

ABSTRACT

MBULUK BEACH DEVELOPMENT STRATEGY IN THE PANDEMIC PERIOD OF COVID-19 AS A TOURISM IN THE KIDUL MOUNTAIN DISTRICT, YOGYAKARTA

This study examines the Mbuluk Beach Development Strategy during the Covid-19 Pandemic as a Tourist Attraction in Gunung Kidul Regency, Yogyakarta. This study aims to determine what potential the Mbuluk beach tourism objects have, the development of tourist objects during the Covid-19 pandemic, and what problems are faced in developing Mbuluk Beach tourism objects in Gunung Kidul Regency, Yogyakarta. The data collection methods used in this study were interviews and observations. The results of this study indicate that Mbuluk Beach tourism object is one of the tourist objects that has the potential to be developed. In this development process, Mbuluk beach still experiences various obstacles such as lack of security and a lack of promotion to introduce Mbuluk Beach as a tourist attraction in Gunung Kidul Regency, Yogyakarta.

Based on the results of the study, it can be concluded that Mbuluk Beach tourist attraction if developed properly turns out to have the potential as a natural tourist attraction that is very interesting to visit and with good promotion it can increase domestic and foreign tourist visits and improve the economy of the surrounding community in Gunung Kidul Regency, Yogyakarta.

Key words: Mbuluk Beach, tourism development, Gunung Kidul Regency, Yogyakarta