

ARTIKEL ILMIAH
PENGELOLAAN BUDAYA TARI TOPENG AYU
DI DESA WISATA TANON KABUPATEN SEMARANG
PADA MASA PANDEMI COVID-19

Diajukan Oleh:
Dewi Sekar Arum
172931

ABSTRACT

Tanon Tourism Village is a tourist destination in Telomoyo mountain slopes, Semarang Regency. Tanon Tourism Village make Topeng Ayu traditional dance which has meaning from religious society and simple so it becomes characteristic of Tanon Tourism Village, and becomes branding for Tanon Tourism Village to tourism traditional dancing village. The purpose of this research is to know the cultural management of Topeng Ayu Traditional Dance during the covid-19 pandemic. The research method used in this study is a qualitative method. Data source taken from the results of observations, interviews and documentation. After the data obtained is sufficiently collected then implement analysis using SWOT analysis. The results of this study inidacte taht : Accessibility to get to Tanon Tourism Village is very good, the facilities available is already pretty good to tourist, but it is just that development still needs to be done to complement the facilities that are still deficient. Cleanliness that needs more attention, very good tourism village management. Safety and comfortabelity for tourist is very good. During the covid-19 pandemic this Tanon Tourism Village already implement health in according with Indonesian goverment regulations.

Keywords : Tanon Tourism Village, Culture Tourism, Covid-19