

**STRATEGI PENGEMBANGAN BUKIT GONDOPUROWANGI SEBAGAI  
DESTINASI WISATA ALAM DIKABUPATEN MAGELANG JAWA  
TENGAH PADA MASA PANDEMI COVID 19**

Fana Anggita Sari

173194

S1 Pariwisata

**ABSTRACT**

*The Covid 19 pandemic is an outbreak that has changed the way people live around the world. The public is obliged to comply with the protocols recommend by the government to safeguard their health and safety. Covid 19 has had a very heavy impact on the tourism sector in Indonesia. The purpose of this study was to see and determine the attractiveness of Gondopurowangi Hill and development and marketing strategies during the covid-19 pandemic. The research method used in this study was qualitative with data sources obtained from observations, interviews, and documentation. Sources of data used are primary data sources and secondary data sources. Data were analyzed descriptively and then to determine the strategy for developing tourist destinations, a SWOT analysis was carried out. Based on the data analysis carried out in this study, it can be concluded that the development of the Gondopurowangi Hill tourist destination needs special attention from various strong elements such as the government and the surrounding community, increasing security, completing the provision of facilities and increasing the potential of Gondopurowangi Hill.*

**Keyword :Gondopurowangi Hill, development, attraction**