

**STRATEGI PENGELOLAAN WISATA TIRTA NUSANTARA
PADA MASA PANDEMI COVID-19 DI KABUPATEN KENDAL**

JAWA TENGAH

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ABSTRACT

Since April 2020, tourist sectors in each area are temporarily suspended after the advent of the coronavirus disease (Covid-19) pandemic to Indonesia. This impact is also felt by Tirta Nusantara, which is getting less visitors. So it is necessary to do a management strategy that can increase tourist visits by developing tourist attractions by adding new tourist spots, expanding promotions through social media, events, or tour packages. Improving the facilities and infrastructure and minimizing the obstacles faced will improve the quality of Tirta Nusantara.

To obtain this strategy, research must first be carried out by examining the elements of tourism. This study uses a qualitative methodology the sampling technique is purposive sampling based on the tourists who have been to Tirta Nusantara.

Keywords: Management, Tourists, Attractiveness