

**STRATEGI MENINGKATAN KUNJUNGAN WISATAWAN PADA
OBJEK WISATA PUNCAK BECICI BANTUL YOGYAKARTA DALAM
ADAPTASI KEBIASAAN BARU**

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ABSTRACT

Becici Peak tourist attraction is one of the natural tourist attractions located in Bantul Regency, Yogyakarta. This destination has several attractions such as: viewing posts, photo spots, live music, outbound, and so on. Has supporting facilities such as: toilets, parking lots, and prayer rooms. The focus of this research examines strategies to increase visits to the Puncak Becici tourist attraction and the role of the government, society and private sector in the development of the Becici Peak tourist attraction during the adaptation period of new habits. Type of research uses qualitative methods. Techniques for analyzing data using SWOT analysis. SWOT analysis was carried out using data collection techniques, namely guidelines for observation, interviews and documentation. The results showed that, the role of the government, society and the private sector in the management of Becici Peak was good and good. Nearly 100% of the activities here involve local residents, the community contributes to being tour guides, shop keepers and parking guards. Meanwhile, effective promotional activities are carried out according to the management, namely direct communication in the field with tourists, either by word of mouth or mouth to mouth, promotion through social media such as; websites, facebook, youtube, and also instagram. In addition, it also introduces the iconic Becici Peak, namely the Mataraman Cultural Tourism Site (gejog lesung) and the Mataraman Ballet. Coupled with the identity of tourism actors using traditional Javanese uniforms (surjan / blankon). During the Covid-19 pandemic like this, the manager urges tourists visiting Becici Peak to always comply with health regulations as recommended by the government, such as washing hands with soap, using hand sanitizers, and maintaining distance. Managers also apply body temperature checks and use masks properly. Managers also spray disinfectant every three days.

Keywords: Development Strategy, Natural tourism, Culture tourism, Becici Peak, Adaptation to the new normal