

**PENGEMBANGAN OBJEK WISATA PANTAI BLEBAK
KABUPATEN JEPARA JAWA TENGAH DI MASA COVID 19**

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ABSTRACT

Blebak Beach is one of the nautical attractions in Jepara Regency. This beach is located in Sekuro Village, Mlonggo District, Jepara Regency. Blebak Beach is one of several famous beaches in Jepara Regency. Among them are Kartini Beach, Bandengan Beach, Teluk Awur Beach, Bondo Beach and others. The research method used is a qualitative method. While the data collection techniques used in this study are observation, interviews, documentation and literature study. After the data collected is collected, data analysis is carried out using the SWOT analysis technique. The natural beauty in the form of a beach that really doesn't need to be doubted. Besides that, a comfortable place is also one of the things that can make this beach a leading tourist destination in Jepara. The development of this beach into a leading tourist destination cannot be separated from the role of the surrounding community who supports, contributes to developing Blebak Beach so that it can develop into a better tourist destination every day.

Keywords: Natural beauty, Blebak Beach, Community role