

**PENGEMBANGAN OBYEK WISATA BATU PUTIH GAJAHREJO  
SEBAGAI DAYA TARIK WISATA PADA ERA ADAPTASI KEBIASAAN  
BARU DI KABUPATEN KLATEN JAWA TENGAH**

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***ABSTRACT***

*Gajahrejo white stone tourism object is in Gajahrejo Talang Village, Bayat District, Klaten Regency. One of the interesting destinations to visit with its own uniqueness, namely the sensation of swimming above the height with a view of limestone hills, the beauty of the sunset and interesting photo spots.*

*The research method used is descriptive qualitative using SWOT analysis techniques. The data sources used are primary and secondary data. Data collection techniques with observations, questionnaires, interviews, and documentation.*

*The results showed that: (1) Access to tourist attractions is good enough and the facilities are quite complete (2) The strategy of development and management of tourism objects in the era of adaptation of new habits is always innovating (3) The role of the government in providing travel trust to tourists with the application of health protocols, community participation in promotional activities and the development of tourism objects.*

*Keywords: Gajahrejo white stone, development, destination*