

# **STRATEGI PROMOSI COTO SEBAGAI IKON DESTINASI LEGO LEGO PADA ERA COVID-19 DI KOTA MAKASSAR**

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## ***ABSTRACT***

*Coto Makassar in Lego Lego is one of the typical culinary delights in Makassar City. This culinary is a regional characteristic that needs to be preserved and promoted. In this era of adaptation to new habits, managers have carried out conservation and promotion activities, although there are still some deficiencies in their operations. This research was conducted to find out what coto Makassar promotions in lego lego are, to further increase tourist visits. This research uses qualitative research methods, where the data collection techniques use observation, interviews, documentation and SWOT analysis.*

*Keywords: Coto Makassar, Lego Lego, New Habit Adaptation Era*