

**PENGEMBANGAN DAYA TARIK WISATA KEBUN REFUGIA
DI KABUPATEN MAGETAN PADA MASA ERA ADAPTASI
KEBIASAAN BARU**

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ABSTRACT

The research entitled "Development of the Tourism Attraction of Kebun Refugia Magetan in the Era of Adaptation to New Habits" aims to maximize the development of the tourist attraction of the Magetan Refugia Garden in order to increase the number of tourists.

The method used in this research is qualitative method. The data used are primary data and secondary data. Then the data collection technique is done by means of observation, interviews, documentation and questionnaires. Data analysis was carried out using the SWOT analysis technique.

Kebun Refugia Magetan is a new attraction in Magetan Regency, Kebun Refugia Magetan has its own peculiarities, namely the refugia plant which functions as a pest repellent plant, besides the refugia magetan garden has a very interesting view because it is located at the foot of Mount Lawu.

Based on the research conducted, the writer can conclude that Kebun Refugia Magetan is a tourist attraction that aims to provide education to the public about refugia plants which have a function as a pest repellent plant. Kebun Refugia Magetan has great tourism potential which can be developed to attract tourists supported by the natural conditions of the mountains.

By utilizing the potential of these attractions, the addition of facilities and tourist attractions as well as improved facilities are important factors for developing Kebun Refugia Magetan. Coupled with doing the right promotion to introduce Kebun Refugia Magetan to local and foreign tourists.

Keywords: potential, development, Magetan Refugia Garden