

**STRATEGI PENGEMBANGAN DESA WISATA BROMONILAN PADA
MASA PANDEMI COVID-19 SEBAGAI DAYA TARIK WISATA
BERBASIS MASYARAKAT DI KABUPATEN SLEMAN**

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ABSTRACT

The tourist village of Bromonilan or Dewa Bromo is the community-based tourist villages in Sleman Regency. Dewa Bromo is located in the village of Bromonilan, Purwomartani, Kalasan. Dewa Bromo is located on the banks of Kali Kuning river with natural and culture attraction. The aim of this research to determine how strategy development Dewa Bromo during the covid-19 pandemic. This research methods used a qualitative by collecting data through observation, interviews, documentation and triangulation. Data processing obtained by identifying internal and external factors, then analyzed using a swot matrix. The result showed that potential attraction of Dewa Bromo has attracted, however to support tourists activities will need improvements in accessibility and facilities, empowering people's and quality of human resources so the development of the tourist villages as a community-based in Sleman Regency during the covid-19 pandemic become more optimal.

Keywords : The tourist village of Bromonilan, community-based tourist villages, Covid-19 Pandemic, and strategy development.