

**PENGARUH COVID-19 TERHADAP PENGEMBANGAN
CANDI PENATARAN SEBAGAI DAYA TARIK WISATA
DI BLITAR JAWA TIMUR**

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ABSTRACT

The Tourism Sector is one of the country's largest sources of income. Tourism also plays a very important role in the development of the country. But lately, especially when Pademic Covid-19 entered Indonesia, the tourism sector experienced a very drastic decline and currently a strategy is needed to develop tourism itself. Blitar Regency, East Java Province has a tourist attraction that is no less good than other provinces, one of which is Penataran Temple. To develop the potential in Penataran Temple Blitar Regency, the right development strategy is needed. This research uses qualitative research method that focuses on the strategy of tourism attraction of Penataran Temple. After data retrieval will be found internal factors and external factors that will then be analyzed using SWOT analysis. The results of this study found a development strategy that can be applied to the tourist attraction of Penataran Temple Blitar Regency.

Keywords : Tourism, Pandemic, Qualitative, Strategy