missing facilities; and discipline merchants.

Keywords: strategy, development, tourism object, SWOT