

STRATEGI PENGEMBANGAN CANDI RATU BOKO YOGYAKARTA UNTUK MENINGKATKAN JUMLAH WISATAWAN DI ERA ADAPTASI KEBIASAAN BARU

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ABSTRACT

The main building of the Ratu Boko site was discovered for the first time in 1790, and restoration of the site began in 1938. The effort has been continued by the Indonesian government since 1952. Although it was founded by a Buddhist, this temple has Hindu elements such as the phallus and yoni, Ganesha statue, as well as a gold plate with the inscription "Om Rudra ya namah swaha" as a form of worship of the god Ridra (another name for Dewa Shiva) which proved the religious tolerance at that time. In this era of adaptation to new habits, managers have carried out conservation and development activities, although there are still some deficiencies in their operations. This research was conducted to find out how the strategy to develop the charm of Ratu Boko Temple in Yogyakarta to increase the number of tourists in the era of new habit adaptation. This research uses qualitative research methods, where the data collection techniques use observation, interviews, documentation and SWOT analysis.

Keywords: Ratu Boko Temple, Development Strategy, New Habit Adaptation Era