

## ARTIKEL ILMIAH

# UPAYA PENGEMBANGAN WISATA DI KAMPUNG ALAM MALON GUNUNGPATI SEMARANG JAWA TENGAH DI ERA ADAPTASI KEBIASAAN BARU

### *ABSTRACT*

*Aninda Putri, 172855, SI Tourism*

*Kampung Alam Malon is a Thematic tourist area chosen by the Semarang city government in 2016. These tourist destinations have creative tourism potential in the batik industry with natural colors derived from plants. There are several batik groups in Kampung Alam Malon such as Zie Batik, Batik Manggis, Batik Salma, Batik Crystal, Batik Delima, and Batik Citra.*

*The type of method that used in this research is a qualitative research method with SWOT analysis. This method is used in qualitative research that is reviewed on the use of a research object. SWOT analysis is a very complex strategic planning method that can be used to describe situations and assess problems based on internal and external factors.*

*The results of this study are known that: (1) The efforts of Kampung Alam Malon in developing this tour is to improve accessibility so that the road is not dangerous for the community and tourists, add new facilities / rides that attract tourists, improve the quality and create creative and innovative batik in order to compete in the market. (2) The strategy that can be done according to the author is to expand the promotion, utilizing various social media platforms that are increasingly diverse to support Kampung Alam Malon can be known by the public.*

*Keywords: Kampung Alam Malon, SWOT, Development Efforts*