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The Development Strategy of Betawi Eco-Culinary Tourism; as A Potential Business in DKI Jakarta, Indonesia Dhian Tyas Untari* Faculty of Economic, **Bhayangkara Jakarta Raya University, West Java-Indonesia** Tyas_un@yahoo.co.id *corespondence author

Abstract: In The aims of this study are; a) to analysis the potential of Betawi Culinary; b) to analysis and representation test of sosio-culture Culinary of communities in Jakarta; c) to analysis supply and demand positioning of market culinary in Jakarta; d) to analysis the pysological orientation (perception, motivation and preference) of multy-stakeholder toward the development of Betawi Eco-culinary Tourism; and e) to create Grand Strategy to develop Betawi Eco-culinary Tourism in Jakarta.

Imparcial metode used as the input of this study by involving the multy-communities inhabit in Jakarta and One Score One Indicator used to assesing datas. Non parametrik statistic functioned to analyzed the output of representation test. Afterwards, Matrix of Strategic Managemen

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