

PENGEMBANGAN PANTAI KERTOMULYO DI MASA PANDEMI COVID-19
SEBAGAI DESTINASI WISATA DI JAWA TENGAH

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ABSTRACT

Kertomulyo beach is a natural tourist destination in Pati Regency. The beach is located in Kertomulyo Village. Kertomulyo Beach is a muddy beach, but on this beach you can enjoy the mangroves that are lined up. As a result of covid-19, Kertomulyo Beach was closed for 7 months. Finally, getting permission from the Pati district task force and the tourism office to reopen Kertomulyo Beach.

The research method used is qualitative. While the data techniques used in the study were observation, interviews, documentation, and questionnaires. After the data has been collected, data analysis is carried out using the SWOT analysis technique.

This research result in efforts that can be made to develop Kertomulyo Beach. Where the coastal development efforts cannot be separated from the role of the community and managers who support and develop Kertomulyo Beach so that it can develop into a better tourist destination

Keywords: kertomulyo beach, development, covid-19, destination