

OPTIMIZATION OF THE RINGINLARIK RESERVOIR TOURISM AREA AS AN EFFORT TO INCREASE THE ATTRACTION OF NEW TOURISM OBJECTS IN BOYOLALI DISTRICT

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ABSTRACT

Ringinlarik Reservoir is one of the infrastructures built by the Boyolali Regency Government starting in the 2016 fiscal year and completed at the end of 2020. The Boyolali Regency Public Works and Public Housing Office has completed the construction of the Ringinlarik Reservoir which aims to provide benefits as a water reservoir and to fulfill raw water needs around the region. The implementation of the Community Service activity entitled "Site Planning for the Ringinlarik Embung Water Tourism Area as an Effort to Develop New Tourism Objects in Boyolali Regency in the New Normal Era" aims to provide assistance to the residents of Ringinlarik Village regarding planning a water tourism area that applies new normal standards. With the site planning of the tourism area it is hoped that it can be used as a pilot for the Ringinlarik Tourism Village, which indirectly provides more attractiveness to tourists thereby increasing the economy of the local community of Ringinlarik Village. The results of the PPM activities for the development of this area are: (1) The Ringinlarik Village Government has a plan to develop the Water Tourism area based on the planned site; (2) Has a master plan for planning the Embung Ringinlarik water tourism area in accordance with the New Normal standard; (3) Can help provide alternative design options for the spatial zone of the Embung Ringinlarik water tourism area; (4) The emergence of public awareness of the standard of facilities and infrastructure in the New Normal era.

Kata Kunci: *Tourism Area Planning, Water Tourism, New Normal*