

**PENGEMBANGAN ISTANA GUNUNG MAS 27 DI ERA *NEW NORMAL*
SEBAGAI DESTINASI WISATA ALAM
DI KABUPATEN LAMONGAN JAWA TIMUR**

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ABSTRACT

Gunung Mas Palace 27 is a natural tourism destination located in Tugu Village, Mantup Sub-District, Lamongan Regency, East Java. Gunung Mas Palace 27 has its own natural beauty and uniqueness. Expanse and rows of exotic examining limestone cliffs and combined with a typical Chinese house or pagoda in the middle of the valley is unique.

Research with the title "Development of Gunung Mas Palace 27 in the New Normal Era as a Natural Tourism Destination in Lamongan Regency, East Java" aims to determine the strategies that need to be done in the effort to develop tourism objects at Gunung Mas Palace 27.

In early 2020 the world was fueled by the advent of the new virus Coronavirus disease 2019 or covid-19 for short. This is where new patterns of life or new normal will take effect. Premature new habit Is a change in behavior to keep normal but with activity Plus implementing a health protocol to prevent teradinva infection of covid-19 Tourism also began in some areas with application new normal.

This type of research used in this study is qualitative research. Analysis of the data used is the SWOT analysis. Data collection techniques in this study were observation, interviews, and documentation. Development is focused on the construction of facilities, promotions, and the addition of attractions / tourist attractions on the Gunung mas palace 27.

Keywords: Gunung Mas Palace 27, development, tourist attraction