

**PENGEMBANGAN PESONA CANDI IJO YOGYAKARTA
SEBAGAI DAYA TARIK WISATA BERSEJARAH
DI ERA ADAPTASI KEBIASAAN BARU**

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ABSTRACT

Ijo Temple is a Hindu-style tourist destination located on a hilly peak, in Groyokan Hamlet, Sambirejo Village, Prambanan District, Sleman Regency, Yogyakarta Special Region. Ijo Temple is used as a worship building from the Hindu-Buddhist era of Central Java in the past. This temple also has a relationship with the kings who ruled at that time. This study discusses the development of the charm of the green temple in Yogyakarta as a historical tourist attraction in the era of new habit adaptations. The research method used in this study is a qualitative method, while the technique uses the SWOT analysis technique.

The results of this study indicate that Ijo Temple has good accessibility. The facilities provided by this temple are adequate but incomplete. Security at Ijo Temple is quite good. The services provided by the manager are quite good. During the era of adaptation to new habits, this temple has also implemented health protocols according to regulations given by the government.

Keywords: Tourism, Ijo Temple, New Habit Adaptation Era