

ABSTRACT

Sleman Regency has many historical temples that serve as cultural tourism destinations, but several of them, including Candi Sari, remain overlooked by both domestic and international tourists. According to data from the Sleman Regency Tourism Office (2024), Candi Sari only received 2,052 visitors in 2023, a relatively low figure compared to other temples in the area. This situation highlights the need to analyze tourism development indicators to better understand what drives tourists' intention to visit. This study applies a quantitative approach using simple linear regression analysis with IBM SPSS software. The results show that the “activity” factor has the strongest influence, with a coefficient (B) of 0.715, while the “attraction” factor has the lowest influence, with a coefficient (B) of 0.462. Further analysis using the Internal and External Factor Analysis Summaries identified an aggressive growth strategy as the most appropriate direction. Based on this, several strategies were proposed: developing educational visit programs for junior and senior high school students that include historical tours and storytelling at the site, enhancing digital promotion by highlighting the temple's unique architecture and spiritual value on platforms like Instagram and TikTok, expanding the Kalasan Fried Chicken Festival into a larger annual cultural event with artistic performances, and gradually restoring damaged parts of the Candi Sari temple.

Keywords: Component 6A, Simple Linear Regression, SWOT Analysis, Tourism Strategy Design