

**STRATEGY OF DEVELOPING ATTRACTIVENESS AND  
INCREASING THE NUMBER OF TOURIST VISITS IN  
YOGYAKARTA IN THE COVID 19 PANDEMIC ERA**

Disusun Oleh :

Sintiya

2005508

***ABSTRACT***

*This research examines the strategy of developing the attraction and increasing the number of tourist visits in Yogyakarta in the era of the COVID-19 pandemic. This research aims to develop a strategy for developing Yogyakarta's monjali tourist attraction in the Covid 19 pandemic era and strategies to increase the number of tourist visits in the Covid 19 pandemic era. This uses descriptive qualitative. Data analysis techniques using SWOT analysis.*

*Based on the observations made and the data obtained by the author, it can be concluded that the development strategy to develop the Monjali Museum can be through improved facilities, service alacrity, and increasing marketing or promotional strategies in social media.*

***Keywords: Museum, history, development strategy, tourist attraction***