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THE DEVELOPMENT STRATEGY OF ORGANIC HANDYCRRAFT TOURISM VILLAGE BASED ON COMMUNITY DEVELOPMENT IN ACEH TAMIANG DISTRICT

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ABSTRACT

The aim of this research is to know further effectiveness strategy in developing of organic handycraft tourism village based on community development in Aceh Tamiang district, Aceh Province. The method used is descriptive explanatory. Data collecting technique taken from indepth interview and documentation within informants took from village leader, community leader and women group leader domiciled at the research location. The data gathered had been analyzed through SWOT analysis by means description of strengthening, weaknesses, opportunity and threaten belonged of Paya Bedi Village as framing as ideal formula from a village that had sustainability potential reach as village tourism destination in Aceh Tamiang District. From the result of data anlysis obtained that Paya Bedi Village as the central of organic handycraft was declared to be community development organic handycraft tourism village due to having strengthen namely many kinds of handycraft produced by involving local community as crafter. The weaknesses was the marketing of the products locally, The result of SWOT analysis shown that there was prospective strengthening and opportunity in developing of Paya Bedi Village as organic handycraft tourism village in creation of one village one product. The effectiveness strategy applied in development of organic handycraft tourism village based on community development by empowering of human resources, products quality and promotion of organic handycraft by involving of stakeholders and local government in creation of sustainable village in reaching of communities awareness of their enterprises.

Keyword: *Development strategy, Tourism Village, Organic Handycraft, SWOT Analisis*