

STRATEGI PENGEMBANGAN CIMORY DAIRYLAND SEBAGAI DAYA TARI WISATA DI PASURUAN JAWA TIMUR DALAM MENYAMBUT ERA ADAPTASI KEBIASAAN BARU

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ABSTRACT

The tourism sector is currently in drastic decline due to the Covid-19 pandemic. Tourism development can be carried out with the aim of making tourism develop into a better direction. This study aims to provide an overview of the development strategy of the Cimory Dairyland tourist attraction as a tourist destination in Pasuruan, East Java in welcoming the era of adaptation to new habits during the Covid-19 Pandemic. This study looks at internal factors such as strengths and weaknesses and external factors such as opportunities and threats. This study will analyze these two factors using the SWOT method. This research is a qualitative research using a descriptive approach. The technique of collecting data was carried out by the method of observation, interviews, and documents involving 100 informants using purposive sampling technique. Recommendations that can be given regarding the Cimory Dairyland tourism object development strategy are to collaborate with the Pasuruan Regency Tourism and Culture Office and to innovate by starting to move towards digital business in order to keep up with technological advances

Keywords: Covid-19 Pandemic, Development Strategy, Cimory Dairyland.