

**PENGEMBANGAN ALUN - ALUN KUTA  
SEBAGAI DESTINASI WISATA BOGOR  
DI TENGAH PANDEMI COVID-19**

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***ABSTRACT***

*Alun - Alun Kuta Genggelang has quite a lot of tourism potential with very promising future prospects. One of the tourist destinations developed by the Bogor Regional Tourism Office is Alun - Alun Kuta Genggelang Bogor. one of the areas that has very good natural beauty, Alun - Alun Kuta Genggelang was first opened in 2017.*

*The method used in this research is qualitative research methods. Data and information are taken directly from Alun - Alun Kuta Genggelang Bogor, with data collection techniques used are observation, interviews, questionnaires and documentation. The analysis used is the SWOT analysis.*

*The involvement of the government and local communities is actively involved in managing Alun - Alun Kuta Genggelang, Maximizing facilities in the form of updating or renovating which are not good enough, Often training and awareness raising awareness of tourism from the local government is held for the community in Alun - Alun Kuta Genggelang.*

***Keywords: Alun-ALun Kuta Genggelang, Tourist Attraction, Tourists, Natural Potential***