

ARTIKEL ILMIAH

**STRATEGI PENGEMBANGAN MUSEUM NYAH LASEM
SEBAGAI WISATA EDUKASI DI KABUPATEN REMBANG
PASCAPANDEMI COVID-19**

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ABSTRACT

Edutourism is an activity that has a program that tourists are visiting a attraction with the primary goal of search and receive the experience of learning directly on tne appeal of the tourist attraction.the purpose of this research is to determine the strategy for developing the museum which is located in Karangturi Village, Lasem District.

The results of this study used a qualitative method that produced external and internal factors for the SWOT analysis, which means identifying various factors systematically to formulate a strategy. The choice of the name 'Nyah' was inspired by the nicknames of the ladies who had lived in Lasem. In the museum, there are various historical relics.

The museum is open tithe public to remember and introduce past life to the wider community in the form of an educational tourist attraction. But in 2020 the Covid-19 pandemic begins, and immediately all human activities just stopped, including the visit to the Nyah Lasem Museum.

Keywords: Strategy, Development, Nyah Lasem Museum, dan Edutourism.