

**PENGELOLAAN VIHARA SADDHAGIRI SEBAGAI WISATA
UNGGULAN DI TENGAH PANDEMI COVID-19
DI KABUPATEN PATI JAWA TENGAH**

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ABSTRACT

Tourism already become global and make Indonesia incessant in growing tourism in every district both in the city or in the village. Tourism in Pati District have rising since 2012 onwards. Jrahi Village is one of the villages that have a tourism potential both for form nature, religion and culture. Jrahi Village Society famous for getting along well in response differences are there. Both differences in form of religion or faith, ras and place of orgin or anything. Other than that tourism destination in jrahi also captivating dan diverse also have a uniqueness of each.

The research with the title "Management of Saddhagiri Temple as a Leading Tourism in the Middle of the Covid-19 Pandemic in Pati Regency, Central Java, has the aim of enlarging the potential that exists in the area of the Saddhagiri Temple by using the role of local government and society and unique potential that can be used to develop tourism at the Vihara. Saddhagiri.

The method used in this research is qualitative. The data used came from observations, questionnaires, interviews, documentation and triangulation from the time the research took place. Data analysis using SWOT analysis technique.

Keyword : Tourism, Pati, Jrahi, Religion, Nature, Culture, SWOT.