**ABSTRACT**

The purposes of this research are to determine the strengths, weaknesses, opportunities and threats of Siung Tourism Object as well as create the best strategies in efforts to developing Siung Tourism Object. This research used a descriptive approach, by collecting data in the form of primary and secondary data (supporting data). The analysis technique used in this research are observation, interviews, Focus Group Discussion and documentation. The subjects on this research are managers of tourism object such as Government Tourism Office, Head of District, Head of POKDARWIS, and tourism stakeholders such as, food stall owners, umbrella tenants, egg roll sellers, pentol tusuk sellers, parking man’s, fishers, and tourist’s. The analysis tool of this research is SWOT analysis.

Based on SWOT analysis identifications of Siung Tourism Object development strategies the results of data collected are: 1) internal factors of Siung Tourism Object which are strengths and weaknesses that can support and inhibit the development of tourism object. 2) external factors of Siung Tourism Object which are strengths and weaknesses that can support and inhibit the development of tourism object. 3) the best strategy can be executed by Siung Tourism Object which is SO strategy (Strengths and Opportunities).

**Key Words**: Siung Tourism Object, Development Startegy, SWOT Analysis.