

**STRATEGI PROMOSI SITUS MAKAN DAN MASJID KUNCEN PADA  
MASA ERA ADAPTASI KEBIASAAN BARU DI KOTA MADIUN  
JAWA TIMUR**

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***ABSTRACT***

*Madiun is one of the cities in East Java. This city has a large tourism potential, one of which is historical tourism and religious tourism. tourist objects that are quite famous and have tourism potential in the form of historical tourism and religious tourism are the kuncen tomb and mosque. However, it is unfortunate that this tourist attraction is not widely known by tourists even though this tourist attraction has been around for a long time. this is due to the lack of promotion carried out at these attractions.*

*In this study, the researcher focuses on the promotion strategy of the kuncen tomb and mosque in the era of new habit adaptation. This research is a qualitative descriptive research, where the data collection uses observation, interview and documentation techniques. The analysis used in this study is a SWOT analysis to determine the appropriate promotion strategy that must be applied by considering internal and external environmental factors.*

*From the research results, it is known that the Kuncen tomb and mosque are still lacking in terms of promotion. this is due to the absence of competent human resources in the tourism sector, lack of services, and the absence of technology used for promotion. Promotional strategies that need to be carried out in this new normal era include promotions that introduce tourism potential that is different from other competitors based on easy access, complete facilities, guaranteed cleanliness and comfort. In addition, efforts to improve services, security, and also the application of health protocols are one of the guarantees for tourists to decide to tour these attractions during the Covid-19 pandemic. promotions carried out using communication technology and social media are the right promotional tools.*

*Keywords : Madiun, religious tourism, historical tourism, kuncen tomb and mosque, , promotions*