

**STRATEGI PENGEMBANGAN DESA WISATA KALIGONO
DI KABUPATEN PURWOREJO JAWA TENGAH
PASCA PANDEMI COVID-19**

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ABSTRACT

Kaligono Tourism Village is one of the villages in Kaligesing District, Purworejo Regency, Central Java. The tourist attractions of Kaligono Tourism Village are Curug Siklotok, Sidandang Park and Mount Condong. Kaligono Tourism Village also has other tourist attractions in the form of local arts. Kaligono Tourism Village is one of the tourist destinations affected by the Covid-19 Pandemic.

In the research conducted by the author at Kaligono Tourism Village, the research method used by the writer is a qualitative method. The author conducted interviews, observations and documentation in Kaligono Tourism Village to collect data. The author analyzes the data using the SWOT analysis technique.

From the results of the research conducted by the author at Kaligono Tourism Village, the results show that the Tourism Village requires a lot of development such as adding tourist attractions, developing human resources, improving organizational management, increasing promotion and improving health protocol facilities.

Keywords: Kaligono Tourism Village, development, Covid-19.