

**UPAYA PENGELOLAAN PASAR SENI GABUSAN SEBAGAI
WISATA MINAT KHUSUS PADA ERA ADAPTASI
KEBIASAAN BARU DI BANTUL YOGYAKARTA**

ABSTRACT

Pasar Seni Gabusan has a potential that deserves to be promoted because it is a centralized place for craftsmen in Bantul with a beautiful environmental concept. Good promotion includes management efforts that can increase tourist visits to a tourist attraction. This research aims to find out how the efforts to manage Pasar Seni Gabusan in the era of adaptation to new habits. This market is included in the special requested tourism which is the special interest shopping tour.

The research method used is descriptive qualitative. Data collection techniques are carried out, namely observation, interviews, documentation and literature study. Data management techniques are reduction, data presentation process and conclusion drawing process. The analysis used is the SWOT analysis.

Based on the research results, it shows that Pasar Seni Gabusan has a management that is adjusted to the adaptation period for new habits. A tourist attraction must be able to improvise and continue to create new attractions to bring in more tourists. Management is something that must be considered so that the attraction concerned can be used as a special interest tourist attraction.

Keywords: Pasar Seni Gabusan, Special Interest Tourism, Management