

**OPTIMALISASI PENGEMBANGAN DAYA TARIK WISATA
PANTAI PRIGI PASCA PANDEMI COVID-19
DI KABUPATEN TRENGGALEK**

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ABSTRACT

Trenggalek Regency is located on the coast of the South Java Sea so it is rich in marine tourism. One of them is Prigi Beach which has potential and opportunities in the tourism sector and as one of the tourist attractions, it is necessary to follow up by optimizing the development of the attractiveness of Prigi Beach to become a leading tourist area. This research is a qualitative research with observational research methods interviews and documentation. The method of observation is carried out to identify the characteristics of the tourist area and tourist at Prigi Beach and to describe and present a picture of the event through the identification of the substance of the problem in the tourist area of Prigi Beach in addition, this study also uses the SWOT analysis method. Based on the result of the analysis and discussion previously described, in optimizing the development of attractiveness in the tourist area of Prigi Beach there is a strategy to renew and add inadequate facilities, improve the performance of cleaning officers, socialize education to increase awareness of tourists and the surrounding community to keep the sea clean and to make more modern technological innovations.

Keyword : Prigi Beach, Tourism, Development, Attraction