

**STRATEGI PENGEMBANGAN DESA WISATA KAMPUNG EMAS
DALAM MENYIKAPI SITUASI PANDEMI COVID-19 DI KABUPATEN
GUNUNGGIDUL YOGYAKARTA**

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ABSTRACT

Indonesia is a country that has extraordinary natural beauty combined with diverse cultures and the friendliness of its people, making it an invaluable asset. Of the many natural beauties that are offered, the natural beauty of the countryside is one of the alternatives for natural tourism that is very popular. Like the Kampung Emas Tourism Village which is located in Plumbungan Hamlet, Putat Village, Patuk District, Gunungkidul Regency, DIY. Kampung Emas has its main attraction, namely community-based rural tourism.

However, due to the Covid-19 pandemic. Kampung Emas Tourism Village has also felt the impact of the pandemic. Thus the aim of this study is to determine the appropriate development strategy in facing the new era of normality. The method used in this study is a qualitative method using the SWOT analysis technique. Based on the results of the study, it was found that the management and the community of Kampung Emas Tourism Village had implemented good health protocols so that every tourist who visited remained safe.

Keywords: Kampung Emas Tourism Village, rural tourism, Covid-19 virus, potential, development