

**UPAYA PELESTARIAN ADAT TOLEA
SEBAGAI DAYA TARIK WISATA BUDAYA
DI KABUPATEN KONAWE, SULAWESI TENGGARA
PASCA PANDEMI COVID-19**

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ABSTRACT

Tourism is one of the important sectors that are favored in efforts to ensure the welfare of society after the agricultural and maritime sectors. At this time the development of the tourism sector is running very fast, therefore the tourism sector must be managed appropriately and wisely. Natural and cultural wealth is one of the most important components in the tourism sector in Indonesia.

A customary tradition is a tradition or culture typical of a certain area with certain and different characteristics or uniqueness that a region has. This customary tradition that has been passed down from generation to generation has different meanings and sacred values. In the era of adapting to new habits after the Covid19 pandemic, it is hoped that the community will be able to work together to preserve cultural traditions, one of which is the Tolea Traditional Tradition which is popular, especially in Southeast Sulawesi.

This type of research that the writer takes is qualitative research. Qualitative is the derivative of quality. Qualitative is the opposite of quantity which refers to the amount or amount of something in a particular object. As well as using a SWOT analysis to evaluate the internal and external environment in the study.

The purpose of this research is to find out about the efforts to preserve the Tolea customary tradition which has begun to be difficult to preserve in the KonaWE Regency of Southeast Sulawesi, as well as to find out the community's participation in the effort to preserve the Tolea traditional tradition, and the strategy for the preservation of the Tolea traditional tradition after the COVID-19 pandemic

Few of the people who want to become Tolea make this tradition must be preserved. Given that those who are able to carry out this preservation are the surrounding communities in addition to maintaining their existence, they also maintain traditional and cultural values that have existed since time immemorial. In marketing the Tolea Customary tradition, all parties are expected to cooperate in order to preserve this Tolea Customary tradition.

Keywords: Tolea Traditional Tradition, Preservation, Post-Covid Pandemic