

**PENGEMBANGAN TAMAN BUNGA CELOSIA SEBAGAI
DESTINASI WISATA DI BANDUNGAN KABUPATEN
SEMARANG JAWA TENGAH SELAMA PANDEMI COVID-19**

ABSTRACT

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Celosia Flower Park is an artificial tourist destination that is established and managed individually but also in collaboration with the local community. This study aims to examine the development of tourism potential during the Covid-19 pandemic by describing the strategy for developing tourist destinations in Celosia Flower Park, which is located in Bandungan District, Semarang Regency. The author chose Celosia Flower Park because according to the author, this tourist destination has an interesting potential attraction and is not far behind with tourist destinations around the Bandungan tourist area.

This study uses a qualitative method, a method that describes internal and external factors in a tourism activity, and is continued by using a SWOT analysis that produces solutions to be applied in the tourism sector activities. The main thing is to support the development of the Celosia Flower Park during the Covid-19 pandemic like today.

From the analysis of factors that exist in the development of the Celosia Flower Park during the Covid-19 pandemic, it shows several results that can be used as a strategy to improve the quality of the Celosia Flower Garden, (1) increase accessibility, especially for tourists with disabilities (2) add facilities for washing hands in the Celosia Flower Park area to support the health protocol that has been implemented (3) the management must develop more innovative and creative potential to increase the number of tourists.

Keywords: Celosia Flower Park, Development, Strategy, Tourism