

**Strategi Pengembangan Agrowisata Bukit Rayud
di Desa Parijatah Kulon, Kecamatan Srono
Kabupaten Banyuwangi**

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ABSTRAK

Penelitian ini di laksanakan di Desa Parijatah, Kabupaten Banyuwangi. Penelitian ini bertujuan untuk menganalisis potensi, kendala, peluang, dan tantangan dalam pengembangan Agrowisata Bukit Rayud di Desa Parijatah Kulon, Kecamatan Srono, Kabupaten Banyuwangi, serta merumuskan strategi pengembangannya. Metode yang digunakan adalah **deskriptif kualitatif** dengan analisis **SWOT** melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa Bukit Rayud memiliki potensi besar berupa keindahan alam, lahan pertanian yang subur, lokasi strategis, serta dukungan masyarakat dan pemerintah desa. Kendalanya meliputi keterbatasan SDM, sarana-prasarana, dan promosi. Peluang utama berasal dari dukungan pemerintah terhadap desa wisata dan tren wisata edukatif, sedangkan tantangannya mencakup persaingan destinasi dan potensi alih fungsi lahan. Strategi pengembangan yang disarankan adalah peningkatan kapasitas SDM, pembentukan **Pokdarwis**, penguatan promosi digital, serta kemitraan lintas sektor.

Kata Kunci: Agrowisata, Strategi Pengembangan, SWOT, Bukit Rayud

**Bukit Rayud Agrotourism Development Strategy
in Parijatah Kulon Village, Srono District
Banyuwangi Regency**

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ABSTRACT

This research was conducted in Parijatah Village, Banyuwangi Regency. It aimed to analyze the potential, constraints, opportunities, and challenges in developing the Bukit Rayud Agrotourism area in Parijatah Kulon Village, Srono District, Banyuwangi Regency, and to formulate a development strategy. The method used was **descriptive qualitative**. A SWOT analysis was conducted through observation, interviews, and documentation. The results showed that Bukit Rayud has great potential in the form of natural beauty, fertile agricultural land, a strategic location, and support from the community and village government. Constraints include limited human resources, infrastructure, and promotion. The main opportunities come from government support for tourist villages and the trend of educational tourism, while challenges include destination competition and potential land conversion. Recommended development strategies include increasing human resource capacity, establishing a Tourism Awareness Group (**Pokdarwis**), strengthening digital promotion, and cross-sector partnerships.

Keywords: Agrotourism, Development Strategy, SWOT, Bukit Rayud