

**PENGEMBANGAN WISATA PEMANDIAN AIR PANAS
PLANTUNGAN PASCA PANDEMI COVID-19
SEBAGAI WISATA ALAM UNGGULAN
DI BATANG JAWA TENGAH**

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ABSTRACT

Plantungan Hot Spring is one of the tours in Batang City, which is located in Sangubanyu Village, Bawang District, Batang Regency, Central Java, Indonesia. The Plantungan Hot Spring has a rare hot spring icon in Batang Regency. The purpose of this research is to analyze the development strategy for the tourism development of the Plantungan Hot Water Baths after the Covid-19 pandemic. The method used in this research is descriptive qualitative method, data collection techniques use observation, interviews, and documentation, while for data processing using reduction and triangulation then analyzed by SWOT. So that it can produce a conclusion on how many tourism development strategies are right for the Plantungan Hot Spring tour. Based on research conducted by the author at the Plantungan Hot Water Baths, it can be concluded that the Plantungan Hot Water Baths actually have great potential in the future and can become a leading tourist attraction in Batang Regency, but in its development the Plantungan Hot Water Baths still require a lot of improvement.

Keywords: Development, Tourism, Management, Plantungan Hot Water Baths.

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