

**STRATEGI PENGELOLAAN WISATA DE KARANGANJAR
KOFFIE PLANTAGE KABUPATEN BLITAR JAWA
TIMUR DI TENGAH PANDEMI *COVID-19***

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ABSTRACT

Wisata De Karanganjara Koffie Plantage is a natural tourism which has a quite extensive coffee plantation. Researchers made observations at Wisata De Karanganjara Koffie Plantage because it has natural potential and excellent management of tourist attractions. The method used in this research is qualitative research methods. Data and information are taken directly from the De Karanganjara Koffie Plantage tour and data collection techniques are observation, interview and documentation. The analysis used is SWOT.

From the results of this study indicate that the management strategy at De Karanganjara Koffie Plantage was good enough during the Covid-19 pandemic. Tourism development already exists and is quite good. During a pandemic, De Karanganjara Koffie Plantage implemented a health protocol.

Kata Kunci: *De karanganjar koffie plantage, management strategy, development*