

**PELESTARIAN GEJOG LESUNG SEBAGAI
ATRAKSI BUDAYA BARU DI MUSEUM SANGIRAN
KABUPATEN SRAGEN DALAM PRESPEKTIF PARIWISATA
DI MASA ADAPTASI KEBIASAAN BARU**

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ABSTRACT

Tourism is one of the sectors that play an important role in the development of Indonesia, especially the region. Culture is part of tourism, as well as one of the aspects that serve as a potential in the development of tourism. The issue discussed is How to preserve Gejog Lesung as a new cultural attraction in the Museum Sangiran Sragen regency in the Tourism Perspective in the era adaptation of new habits and to know the government's efforts in the preservation of Gejog Lesung Sangiran. The research method used in the creation of this Scientific Article, uses a descriptive qualitative type of research. While the collection techniques used are observation, interview, documentation after the data obtained collected, followed by data processing with reduction, presentation, verification and triangulation of data. Then performed data analysis with SWOT analysis.

Gejog Lesung cultural attraction as an effort to preserve culture in Sangiran Museum, Sragen Regency has not been maximized because there is no regular schedule or clear event calendar for the staging of Gejog Lesung Sangiran. The development of tourist attractions and cooperation between the manager, the government, and the role of the community is needed in supporting the preservation of Gejog Lesung Sangiran.

Keywords: Culture, Gejog Lesung Sangiran, Preservation, Adaptation of new habits.