

**STRATEGI PENGEMBANGAN PANTAI TAPAK PADERI SEBAGAI  
DAYA TARIK WISATA ALAM BENGKULU  
PADA MASA PANDEMI COVID-19**

Disusun Oleh :

<b>Nama</b>	<b>: Achmad Irwan Wahyudianto</b>
<b>NIM</b>	<b>: 17.3009</b>
<b>Jurusan</b>	<b>: Pariwisata</b>
<b>Program Studi</b>	<b>: Pariwisata</b>
<b>Jenjang</b>	<b>: Strata-Satu / S-1</b>

***ABSTRACT***

*Tapak Paderi Beach is located in Kebun Keling village, Teluk Segara District, Bengkulu City, and is one of the tourist attractions in Bengkulu City. On this beach the tourists are presented with a view of beautiful waves and the sun setting on the western horizon. Analysis of the data used in this qualitative study used a SWOT analysis.*

*SWOT analysis is a consideration of internal factors, namely strengths and weaknesses and external factors, namely opportunities and threats. The tourism object of Tapak Paderi Beach was developed by the local community who are mostly fishermen, the development of Tapak Paderi Beach is carried out independently with the community and is expected to be of benefit to the local community.*

***Keyword:*** Tapak Paderi Beach, Analysis SWOT, Management.