

**PENGELOLAAN PANTAI SUNGAI RAJA DALAM
MENINGKATKAN POTENSI WISATA SUKAMARA
DI TENGAH PANDEMI COVID-19
DI KALIMANTAN TENGAH**

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ABSTRACT

Sungai Raja Beach is one of the new tourist attractions owned by Sukamara Regency, specifically Sungai Raja Beach which is located in Sungai Raja Village, Jelai District, Sukamara Regency, Central Kalimantan Province. . The existence of Sungai Raja Beach is well known among the people of Sukamara city because the Sungai Raja beach is different from other beaches, this Raja River Beach has a cool, beautiful, calm and comfortable atmosphere.

The data analysis technique is qualitative in nature, using a SWOT analysis. The SWOT analysis considers internal factors in the form of strengths and weaknesses, as well as the external environment in the form of opportunities and threats.

The results of the research show that: (1) The efforts that have been made by the management in increasing tourism potential after the Covid-19 pandemic are to keep opening the Sungai Raja beach tourism during the pandemic but still by implementing strict health protocols in order to get income to build lodging in anum beach tourism (2) The management continues to make innovations to attract tourists (3) The strategy carried out to promote Anum beach after the impact of Covid-19 is to carry out wider promotions and design a recovery strategy.

Keywords: Raja River Beach, Swot, Tourism Management