

Ketua Sekolah Tinggi Pariwisata Ambarukmo

ARTIKEL ILMIAH

**STRATEGI PENGEMBANGAN KERATUAN DARAH PUTIH
SEBAGAI DESTINASI WISATA BUDAYA
DI KABUPATEN LAMPUNG SELATAN**

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ABSTRACT

Keratuan Darah Putih is a cultural and spiritual based-tourism destination located in Kuripan Village, Penengah District, South Lampung Regency, Lampung.

In this research, the method used is a qualitative method. While the process of collecting data used was interview observation. After the data obtained has been collected, analysis is carried out using the SWOT technique.

The results of this study indicate that: White blood keratuan has good accessibility. The facilities provided at Keratuan Darah Putih were adequate and complete, only a few aspects needed to be improved. The role of residents in participating is somewhat less good. The strategy for developing the White Blood Union to attract tourists is by making tour packages. Keratuan Darah Putih has the potential in the form of historical stories, relics, arts, customs, handicrafts and traditional livelihoods.

Keywords: Keratuan Darah Putih, Tourism Development, Cultural Tourism, South Lampung