

PENGEMBANGAN BUKIT BESEK PURWOREJO

JAWA TENGAH PASCA WABAH COVID-19

Arif Abdul Malik

173242

ABSTRACT

Bukit Besek is one of the destinations in Purworejo Regency. The development strategy carried out by managers during a pandemic is a little different from usual, this can be packaged properly and can make an area an asset. The diversity of tourism objects in Purworejo Regency can actually be used as an economic support as well as absorbing a lot of labor so that human and natural resources can be utilized optimally. Tourism during the Covid-19 pandemic has decreased so that each destination has a different strategy to attract tourists. The purpose of this research is to find out how the strategy for developing the besek hill tourism object after the Covid-19 outbreak. This study used a qualitative descriptive research method using informants from the Department of Tourism and Culture of Purworejo Regency. The results of the study are aspects that affect tourism in Purworejo Regency. Internal and external environmental analysis aims to determine strategic issues in the development of the Bukit Besek tourist attraction in Purworejo Regency. Using a SWOT analysis (Strength, Weakness, Opportunities, and Threats).

Keywords: development, Bukit Besek, Covid-19