

**PENGEMBANGAN KAMPUNG EKOWISATA KERUJUK  
BERBASIS MASYARAKAT DALAM ERA ADAPTASI  
KEBIASAAN BARU DI KABUPATEN  
LOMBOK UTARA**

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***ABSTRACT***

*Development of have threes bamboo garden ecoutoruirn adjust with kerujuk village potency. Ecoutourism was build to support and present suistnable environmntal. Besides suistiabe environment, this ecoutorrism aim to reduce breac down becaucaseof mostly tourism contarction. The aims of this researc to identification about stenghht, weeknees, oprtunity andthreat. The respondents are from administration, visitors, and village people,. There of data are primry and secondary. Sampling showed taht SWOT. The strategy can to do by take advantage development stand at strenght and threat and et al. Strategies that can apply for ecoutourism are 1. Add some rubbish bin inside ecoutoruris , 2.Cheaps for packgaes promotion, 3. build networking with stekholders.*

*keyword: Development Strategy, SWOT analysis, internal and external factors.*