

ABSTRACT

This research discusses the review and knowledge of product Development in tourist attractions that are in malls today, especially at the Senayan Park Mall or what is called SPARK Mall which occurred after or caused by Covid-19, besides the impact due to Covid-19 which requires people to be blocked. Doing various activities, including tourism activities, is the reason the authors discuss this research. The author takes the theory from Jimmy (2019) in the theory of tourist attraction, the theory from Gina Akmalia (2019) in tourist attractions in Indonesia, the theory of the influence of tourism activities from the Ratnawaati theory (2020) and the theory about Corona Virus or Covid-19 which is taken from sources WHO official website and theory A Susilo (2020). The method used in this research is descriptive qualitative and interview with the Staff. The results of this study were to see the impact of Covid-19 due to the attractions of tourist attractions in Mall Senayan Park Jakarta, then the method used in this study was carried out using observation data, interviews, documentary studies and written sources as well as descriptive data analysis techniques to park the situation. researched systematically. The identification of all forms of natural tourism resource management programs can help assess the effectiveness of the program being implemented and what deficiencies should be improved, so that it contributes to the community or visitors coming to SPARK Mall in the midst of a pandemic and for staff workers. The results of research that have been conducted show that the tourist attraction dance at the Senayan Park Mall can be a transitional tourist attraction in the midst of the pandemic caused by Covid-19 which still makes people afraid to travel too far, especially for residents of Jakarta, seen from the socio-cultural aspect. already supporting the tourist attractions of Taman Senayan as a tourist transition in the midst of the Covid pandemic, therefore from this research the manager can find out what Mall Senayan Park product innovation in the face of the Pandemic Covid-19.

Keywords: Product Innovation, Covid-19, Mall Senayan Park