

**STRATEGI PENGEMBANGAN DAYA TARIK WISATA
NDAYU PARK SEBAGAI WISATA KELUARGA
DALAM ERA ADAPTASI KEBIASAAN BARU
DI KABUPATEN SRAGEN JAWA TENGAH**

Oktania Diva Susmita Pardana, 2005538. S1 Tourism

ABSTRACT

Tourism is part of the industrial sector which has great prospects for contributing to the country's foreign exchange, but after the Covid-19 pandemic, tourism in Indonesia has experienced a drastic decline. The method that the author uses is the SWOT method, qualitative, descriptive and comparative analysis. During the pandemic, Ndayu Park's management carried out a good marketing strategy, namely by promoting on social media and print media so that tourists visit Ndayu Park to improve the health of the Ndayu Park to fulfill their daily life.

Ndayu Park is one of the tourist destinations in Sragen Regency. The author conducted research to determine the tourism potential in Ndayu Park. Knowing the comparative number of tourist visits in Ndayu Park before and during the New Habit Adaptation period. Ndayu Park with the theme of Education tourism provides maximum services such as Outbound, Planting plants, and so on.

Keywords: Ndayu Park, Tourism Potential, Development in the New Habit Adaptation Period