

TOURISM DEVELOPMENT ANALYSIS DURING THE COVID-19 PANDEMIC IN THE SPECIAL REGION OF YOGYAKARTA

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Abstract: The tourism sector is one sector that significantly contributes to regional income to improve economic development. The Covid-19 outbreak has resulted in a decline in the DIY tourism sector, causing the economy to experience a downturn. The undiscovered Covid-19 virus has added to the public's anxiety for activities. For this reason, the government needs to take policies related to how to make efforts in the form of tourism development strategies during the pandemic. The Covid-19 pandemic is an epidemic that changes the order of people's lives worldwide or is called the new normal. People are required to live in a new normal to maintain the health and safety of their souls. The objectives of this study are a) To analyze the DIY tourism development strategy during the Covid-19 pandemic; b) to know the strategies carried out by stakeholders in carrying out tourism recovery in DIY. This study uses qualitative research methods, which research is based on the collection, analysis, and interpretation of power in the form of a visual narrative. Based on the results of the discussion and conclusions in this study regarding the strategy for developing destinations in the Special Region of Yogyakarta, recommendations that need to be conveyed in developing existing tourism products, maximizing the tourism market and other potentials that support this strategy by developing tourism destinations with sustainable principles from environmental aspects, sociocultural and economic, as well as easily accessible and attractive to tourists, designing tourism marketing that can increase tourist visits, developing competitive tourism industry and creative economy, developing organizations, human resources, regulations and operational mechanisms that are effective and efficient.

Keywords: *tourism, covid-19, economy, new normal*

1. Introduction

Almost all countries in the world, including Indonesia, at the beginning of 2020 experienced very heavy shocks. The coronavirus caused the scare. This disease is caused by a new type of coronavirus named SARS-CoV-2. The Covid-19 outbreak was first detected in Wuhan City, Hubei Province, China, in December 2019 and was designated a pandemic by the World Health Organization (WHO) on March 11, 2020. A Covid-19 pandemic is an event that spreads the coronavirus disease in 2019 worldwide (Ayu et al., 2021). The impact of this virus is not only felt by China. Still, it has reached more than 180 countries spread across all

continents, plus the social, economic, educational and behavioral, and lifestyle changes caused by these invisible micro organisms.

The Coronavirus is thought to spread between people mainly through respiratory droplets produced during coughing. These sparks can also be generated from sneezing and normal breathing. In addition, the virus can spread by touching the surface of a contaminated object and then touching a person's face (Rahman and Satria Utama, 2020). This is the basis, and we must realize together that our lives will not be the same after the Covid-19 pandemic. Humanity must learn from the pandemic that claimed many lives. This pandemic is the only reason to quarantine almost all humans, things far from reason or imagination. It turns out that we will be able to work, study and carry out activities from home. After this pandemic ends, we will start a new everyday life, a life that will not be the same before the Covid-19 outbreak; this is for health and personal safety reasons (Murphy, 2020). For example, in education, educators and students will be more accustomed to using online platforms for the teaching and learning process because it will grow many more innovative educational applications and make online learning more accessible and more enjoyable.

In the economic field, a more significant impact will be felt as people will tend to shop online (Ert, Fleischer and Magen, 2016); many people are more comfortable making and preparing their food with more hygienic considerations so that businesses to prepare food Healthy fast food at home will increase such as vegetable and meat concoctions that only need to be heated. Frozen food, the increase will follow this in technology that supports healthy food, and novice cooks will more require cooking applications.

People will continue to prioritize changing habits, starting to stay away from handshakes, staying comfortable wearing masks, and realizing the importance of vaccination for several dangerous diseases other than Covid-19; of course, this is a change in the health sector. The Special Region of Yogyakarta is one of the tourist destinations for both natural and artificial tourism. The tourism industry will experience the same thing. It will prioritize the implementation of health protocol standards and safety standards that are deemed adequate to maintain the comfort of tourists visiting DIY. This new everyday life is exciting to discuss, mainly because of the readiness of the government and stakeholders to face the recovery of DIY tourism during the pandemic. Different alternative travel options must be considered so that DIY remains a magnet for domestic and foreign tourists, of course, without ignoring health protocols.

Starting from the background of the problem above, the situation in this study is that a tourism development strategy has not been carried out during the Covid-19 pandemic in the Special Region of Yogyakarta. Based on the background and the formulation of the existing problems, the purpose of this study is to analyze the DIY tourism development strategy during the Covid-19 pandemic and find out the process carried out by stakeholders in carrying out tourism recovery in DIY. The results of this study can be used as a medium to deepen knowledge about tourism development during the Covid-19 pandemic in the Special Region of Yogyakarta.

2. Research Method

Furthermore, Sugiono (2017) explained that previous researchers only knew roughly what they were looking for in qualitative research. In this study, qualitative research methods are used where this research is based on the collection, analysis, and interpretation of power in

visual narratives (not numbers) to gain an in-depth understanding of certain phenomena of interest (Gay et al., in Sugiono, 2017). The research design appears as soon as the analysis begins, where qualitative data is subjective because researchers prioritize individual interpretations of existing phenomena by conducting participant observations, indepth interviews, etc. The research uses data collection tools in the form of words, pictures, and objects. The research procedure produces descriptive data in the form of written or spoken words from the observed behavior to get all the facts related to the development of tourism destinations and apply various relevant theories to help answer research problems.

Data Analysis Technique

This study uses three analytical methods: qualitative data analysis, EFAS and IFAS analysis, and the SWOT matrix.

Internal Factor Evaluation Matrix (IFAS)

IFAS table is compiled to formulate internal strategic factors. This strategy formulation tool summarizes and evaluates the main strengths and weaknesses in the business's functional areas and provides a basis for identifying and assessing the relationships between these areas (David in Hermantoro, 2011). The IFAS matrix is used to determine the factors related to the strengths and weaknesses that are considered essential. Data and information on the company's internal aspects can be extracted from several available companies. After the internal strategic factors of a company are identified, an IFAS table is compiled to formulate these internal strategic factors within the framework of the company's strengths and weaknesses.

External Factor Evaluation Matrix (EFAS)

The external factor evaluation matrix (EFAS) enables strategists to summarize and evaluate economic, social, cultural, demographic, environmental, political, government, legal, technological, and competitive information (David in Hermantoro, 2011). The interpretation of the respondent's information becomes the result of the identification of opportunities and threats. The options and threats are then analyzed externally using the EFAS Matrix. Researchers use the EFAS matrix to evaluate factors that come from external to the company. The external data is then collected to analyze matters relating to the company's relevant external issues. This is important because external factors directly or indirectly affect the company.

SWOT Analysis

SWOT analysis is a tool to identify situations, which, if done correctly, will produce a strong foundation for formulating or formulating a strategy (Bozac and Tipuric in Hermantoro, 2011). SWOT analysis is also used to determine strengths, weaknesses influenced by the company's internal policies, and opportunities and threats that are affected by external factors that the company cannot control. The SWOT analysis technique is used to identify the company's strengths and weaknesses, opportunities, and threats in business competition. However, this can lead to many anomalies. Problems with fundamental SWOT analysis can be overcome by using the more critical POWER SWOT. POWER stands for personal experience (personal experience), order (request) strengths or weaknesses, opportunities or

threats, weighting (weighting), emphasis detail (emphasis on more information), and rank and prioritize (ratings and priorities). POWER SWOT is an extension of essential SWOT and is much more helpful for strategic planning.

3. Results and Discussion

3.1. Results

A. Internal Factor Analysis

1) Actual Condition of Tourist Attractions

The Special Region of Yogyakarta is a tourist destination that is highly favored because it has the potential of natural resources and local cultural wealth (customs) as well as the openness of the community in accepting immigrants. To date, the leading tourist attraction is natural charm such as beaches, hills, and mountains that attract sympathetic tourists to visit DIY. Furthermore, the tourism potential possessed by DIY is typical food such as Gudeg, bakpia, jadah tempe Sleman, sate klathak Bantul, thiwul Gunung Kidul, and so on.

Tourists who visit the Special Region of Yogyakarta generally come from outside the city and also foreign tourists. Some tourist attractions in DIY have access or terrain that is quite steep, such as in the areas of Gunung Kidul, Bantul, and Kulon Progo. In addition, some have transportation and accessibility problems to get to tourist attractions. The issue of transportation accessibility above is due to the undeveloped tourism transportation business by both the private sector and the public, as already exists in developed tourist destinations. Accessibility problems can be overcome by developing a tourist transportation system that is satisfactory for tourists.

2) Actual Condition of Amenity

Some tourism businesses in the Special Region of Yogyakarta have not been integrated into the tourism industry chain, so they do not have a hierarchy to increase tourist visits. This problem is caused by the weak expertise of business actors and government officials in the business chain network tourist. An inefficient business network limits the creation of tour packages, lack of attention to the local economy. Some tourist destinations in DIY in the tourism business are still limited to accommodation and transportation services provided by the tourism object manager.

3) Actual Condition of Support Services

In the tourist area of DIY, supporting facilities in some tourism places are still limited to accommodation and supporters. Various supporting facilities are found in destinations but are unavailable in multiple tourist attractions such as ATMs, money changers, sports facilities, trash cans, public toilets, and health clinics.

4) Institutional Actual Condition

The concept of DIY tourism development is cross-sectoral oriented to inter-regional linkages, both regionally and nationally. The tourism network that is built between regions requires the birth of development synergy.

B. External Factor Analysis

1) The Current State of Technology

Technology in tourism is used as a promotional medium, but technology can also be a learning medium for investors/entrepreneurs in the tourism sector. The world of tourism

has become one of the areas that local governments work on in implementing e-government to publish or market tourism potential in the region, so it can be concluded that there is a management information system based on electronic data processing in the tourism sector. However, judging from these conditions, the Regional Government has not maximally utilized e-tourism based technology to bring in tourists, so it is necessary to make an effort to prepare a tourism development plan based on e-tourism on information technology systems that introduce all tourism potential, supporting infrastructure, ease of access and transportation, tour packages offered, climate, costs, routes and distances as well as matters relating to tourism activities in DIY. The information displayed is not just the number and type of tourist objects. Still, also with the visualization of objects and facilities, satellite image maps so that tourists can use this information to determine the tourist objects to be visited, the schedule of tourist activities, and the time needed to facilitate other transactions.

2) Actual Economic Conditions

The people's economy is an independent economy that does not depend on foreign capital. Economic empowerment needs to be carried out by continuously improving the people's economy through the protection and development of small and medium enterprises and cooperatives. In line with this, the results of interviews with several tourism business managers in DIY revealed that local communities had not utilized tourism activities around their villages to make skills such as regional souvenirs that can be of economic value to tourists.

3) Actual Condition of Tourism Market

The DIY Tourism Office is currently trying to promote tourist attractions, for example, through websites and various tourist events. Several tourism businesses market tourism attractions, national and international events, and national and international travel agencies. The challenge is to create an effective marketing plan to be implemented at home and abroad.

4) Actual Condition of Tourism Business Competitors

DIY Province has excellent tourist destinations such as sea/beaches, mountains, cliffs, culinary tourism, and other artificial tourism, where these tourist destinations have natural and cultural beauty. DIY is directly adjacent to Central Java Province, which has many tourist destinations as well. This is what makes DIY continues to offer attractive tourist destinations for tourists.

C. Tourism Destination Development Strategy in DIY

1) From the EFAS and IFAS analysis results, SO planning is considered to have a high priority and is urgent to be implemented. The plans are the development of a transportation system by managing the management of transportation modes that facilitate the movement of tourists to reach tourist destinations in the DIY Province to embrace foreign tourists, especially in potential markets from ASIA countries.

2) From the results of the EFAS and IFAS analysis, WO planning should be considered to have a high priority to be implemented. The plans are: Establishing regulations for planning transportation routes to DIY tourism destinations and at the same time facilitating the entry of foreign tourists with a maintained level of security so that DIY Province can become an international tourism destination.

3) From the EFAS and IFAS analysis results, ST planning is the best thing to do. The plans are: Developing the potential of local resources as a unique tourist attraction based on culture, customs, and society with the concept of a living culture tourist attraction that is different from competitors' tourism products because it develops a network of tourist villages with their local uniqueness so that tourists get reinforcement elements of memory / special memories and lifestyle of tribal communities who are in DIY tourism destinations and publish through social media.

4) From the EFAS and IFAS analysis results, WT planning is something that can be implemented. The plans are Strengthening cooperation between stakeholders and investors in creating a conducive tourism investment climate with easy, fast, and inexpensive systems and mechanisms for service and investment licensing in tourism so that the procurement of tourism facilities can increase in line with the development of sustainable tourism businesses. Managed by investors with the development of the tourism industry in DIY, it is possible to fulfill public tourism facilities such as ATMs, public toilets, money changers, and even infrastructure in the form of clean water, electricity, and telecommunications equipment. Following the calculation of internal and external position scores on the IFAS and EFAS matrices which show a score of 3.72 internally and 3.12 externally, the DIY tourist area according to the IE Matrix is in quadrant I, which means it is in a moderate position and growing according to the following figure:

		External Strategic Factors			
		Strong 3.0 – 4.0	Average 2.0 – 2.99	Weak 1.0 – 1.99	
External Strategic Factors		4.0	3.0	2.0	1.0
High 3.0 – 4.0		I E = 3,7 & E = 3,1	II	III	3.0
Medium 2.0 – 2.99	2.	IV	V	VI	
Low 1.0 – 1.99		VII	VIII	IX	
	1.0				

(Source: data processed, 2021)

Figure 1. IE Matrix

In the above position, it can be explained that DIY tourism destinations are in quadrant I position, namely growing with assumptions to be developed, seeing a strategic place it is recommended to use one product diversification strategy, which according to Fandy Tjiptono (2015) there are 3 product diversification strategies, one of which is is concentric diversification, where new products introduced have links or relationships in terms of marketing, technology with existing products, or in other words, product development and using market penetration strategies which can be interpreted as intensive promotions to attract tourists. The focus of product diversification is more on diversifying activities, providing

facilities, and optimizing accessibility. The strengthening of the image is manifested in the diversification of various facilities and infrastructure to support tourism activities and rest for tourists. In addition to differentiation and variation, another strategy taken is market penetration, which is more easily interpreted as the manager's active effort to find and widen the scope of visitors. Reorienting visitors can be done by adding a youth market as a target market which implies the addition of cultural tourism products to accommodate the demands of that market segment.

3.2. Discussion

Country and abroad in the development of regional tourism. The strategy for developing DIY tourism destinations during the Covid-19 pandemic aims to increase tourist visits with health protocols and make internationally competitive destinations following the actual conditions of tourism development in DIY, which is still at the exploration stage. Destination development strategies in the Province of DIY produced in this study are priorities in destination development: tourism products, especially on accessibility, complementing amenities, and cooperation between stakeholders. What causes the condition of tourism products that have not been appropriately packaged is the lack of available professionals in the field of tourism (HR) both within the community, business people, and the government itself in managing the development of tourism destinations in DIY. Regarding the factors that become obstacles in the development of goals, among others, the awareness of the majority of the community about the environment is still deficient; this can be seen as littering. The nature of the openness of local communities to tourists, especially foreign tourists, can lead to the erosion of local culture with foreign culture brought by foreign tourists. The image of Indonesia is still embedded as a country with less conducive security in the minds of tourists, especially foreign tourists. There is a potential change of special interest tourism into mass tourism in tourism development in DIY. The strategy for developing tourism destinations in DIY is directed at increasing tourist visits and becoming internationally competitive destinations, following the actual conditions of tourism development in DIY, which are still in the exploration stage. The results of this study are supported by (Badarab et al., 2017) the tourism destination development strategy in the Togean islands namely by product development existing tourism, maximize the tourism market as well as other potentials that support the strategy this by developing destinations tourism with sustainable principles of environmental, socio-cultural and economic aspects, as well as easily accessible and attractive to tourists, develop marketing tourism that can increase visits tourists, develop the tourism industry and a competitive creative economy.

3. Conclusion

Based on the results of the discussion and conclusions in this study regarding the strategy for developing destinations in the Special Region of Yogyakarta during the Covid-19 pandemic, it is necessary to develop existing tourism products, maximize the tourism market and other potentials that support this strategy by developing tourism destinations with sustainable principles. From environmental, socio-cultural, and economic aspects, and is easily accessible and attractive to tourists, designing tourism marketing that can increase tourist visits, developing competitive tourism industry and creative economy, developing organizations, human resources, regulations, and effective operational mechanisms efficient.

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