

**PENGEMBANGAN WISATA GROJOGAN WATU PURBO SEBAGAI  
DESTINASI BERBASIS ALAM DI SLEMAN YOGYAKARTA PADA  
MASA PANDEMI COVID-19**

Disusun Oleh :

Ade Chika Larasati  
173186  
S-1 Pariwisata

***ABSTRACT***

*The study aims to see the involvement of community and government in the development of nature tourism in Grojogan Watu Purbo, as well as strategies to develop nature tourism during the covid-19 pandemic to increase the quality of tourism. The research was conducted using qualitative methods. Then a development strategy is formulated by minimizing weaknesses and threats and maximizing opportunities and strengths. Observational data through, documentation, and interviews. The data sources used by the researchers are primary data sources and secondary data with the placement of the area population in the tourism area Grojogan Watu Purbo and the human population namely the surrounding community, the department of tourism, managers and tourists, using the non-probability sampling incidental method and purposive sampling. The data was analyzed descriptively and then to determine the strategy for the development of a tourism attraction, SWOT analysis was conducted. The results of the study show that there are several weaknesses in the form of tourist facilities, minimal knowledge of human resources, non-optimal management of funds and poor tourist security. According to research, the elimination of tourism object development strategy can be done by strengthening the role of government in leading managers and community, completing and arranging facilities, increasing tourism security, maximizing fund management, and increasing tourism potential and attractiveness.*

***Keywords*** : ***Development, Nature Tourism, Attractiveness.***