

**PENGEMBANGAN FASILITAS AKOMODASI SEBAGAI DAYA TARIK  
WISATA PANTAI ANUM PADA MASA PANDEMI COVID-19  
DI KABUPATEN KOTAWARINGIN BARAT KALIMANTAN TENGAH**

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***ABSTRACT***

*Anum Beach is one of the beaches in the village of Teluk Bogam and is a new tour. The existence of this anum beach is well known among the people of Pangkalan Bun city because tis anum beach is different from other beaches, this anum beach has a cool, beautiful, calm and comfortable atmosphere.*

*The data analysis technique is qualitative in nature, using a SWOT analysis. SWOT analysis considers internal factors in the form of strengths and weakness, as well as the external environment in the form of opportunities and threats.*

*The results of the research show that : (1) The efforts that have been made by the management in developing accommodation facilities after the covid-19 pandemic are to continue to open this anum beach tourism during the pandemic but still carry out strict health protocols in order to get income to build accommodation on tourism Anum Beach (2) The management continues to make innovation to attract tourists (3) The strategy taken to promote Anum Beach after the impact of covid-19 is to carry out wider promotions and design a recovery strategy.*

*Keywords : Pantai Anum, swot, Accomodation Facilities*