

**POTENSI AIR TERJUN GOA KREMBANGAN UNTUK
MENINGKATKAN EKSISTENSI SEBAGAI
DESTINASI UNGGULAN DI KABUPATEN KULON PROGO
DI ERA ADAPTASI KEBIASAAN BARU**

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ABSCTACT

This study purpose to find out all potency in Goa Kebon Krembangan waterfall, and how to develop that potency to be maximal. The methodolgy of the research are used qualitative methods with interviews, observation, documentation as data collection and SWOT as data analysis.

Based on the data research in Goa Kebon krembangan waterfall that has been done by the writer since april-may 2021. The writer has found many potency that can be develvop and make that the one of the best destination in kulon progo, the facility is good and enough for the tourist but need some improve, by the potency Goa Kebon Krembangan waterfall can survived and grow up at the new normal.

Key word : waterfall, potency, destination, new normal.