

ABSTRACT

The Covid-19 pandemic requires all industries to be more creative and think hard in generating businesses that have been disrupted by this disaster. One of them is the tourism industry in which is Kaliurang Indah Tourism Village. So the author examined the tourism village with the formulation of problems to find out the development contained in kaliurang indah magelang tourism village magelang central Java and how the role of the community as a form of community empowerment in the management of Kaliurang Indah Magelang Magelang Central Java Tourism Village after Covid -19.

The research was conducted in Kaliurang Indah Tourism Village which is located in South Kaliurang, Kaliurang, Srumbung, Magelang, Central Java on December 01 – December 31, 2020. With primary data types and secondary data taken from 100 informants with incidental sampling techniques. Data collection method with Observation, Interview, and documentation. Data processing with the stage of data reduction, presentation of data, then withdrawal of conclusions or verification, and the last triangulation. Surely data analysis using SWOT analysis.

Based on research on the management of Kaliurang Indah Tourism Village to increase tourist visits Magelang District central Java, about the form of management and management strategy in Kaliurang Indah Tourism Village concluded that Kaliurang Indah Tourism Village has the potential of interesting and unique tourist attractions and some are not owned by other tourist attractions. Access to Kaliurang Indah Tourism Village itself is good, can be reached easily with all modes of transportation. Friendly service because in it there are good human resources also with a good relationship. And for community empowerment in Kaliurang Indah Tourism Village with three stages, namely awareness stage, capability transformation stage and intellectual ability improvement stage

Keywords: Tourism Village, Development, Community Empowerment, SWOT.