

**PENGEMBANGAN DESA WISATA BERBASIS PARTISIPASI  
MASYARAKAT LOKAL PASCA PANDEMI COVID-19  
DI DESA WISATA BUTUH KALIANGKRIK KABUPATEN  
MAGELANG PROVINSI JAWA TENGAH**

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**ABSTRACT**

*This study describes the development of a tourist village based on community based tourism after the Covid-19 pandemic. This Butuh Tourism Village, which is located on the slopes of Mount Sumbing, which is now known as Nepal Van Java, is a tourist village that has a unique charm. These attractions range from the natural beauty, the arrangement of houses such as the Namche Bazar in Nepal, to local wisdom and the social life of the people.*

*In this study using a qualitative descriptive method, data collection used is the technique of observation, interviews, documents, and questionnaires. Then the data is processed using a SWOT analysis, interview sampling is taken from the community, visitors, and managers.*

*Based on the SWOT analysis used in this study, it can answer the problem, namely that the manager continues to improve and develop attractiveness and continues to explore the potential that exists in the Butuh Tourism Village by collaborating with several companies such as Telkom and Nippon Paint, the manager is also active in community empowerment as proven by The existence of the Women Farmers Group or KWT, the manager seeks to collaborate with the Magelang Regency Tourism Office so that the maximum use of potentials and stick to existing regulations, creates marketing strategies, namely tourism products and branding, the concept of marketing strategies, namely tourism products that are competitive and have uniqueness, compiling the image concept of Butuh Tourism Village through branding, adding facilities to make it more adequate and facilitate tourist activities. In addition to promoting the attractiveness of natural beauty, the manager also tries to prioritize existing local wisdom, as evidenced by the art that is displayed in the form of Kubro Siswo.*

*Keywords : Butuh Tourism Village, Development, Community Based Tourism.*

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