

Artikel Ilmiah

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**STRATEGI PENGEMBANGAN DESA WISATA KOJADOI DIMASA PANDEMI  
COVID-19 SEBAGAI DAYA TARIK WISATA DI MAUMERE  
NUSA TENGGARA TIMUR**

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***ABSTRACT***

*Maumere has various tourist destinations, both natural tourism, cultural tourism as well as artificial tourism, one of which is the Kojadoi tourist village. Kojadoi tourism village has a lot of tourism potential and is included in the Maumere Bay marine park area. This study aims to determine a suitable development strategy based on the internal and external environmental factors of the Kojadoi tourism village. The method used is qualitative methods, as well as techniques in collecting data, namely observation, interviews and documentation. Furthermore, processing the data using data reduction, data presentation, verification and triangulation. then analyzed the data using the SWOT matrix. The results showed that development in the tourism village of Kojadoi requires good cooperation between the government (the tourism and culture office of Sikka district) and the tourism village managers in order to improve facilities and accessibility. And improve several aspects to attract tourists to visit. Also strictly enforce the health rules, namely 5M.*

*Keywords: Tourist Destination, Kojadoi Tourism Village, Development Strategy, SWOT.*