

**STRATEGI PENGEMBANGAN WISATA TAMAN DOA SANTA
PERAWAN MARIA FATIMA DI KABUPATEN SRAGEN JAWA
TENGAH PASCA PANDEMI COVID-19**

IDENTITAS

ABSTRACT

This research discusses the development of the Prayer Park for the Blessed Virgin Maria Fatima in Sragen Regency, Central Java after the Covid-19 pandemic. This Ngrawoh Prayer Park is located in Ngrawoh Village, Gesi District, Sragen Regency, Central Java. The Ngrawoh Prayer Park has the potential for the infrastructure of the Chapel building which has a beautiful golden yellow dome, has a comfortable atmosphere, a large statue of the Virgin Mary, there is also a replica of the Tomb of the Lord Jesus like a cave. During the Covid-19 pandemic, the role of managers and the community is very important, in order to improve the economy of the surrounding community. The Covid-19 pandemic has not ended, so steps in developing tourist destinations, managers must make every effort to improve the quality of health protocol facilities so that tourists visiting are safe and comfortable when traveling in the Ngrawoh Prayer Park.

This study utilizes qualitative methods by collecting data using a SWOT analysis in which the observation data, interviewing 100 informants and documentation as supporting data. Based on the results of the research that has been done it can show that the role of managers and the community must be good to improve the quality of services and standard health protocol facilities to break the chain of the spread of the Covid-19 virus in Indonesia, related to Ngrawoh Prayer Park to become a safe and secure tourist destination in the Regency Sragen.

Key words: Prayer Park of the Blessed Virgin Maria Fatima. Qualitative Methods. SWOT Analysis. Development Strategy.

DAFTAR ISI

HALAMAN JUDUL	
HALAMAN PERSETUJUAN	i
HALAMAN PENGESAHAN	ii
HALAMAN PERNYATAAN KEASLIAN	iii
HALAMAN PERNYATAAN	iv
MOTTO	v
HALAMAN PERSEMBAHAN	vi
KATA PENGANTAR	vii
ABSTRAK	viii
ABSTRACT	ix
DAFTAR ISI	x
DAFTAR GAMBAR	xii
DAFTAR TABEL	xiii
BAB I PENDAHULUAN	1
A. Latar Belakang	1
B. Rumusan Masalah	3
C. Tujuan Penelitian	3
D. Manfaat Penelitian	4
E. Ruang Lingkup Penelitian	5
F. Linieritas Penelitian	6
G. Sistematika Penulisan	6
BAB II KAJIAN LITERATUR DAN KAJIAN TEORI	8
A. Kajian Literatur	8
B. Kajian Teori	10
BAB III METODOLOGI DAN DATA	13
A. METODOLOGI	13
B. DATA	15
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	19
A. HASIL	19

1. Gambaran Umum.....	19
2. Taman Doa Santa Perawan Maria Fatima Sragen	22
3. Deskripsi Informan	27
4. Pengaruh Faktor Lingkungan.....	32
5. Matriks Analisis SWOT	45
B. PEMBAHASAN DAN JAWABAN RUMUSAN MASALAH	56
1. Pembahasan	56
2. Jawaban Rumusan Masalah.....	65
BAB V PENUTUP.....	68
A. SIMPULAN	68
B. SARAN.....	69
DAFTAR PUSTAKA	70
LAMPIRAN.....	72
CURRICULUM VITAE.....	74