

## **ABSTRACT**

*Agro-tourism Kaligua Tea Garden is one of the agro tourism located in Brebes Regency. This study aims to determine the merchant's assessment of the potential and support of the development of Kaligua Tea Garden Agro Tourism as well as providing policy directions for proper management and development. The research method uses two analytical approaches that is descriptive analysis and SWOT analysis. With sample amounted to 48 respondents selected by using simple random sampling method.*

*The result of this research stated that the strength and development potential factor of Kaligua Tea Garden has higher average score compared to the weakness and threat factor, so that the strategy that can be applied in the development of agro-tourism was to maximize the strength and opportunity optimally. Traders' expectations on the development of Kaligua Tea Garden Agro Tourism, namely improvements in infrastructure facilities and agro-tourism facilities, improvement of technological progress and the local economy sector. The direction of agro-tourism development was the development of infrastructure and supporting facilities, utilizing technological advances and collaborating with other tourism agencies in promoting agro-tourism, providing training and education for traders to create more innovative products, local economies and policy products.*

*Keywords: trader, internal and external factors, development, agro, SWOT analysis.*

