

**PENINGKATAN PELAYANAN DAN PROMOSI
KOPI MERAPI SLEMAN SEBAGAI DAYA TARIK WISATAWAN
DI ERA ADAPTASI BARU**

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ABSTRACT

Kopi Merapi Sleman is a recreational place to enjoy a cup of coffee that has a special taste. Because the coffee cultivation which is on fertile soil due to volcanic eruptions, and the management of coffee beans still using traditional tools, are the main attraction for tourists. In addition, Kopi Merapi Sleman offers a beautiful scenic atmosphere, because this recreation area is right under the slopes of Mount Merapi. The purpose of this study is to identify Service Improvement and Promotion of Kopi Merapi Sleman as Tourist Attraction in the New Adaptation Era. As an object that is managed privately by Mr. Sumijo, there are many deficiencies found when tourists visit to enjoy Merapi's typical coffee. Improvements are needed to improve services and promotions in the era of the post-covid era, to increase tourist satisfaction when they visit Kopi Merapi Sleman.

Keywords: Kopi Merapi Sleman , Recreational Tourism, Service Improvement, Promotion, Tourist Attraction, New Adaptation Era