

STRATEGI PENGUATAN CITRA WISATA EDUKASI BALI
BUTTERFLY PARK DI TABANAN PADA
ERA ADAPTASI KEBIASAAN BARU

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ABSTRACT

Bali Butterfly Park Tabanan is a tourist attraction that has its own advantages and uniqueness with the diversity of insects in it. Bali Butterfly Park Tabanan Butterfly Park is a tourist spot in Tabanan Regency and is also the largest butterfly conservation and breeding park in Bali, in Indonesia and in Southeast Asia, as well as being one of the tourist attractions for Bali's butterfly garden that is used for education and research.

The research method used in this study is a qualitative method. Then use data collection techniques through observation and interviews. And after that, we do a SWOT analysis

In the process of preserving butterfly species that are rare in nature, both the community and the manager of the tourist attraction must continuously maintain and control the existence of these insects in order to continue to reproduce and be able to survive, so that people can experience their beauty directly for a long time.