

ABSTRACT

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This study starts from a problem in this thesis is Saronde Festival The extent to which appeal can be Saronde Island attractions? This study aims to determine the extent to which Saronde Festival can be an attraction of tourism object Saronde Island at North Gorontalo Regency. Referring to the problems of research that has been stated above, the method used is descriptive qualitative method. This method is used to provide an overview of events as the Festival Saronde appeal Saronde Island attractions and techniques used in collecting data were observations, interviews, documentation. The results showed that the Festival Saronde have a major influence on the number of tourists coming to visited Saronde Island. Saronde Festival has become an attraction for tourists visiting the island. It is therefore important to maintain and preserve for this event still held every year in order to keep continuous.

Key words: *Festival, Attraction, Attractions, Island Saronde*