

**STRATEGI PROMOSI ROMANSA KULINER
SEBAGAI DESTINASI WISATA UNGGULAN KABUPATEN
PURWOREJO DI ERA ADAPTASI KEBIASAAN BARU**

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ABSTRACT

Romansa Kuliner Kuoarjo is a culinary tourism spot located in Kutoarjo District, Purworejo Regency. This Romansa Kuliner Kutoarjo is under the responsibility of the Purworejo Regency Trade and Tourism Office, Romansa Kuliner is managed by the Romansa Kuliner association and also related agencies, the authors found a problem formulation with how the potential of Romansa Kuliner as a superior culinary tourism destination in Purworejo Regency, what Of course, the problem of Romansa Kuliner as a top culinary tourism destination in Purworejo Regency, how is the Promotion Strategy of Romansa Kuliner as a leading culinary tourism destination in the era of adapting to new habits. This research was conducted to find out how the appropriate promotion strategy for Romansa Kuliner as a leading tourist destination in Purworejo Regency to increase tourist visits. This research uses qualitative research methods, where the data collection techniques use observation, interviews, documentation and SWOT analysis. Based on the data analysis and SWOT analysis that the author has done, it is concluded that there is still a lack of accessibility to directions, Lack of maintenance and additional facilities at Romansa Kuliner, Romansa Kuliner has licensing regulations for selling street vendors, the promotion is still very traditional using promotion mouth to mouth, which means promotion by word of mouth or from people who have come there, in the era of adaptation to new habits, managers carry out the rules that have been given by the government requiring all people to comply with health protocols so that transmission of the Covid-19 virus no longer spreads to everyone and must see that the CHSE certified guarantee is designed by the Ministry of Tourism and Creative Economy so that the products and services offered comply with standards of cleanliness, health, safety and environmental sustainability.

Keywords: Romansa Kuliner, Promotion Strategy, New Habit Adaptation Era, SWOT analysis