

ARTIKEL ILMIAH
STRATEGI PENGEMBANGAN SUNGAI COKEL
SEBAGAI OBJEK WISATA SUSUR SUNGAI BARU
PADA MASA PANDEMI COVID-19 DI KABUPATEN PACITAN

JAWA TIMUR

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ABSTRACT

The Cokel River is a tourist attraction with great potential as a new tourist attraction which is quite unique in Pacitan Regency. However, the potential that supports this is not yet equipped with adequate infrastructure and proper development.

The method that used by the writer in doing this research is qualitative method. Data collection techniques in the form of observation, interviews and documentation. Data processing techniques with reduction, display, verification and triangulation. Data analysis using SWOT analysis.

The result of the research that the authors can show in an effort to develop the Cokel River tourist destination is that the government must be more active in helping the process of developing and managing tourist destinations together with the community. (1) by improving the quality of human resources and maximizing empowerment of the human resources of the local community (2) efforts to always maintain and preserve the natural environment around river tourism destinations (3) efforts to add more complete and adequate tourism support facilities

Keyword : Cokel River, Government, Tourism, Development