

Pengembangan Agrowisata Berbasis Ketahanan Pangan Melalui Strategi Komunikasi Pemasaran di Desa Serang Purbalingga

Title	Pengembangan Agrowisata Berbasis Ketahanan Pangan Melalui Strategi Komunikasi Pemasaran di Desa Serang Purbalingga
Author Order	of
Accreditation	
Abstract	The study aims to analyze the developing agrotourism based on food security through marketing communications strategy. The research method used Participatory Rural Appraisal, data was collected through interviews, observation, documentation and focus group discussion with interactive analysis and SWOT analysis. The informant research through purposive sampling of 30 people as a community worker in the Serang village, Karangreja subdistrict of Purbalingga Regency. The results showed corporation effort possession village have not been able to manage the organization, marketing, promotion, developing business units and partnerships, thus require integrated marketing communications model on the empowerment of agrotourism based on food security in the Serang village.
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