

PENGELOLAAN DAYA TARIK WISATA TEBING KOJA DI ERA PANDEMI

COVID-19 UNTUK MENINGKATKAN KUNJUNGAN WISATAWAN

DI KABUPATEN TANGERANG PROVINSI BANTEN

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ABSTRACT

Tebing Koja is one of the tourist attractions located in Cikuya Village, Solear District, Tangerang Regency, Banten Province. Tebing Koja is a former excavation of sand mines that form its uniqueness shape 'Godzilla' cliff. Tebing Koja has many other tourism potentials on an area of almost two hectares. In every tourist attraction, good management is needed so that it can continue to develop and become a superior tourism. However, due to the impact of the COVID-19 pandemic and the existing management at Tebing Koja they are still independent and less organized, as a result there is a lot of potential that is underutilized and reduced the number of tourist visits. Therefore, This scientific article aims to explore how the management attracts tourists and the role of human resources involved in managing Tebing Koja. This scientific article uses qualitative research methods using data sourced from interviews, questionnaires and observations which are analyzed by SWOT analysis. From the research that the author has done, it can be proven that the existing management in Tebing Koja is still less cause of the quality of human resources managed by Tebing Koja. Efforts have not been found for Tebing Koja mangement to attract tourists to return to visit Tebing Koja. Participation is needed in the form of cooperation with various parties that can boost Tebing Koja become one of the superior tourism.

Key words : management, Tebing Koja, human resources