

**UPAYA PENGELOLAAN BANGUNAN BERSEJARAH
LAWANG SEWU SEBAGAI DAYA TARIK WISATA DI KOTA
SEMARANG DALAM MASA PANDEMI COVID – 19**

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ABSTRACT

Built in 1904 by the Dutch, Lawang Sewu is now a favorite historical-based tourist destination in Semarang. colonial architecture is the main attraction of this destination, and also gives a impression for the tourists who had come. The method that used in this study is a qualitative method, with data collection techniques namely observation, questionnaires, interviews & documentation, then using SWOT analysis as a data analysis technique. Based on the research, Lawang Sewu Semarang has good accessibility, good facilities and security, so that it can provide a sense of secure and comfort to tourists. The management of Lawang Sewu during the Covid-19 pandemic was good enough. The promotion that carried out by the Lawang Sewu management was able to attract tourists even during the Covid -19 pandemic. The prevailing health protocols are also in accordance with government recommendations.

Keywords: Lawang Sewu, Heritage Tourism, Management