

**PENGELOLAAN OBJEK WISATA SAWANGAN  
ADVENTURE SEBAGAI DESTINASI WISATA DI KEBUMEN  
JAWA TENGAH PADA MASA PANDEMI COVID-19**

***ABSTRACT***

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*Sawangan Adventure is a tourist destination based on nature tourism and educational tourism. A tourist attraction managed by a tourism awareness group (Pokdarwis). This study aims to examine the management of tourism potential during the Covid-19 pandemic by describing the management strategy of the Sawangan Adventure tourism destination in Kebumen Regency.*

*This study uses a descriptive qualitative method, a method that describes internal and external factors in a tourism industry activity, and is continued by using a SWOT analysis that produces solutions to be applied in these industrial activities, primarily to support the management of Sawangan Adventure as a tourist destination.*

*From the analysis of the factors that exist in the management of Sawangan Adventure, it shows that some results can be used as a strategy to improve the quality of Sawangan Adventure, (1) the manager must be more diligent in promoting on social media to increase tourist visits, (2) the manager must pay more attention to an appeal for cleanliness around the tourist area for the convenience of other tourists, (3) the manager holds regular meetings to improve the quality of existing human resources.*

***Keywords: Sawangan Adventure, Tourism, Covid-19***