

**STRATEGI PENGEMBANGAN OBJEK WISATA
CURUG JLARANG SEBAGAI DAYA TARIK WISATA ALAM
DALAM ERA ADAPTASI KEBIASAAN BARU
DI KABUPATEN PEKALONGAN JAWA TENGAH**

ABSTRACT

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Curug Jlarang tourism destination is a natural tourism-based tourist destination located in Sidomulyo Village, Lebakbarang District, Pekalongan Regency. It has a refreshing exotic mountain area and a waterfall that has high water discharge and the water is still beautiful and natural. The research method used in this study is a qualitative method. While the data collection techniques used were observation, interviews, questionnaires and documentation. After the results are collected, then an analysis is carried out using the SWOT technique. The results of this study indicate that: Curug Jlarang has accessibility, which can be said to be easy to reach, but for the entrance to the location there are several location points with holes and still need to be completely repaired. The role of the community in managing Curug Jlarang is also quite good. The facilities provided at this tourist destination are adequate and quite complete. The security in tourist destinations is good enough. During the Covid-19 pandemic, this destination has implemented health protocols according to applicable regulations.

Keywords: Curug Jlarang Tourism Destinations, destination development, Covid-19