

**PENGEMBANGAN KEDUNG GULO
SEBAGAI WISATA ALAM DI PURWOREJO
DALAM MASA PANDEMI COVID - 19**

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ABSTRACT

Kedung Gulo is one of the tourist attractions located in Kalitapas, Bener, Semranti, Kalitapas, Kec. Purworejo, Purworejo Regency, Central Java, Indonesia, the location is about 20 km from downtown Purworejo. Kedung Gulo is a mountain river tour that has a large embung or kedung with clear water. The purpose of this research is to analyze the development strategy of Kedung Gulo during the Covid-19 pandemic. It is hoped that in the future it can become a reference for managers and governments involved in the development of Kedung Gulo. The research method that I use in this research is descriptive qualitative research method. Data collection techniques obtained using observation, interviews, and documentation, while for data processing using reduction and triangulation then analyzed by SWOT. Based on the research conducted by the author in Kedung Gulo, it can be concluded that Kedung Gulo actually has enormous potential in the future and can become a leading tourist destination in Purworejo, but in its management and development Kedung Gulo still requires a lot of improvements, especially in accessibility and facilities, as well as resources. human power.

Keywords : Kedung Gulo, management, development