

# **STRATEGI PENGEMBANGAN OBJEK WISATA TAMAN WILIS DI KOTA SEMARANG JAWA TENGAH PADA ERA ADAPTASI KEBIASAAN BARU**

## **ABSTRACT**

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*Taman Wilis is a park located in the city of Semarang, managed by the Housing and Settlement service which is interconnected with one another and in collaboration with local residents. This study aims to examine the development of tourism potential during the Covid-19 pandemic. The author chose Taman Wilis because according to the author, this destination still has a potential tourist attraction that can be developed and can become a leading tourist destination just like other famous destination in the city of Semarang.*

*This study uses descriptive qualitative methods in order to obtain a description of various information that is directly related to the potential and development of tourist objects and attraction, with data collection techniques obtained by direct observation to Taman Wilis Semarang City. Then proceed by using a SWOT analysis that produces solutions to be applied in industrial activities, mainly to support the development strategy of Taman Wilis in the era of new habit adaptations.*

*The result of this study indicate that the object and tourist attraction of Wilis Park has various tourism potentials that can attract tourists to visit, including tourists who can relax and do other activities such as; exercise, enjoy the sunrise, take photos, and also enjoy the beautiful view of the city of Semarang from a height.*

*Keywords : Taman Wilis, Development, Tourism*