

ARTIKEL ILMIAH

PENGEMBANGAN OBJEK WISATA WATU KAPAL SEBAGAI DESTINASI POPULER PADA ERA ADAPTASI KEBIASAAN BARU DI BANTUL YOGYAKARTA

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ABSTRACT

Bantul is one of the districts in the Special Region of Yogyakarta (DIY), which is located in the central part of Java. Bantul Regency has a lot of tourism potential that must be managed and developed properly, one of which is the Watu Kapal Tourism Object. Watu Kapal Tourism Object is a natural destination that has a clear colored river and a ship-shaped stone. The purpose of this research is to develop Watu Kapal Tourism Object in the era of new habit adaptation. Data collection methods used in this research are qualitative and descriptive methods obtained from literature studies, interviews, and direct observation. The data obtained were processed by data reduction techniques and data triangulation. All data draw conclusions with a SWOT analysis. So it can be concluded that the Development of Watu Kapal Tourism Objects is in the era of adapting to new habits, by carrying out promotions through various media such as print media, social media, and others.

Keywords: Bantul Regency, Watu Kapal Tourism Object, Watu Kapal Development