

## ABSTRACT

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*Tanjung Mutiara Subdistrict, Agam Regency is one of the regions in West Sumatra Province which has considerable marine tourism potential, one of which is Bandar Mutiara Beach but the presence of the tourist attraction has not been well managed. The existing problems are the potentials found in Tanjung Mutiara Subdistrict that have not been integrated and explored so that a strategy for developing marine tourism is needed. Before determining the development strategy, observations were made on the condition of marine tourism attraction (DTW) using qualitative descriptive analysis first. Methods of data collection are carried out namely interviews, observation, and documentation. The next step is analyzing internal factors and external factors Bandar Mutiara Beach tourist attraction to be able to analyze which factors are more prominent than the tourist attraction. Then the last step to do is to analyze development strategies using a SWOT analysis. The final results of this study produce a development strategy that is in accordance with local government regulations regarding the 2016-2021 regional long-term development plan, the strategy is Creating and improving new facilities and infrastructure to support tourist comfort, Creating new marine tourism activities by utilizing marine potential based on environmentally friendly, Improve information and promotions through the internet or other promotional media, Increasing collaboration between the community and local government and management. This strategy is expected to develop the marine tourism potential of Bandar Mutiara Beach.*

*Keywords: Development Strategy, Marine Tourism, SWOT Analysis*