

## **ABSTRACT**

*This research discusses the management of Sine Beach Tourism Objects. Sine Beach is located in Kalibatur Village, Kalidawir District, Tulungagung Regency, East Java, or about 36 kilometers from the city center of Tulungagung. This research was conducted to find out what the tourism potential is on Sine Beach, how to develop Sine Beach after the Covid-19 pandemic, and to find out what impacts have been on Sine Beach tourism during the temporary closure due to Covid-19.*

*Besides, this research also has several benefits for the government as well as for the community. For the government, this research can be a reference for the government and managers in developing Sine Beach and helping to promote the tourist attractions on Sine Beach in order to increase local income. For the community, this research is useful for providing information on the strategies used for the development of the Sine Beach and fostering public awareness about the importance of good tourism management.*

*This research uses Descriptive Qualitative method, data collected using observation, questionnaires, interviews and documentation, and the data is processed using SWOT analysis. After conducting a SWOT analysis, it can be seen how the Sine Beach is by knowing the strength, weaknesses, opportunities and threats. For the interview samples taken from visitors, the community, and managers.*

*Based on the results of the research conducted by the author, there are still many things that need to be improved and developed on the Sine Beach, such as accesbility, facilities, insfrastructure, security, cleanliness, to the use of technology. Even though the Sine Beach has its own charm, its development still needs to be improved to attract more tourists so that they can compete with other tourist objects and become a superior tourist attraction in the future.*

*Key Words : Reseachr, Sine Beach Tourism Object, Development*