

ARTIKEL ILMIAH

**STRATEGI PENGEMBANGAN OBJEK WISATA PANTAI TAKISUNG
DI TENGAH PANDEMI COVID-19 DI KABUPATEN TANAH LAUT
KALIMANTAN SELATAN**

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ABSTRACT

Takisung Beach is one of tourist destination in Tanah Laut Regency which is popular among tourists in South Kalimantan Province because it has a variety of attractions and adequate facilities and accessibility. The method used in this research is a qualitative method with primary and secondary data collected by using techniques observation, interview, and documentation. Then data is analyzed by using a SWOT analysis which is based on internal and external factors so that the potential and lacks of Takisung Beach can be identified as well as the right strategies to be applied in developing Takisung Beach tourism objects in the midst of the Covid-19 pandemic.

Keyword : Development, Takisung Beach, Tourist Attraction.