

ABSTRAK

Penelitian ini bertujuan untuk merumuskan strategi pengembangan desa wisata berbasis pariwisata berkelanjutan melalui pendekatan *benchmarking*, dengan mengintegrasikan metode *Analytical Hierarchy Process (AHP)*, *Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS)*, dan *Strengths, Weaknesses, Opportunities, and Threats (SWOT)*. Studi kasus dilakukan di Desa Wisata Mejono dan Desa Wisata Keling. Metode AHP digunakan untuk menentukan bobot kriteria dan sub-kriteria penting dalam pengembangan desa wisata, sementara TOPSIS digunakan untuk mengidentifikasi prioritas strategi berdasarkan alternatif yang ada. Analisis SWOT dilakukan untuk mengevaluasi kondisi internal dan eksternal desa wisata yang perlu dilakukan pengembangan setelah adanya ranking desa wisata. Desa wisata yang menjadi alternatif terbaik yaitu Desa Wisata Keling, sedangkan desa wisata yang perlu dilakukan pengembangan yaitu Desa Wisata Mejono. Hasil penelitian menunjukkan bahwa kombinasi dari ketiga metode ini efektif dalam mengidentifikasi strategi pengembangan yang paling relevan dan berkelanjutan. Strategi yang dihasilkan mencakup peningkatan ekonomi, sosial, budaya, lingkungan yang berfokus pada keunikan budaya dan alam desa. Implementasi strategi ini diharapkan dapat meningkatkan daya saing desa wisata dan berkontribusi pada pembangunan pariwisata berkelanjutan.

Kata Kunci : *Benchmarking*, Pariwisata Berkelanjutan, AHP, TOPSIS, SWOT

ABSTRACT

This study aims to formulate a sustainable tourism-based tourism village development strategy through a benchmarking approach, by integrating the Analytical Hierarchy Process (AHP) method, Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS), and Strengths, Weaknesses, Opportunities, and Threats (SWOT). Case studies were carried out in Mejono Tourism Village and Keling Tourism Village. The AHP method is used to determine the weight of important criteria and sub-criteria in the development of tourist villages, while TOPSIS is used to identify strategic priorities based on existing alternatives. SWOT analysis was carried out to evaluate the internal and external conditions of tourist villages that need to be developed after the ranking of tourist villages. The tourist village that is the best alternative is Keling Tourism Village, while the tourist village that needs to be developed is Mejono Tourism Village. The results show that the combination of these three methods is effective in identifying the most relevant and sustainable development strategies. The resulting strategy includes economic, social, cultural, and environmental improvements that focus on the uniqueness of the village's culture and nature. The implementation of this strategy is expected to increase the competitiveness of tourism villages and contribute to sustainable tourism development.

Keywords: Benchmarking, Sustainable Tourism, AHP, TOPSIS, SWOT