

**UPAYA PENGEMBANGAN DESTINASI WISATA**  
**SITU MUSTIKA SEBAGAI WISATA LOKAL**  
**DI KOTA BANJAR JAWA BARAT PASCA COVID-19**

Hanifah Dien Fadiyah

173203

**ABSTRACT**

*Tourism has become a promising industry in the world. This has made the Indonesian state aggressively developing the potential that is owned in every region in the city and region. The development of regional tourism is increasingly advanced with assistance from the government and cooperation between the community and stakeholders to help tourism in Indonesia develop. Banjar City is one of the areas in West Java with a very small area coverage. But the tourism potential of Banjar City is quite good in the form of nature. The government and society take advantage of this to create a tourist destination with many tourist destinations that rely on the natural beauty that is available. Situ Mustika is one of the tourist destinations in the form of natural potential in Banjar City, West Java.*

*The research entitled "Efforts to Develop Situ Mustika Tourist Destinations as Local Tourism in Banjar City, West Java Post-Covid-19" aims to develop the potential tourist attractions in Situ Mustika post-Covid-19 as local tourism in Banjar City, West Java with a role from managers, government and also the community.*

*The research method used is a qualitative method. The data used in this study came from observations, interviews and documentation. Data analysis using SWOT analysis.*

*Keywords: Tourism Development, Situ Mustika, Government, Nature, Regional Tourism, SWOT*