

**PENGEMBANGAN PANTAI ANUGERAH SEBAGAI
DAYA TARIK WISATA BARU DI SUKAMARA SAAT
KONDISI PANDEMI COVID-19 DI KALIMANTAN TENGAH**

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ABSTRACT

Anugerah Beach is one of the new tourist attractions owned by Sukamara Regency, more precisely Anugerah Beach which is located in Sungai Tabuk Village, Lunci Beach District, Sukamara Regency, Central Kalimantan Province. Anugerah Beach has become a brand for Sukamara residents and its surroundings. The existence of Pantai Anugerah, which is included in the administration of Sungai Tabuk Village, brings economic benefits to the villagers. Therefore this study aims to provide several strategies for the development of new tourism on Anugerah Sukamara Beach after the Covid-19 Pandemic. The research method used is qualitative research methods. The data collection methods are observation, interview and documentation. Then the data processing used in this study is in the form of data collection, reduction, data presentation, drawing conclusions and then the data is analyzed using SWOT analysis. The result of this research is that there are still many things that need to be addressed and also improved, namely in terms of accessibility, facilities, cleanliness, human resources and the application of good technology and also the application of health protocols in the new tourism environment of Anugerah Beach.

Keywords: Covid-19 Pandemic, New Tourism, Anugerah Beach, SWOT Analysis