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Marketing strategies after the covid-19 pandemic towards the development of indonesian tourism destinations

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ABSTRACT

Indonesia's tourism sector is famous worldwide as it has many tourist destinations in all countries. The government also raises the management of tourist areas through various government policies so that Indonesian tourism is increasingly advanced and recognised in the eyes of nature. This study aims to find out the marketing strategy after the co-19 pandemic for the development of Indonesian tourism destinations. The research method used in this research is qualitative. Activities in data analysis are data reduction, data presentation, and conclusion drawing or verification. The results of the literature analysis show that the authorities have provided particular policies for improving tourist areas, and various tourist destinations have also implemented strategies and programmes that can adapt to the so-called new era. There has been a change in tourist attitudes.



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Introduction

Indonesia's tourism sector is popular on all earths because it has many tourism destinations in all countries. The Tourism sector is one of the fastest growing industrial sectors. The tourism sector itself is one of the foreign exchange contributors for the Indonesian state (Benony Walakula, 2020). Natural aesthetics and local customs are the energy to achieve for tourists who visit Indonesia. This factory is vital for the Indonesian economy. The ruler wrote that foreign exchange income from tourism then grew along with the increase in tourist visits. Minister of Tourism and Creative Economy Sandiaga Uno hopes that this factory will become the largest foreign exchange donor (Utami, B. A., & Kafabih, 2021). The progress of the tourism zone is to be able to drive other sectors as a result of producing tourism as a factor in the development of the national economy. There is a mutual causal bond between economic development and tourism (Reciprocal Causal Hypothesis), which is the development of tourism and the development of the economic.

Since reporting endemic as a national disaster, Indonesian authorities have cited wisdom and action to end activities by formalizing the lockdown. The ruler has practiced lockdown measures to end the spread of Covid-19 (Fotiadis, 2021). The application of lockdown greatly affects various zones, including economic and social zones, none other than tourism (Utami, B. A., & Kafabih, 2021). Various areas that are known as tourist destinations are very importantly affected by the endemic impact of Covid-19. West Java, which is known to have a variety of important tourist destinations, so domestic and foreign tourist destinations, as well as tourism factories are also facing pointed shrinkage.

Due to the pandemic, Indonesia's tourism situation remains precarious and has decreased due to the pandemic (Moniaga et al., 2022). The emergence of the decision to return to operations to continue tourism, post-pandemic or other new normal terms explains how people's behavior can return to normal activities while still prioritizing health protocols. One of the strategies that must be implemented is a communication strategy, which according to (Wahyudin, 2017) states that communication strategy is the first step and determines how environmental communication will be carried out.

Responding to the post-pandemic tourism industry crisis situation, the central, provincial, and city/regency governments have been trying to synergize (Lisanti, 2021). Try matching funds in an emergency, projects in recovery, promotion in joint events to accelerate the crisis phase in the tourism sector. The strategy of rebuilding tourism brand awareness from the recovery phase to the normalization phase is a strategic and synergistic step carried out by the government (Shofihara, 2020). In the conditions of tourism communication strategies, it is interesting to study how the ruler answers the endemic atmosphere and reformulate the strategy to advertise tourism after the endemic atmosphere subsides.

The emergence of the decision to continue post-pandemic tourism operations uses the term new normal here to explain how people's behavior can adapt to normal activities, while still prioritizing health protocols (Giarinni, 2022). One of the strategies that must be applied is the communication strategy. Communication strategies aim to replace people's attitudes in a larger ratio by circulating current ideas. A communication strategy is a mixture of elements of communication: communicators, notes, channels (tools), and the impact that is directed at achieving communication goals. Communication strategy is basically programming and managing to achieve a goal (Adzra, 2022). To achieve that goal, strategy needs to prove an operational strategy, not just a track plan that ensures direction.

The role of national tourism then becomes meaningful in the direction of development and participation handed over by tourism through foreign exchange income, area income, zone development, or in the absorption of capitalization and energy activities and development of efforts that are scattered in various natural areas in Indonesia. Through persuasion procedures and encouragement to other economic realms that are linked to the nature of tourism, such as lodgings and restaurants, transportation, handicraft factories and others (Sujai, 2016).

Research conducted by (Raditya, 2022) states that the strategy for marketing is to provide gift vouchers related to the product. done is to provide gift vouchers related to the provision of free gift vouchers related to the provision of free stay prizes, and the development strategy carried out is to improve health protocols supported by the safety environment of the hotel where tourists stay, and maintaining the characteristics of the service based on the hospitality of local people. Research conducted by (Pambudi et al., 2020) states that the analysis results recommend that the review of tourism development planning emphasises general stimulus, MSME stimulus, structuring accommodation packages, transportation and access, taxation stimulus, technical guidance, strengthening tourism diversification, and strengthening the demand and supply side of tourism. Tourism can and can stimulate economic development and produce a square of activities. This is why economic development and the invasion of larger activities can be accelerated by advertising tourism. In line with that, the 2015-2019 RPJMN wants to emphasize the development of tourism as one of the strategies to accelerate national economic development. The ruler formulates the concept of tourism development and practices various strategies such as increasing the tourism market, increasing the view of tourism, increasing tourism sales partnerships and implementing tourism adversaries.

Based on the research description of the problem on Marketing Strategies in Post-Pandemic Conditions of Tourism Destinations in Indonesia, the researcher aims to conduct a literature review which includes, The reaction of the ruler's wisdom to the condition of tourism in Indonesia in the endemic period of Covid-19.

Method

The research procedures to be used in this research are qualitative. Qualitative research is research that intends to be able to relate phenomena that are again perceived by the points being monitored, such as impulses, attitudes, assumptions and others by means of totality and stories in recorded form and words, using various natural procedures in special natural situations (Moleong, 2017). According to (Sugiyono, 2019) 320) data analysis is the process of systematically searching and compiling data obtained from interviews, field notes and documentation by organising data into categories. Activities in data analysis are data reduction, data presentation, and conclusion drawing or verification. In this "Tourism Factory Communication Strategy in Post-Pandemic Critical Communication", using the problem research method, is a research procedure that in a comprehensive way describes, defines and understands the views or views of bodies, blueprints, people, groups

or groups in an analytical way. Incidents use different information bases. Pursuing this procedure wants a variety of different information bases and different information collection equipment.

Results and Discussions

Tourism Strategy

Public relations marketing strategy is an approach to totality in a program that is an important thought (Santoso, N. R., & Negoro, 2019). This is the principle that leads a person where to go. The meaning of so means that the goal can focus on the core of the problem. Disbudpar Kota describes tourism as not just a place for tourism and sightseeing. Sourced from a discussion with the Head of Sales Aspects of disbudpar Kota, EkaKriswati said, "Tourism is not only for sightseeing or holidays, but also for office things, staging, meetings, colloquiums, meetings. The meaning of tourism refers to visits or people who arrive in Semarang. Anyone who arrives in Semarang will result in the Length of Stay of tourists who use lodgings or hotels as well as restoration. The assumption is that there continues to be a lot of visits, it continues to be a lot of regional income earned".

This is a principle that leads a person where to go. Definition becomes important because goals can focus on the core of the problem. Disbudpar Semarang City defines tourism as not just a tourist and recreational place. Based on the results of a discussion with the Head of Marketing division of Semarang City Disbudpar, EkaKriswati said, "Tourism is not only for recreation or vacation, but also for office matters, performances, meetings, seminars, conferences. This definition of tourism refers to visits or people who come to Semarang. Anyone who comes to Semarang will have an impact on the Length of Stay of tourists who use hotels or inns and also restoration. The assumption is that the more people visit, the more local income will be earned".

The innovation strategy aims to help hoteliers in Indonesia survive in the midst of endemics, or at least until the atmosphere returns naturally. The Ministry of Tourism and Innovative Economy or tourism and innovative economy body (Kemenparekraf or Baparekraf) shared 3 strategies that can be applied in the zone of tourism facilities in the endemic era, namely (Kemenparekraf, 2022).

Pivoting Strategy

Pivoting is changing the business view strategy through various innovations. Such as informing the latest services or products, all of which are optimizing digital technology. That is, the pivoting strategy application shares other services not only the room stay. This strategy means mastering the occupancy rate that is shrinking the endemic impact of COVID-19. The strategy that can be applied is to present a substitute for a limited meeting. Or carry out activities in the form of a wedding organizer to organize a wedding in the midst of endemic, suitable for lightning health determination. Not only that, but the hoteliers can also share other services needed by residents. A kind of catering or moreover a legal paid Focus type such as one of the equipment.

Positioning strategy

The next strategy of the tourism facility factory is positioning. In times of epidemics, hospitality factories can position hotels instead of just acting like a place to stay. But it becomes a comfortable tourist and work place: it applies like a staycation place, and work from a hotel (WFH). Not only providing special promos and packages, the hospitality must also be equipped with a CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) deed so that tourists who come to stay feel safer and more comfortable.

Contactless experience

Epidemics require us to prevent distance and limit direct contact with others. Therefore, one strategy that is feasible to be applied to tourist facilities factories so that they can survive in the midst of an epidemic is contactless experience. The illustration is by creating a slightly frictionless stay experience, and starting to use digital technology, namely access to online booking. For food services, you can also open a grab and go tool for tourists to make it more comfortable.

Moreover, there is nothing wrong with providing more outdoor rooms, or private pools if possible. Remembering, endemic makes residents feel more comfortable located in a zone that has a good turnaround. Not only sharing the 3 strategies above, the Ministry of Tourism and Creative Economy or Baparekraf also carries out various businesses while serving similarly to other zones in optimizing the sustainability of hospitality factories in Indonesia. Starting from intensifying the standardization of health provisions by providing CHSE deeds, distributing tourism donation budgets, distributing nursery upgrades and webinars, to carrying out vaccinations for hotel workers to heal tourism zones and innovative economies in Indonesia (Kemenparekraf, 2022).

The development of local tourism through the right sales strategy that empowers rural residents can create social change and help increase community participation and safety (Putri, F. A., & Adinia, 2018). Therefore, the strategy not only works in tourism adversaries, but all parts and parts of tourism need to be communicated. Tourism factories need a sales strategy with tourists and all tourism needs managers to improve accessibility, destinations and other energy bases, including the creation of tourism institutions.

Tourist Behavior and Local Tourist Orientation post-pandemic

Tourist attitudes after endemic then have the latest characteristics. tourists want to sort out more natural tourism with a short duration of travel. Safety and cleanliness are important aspects that ensure the determination of tourist destinations. Not only that, the history of a country with a large number of people affected by corona may have important consequences for the shrinkage of the number of tourists. This provides a linkage to the current philosophy that health problems are one of the aspects that influence the determination of destinations (Kusumaningrum, D. A., Sahid, P., Wachyuni, S. S., & Sahid, 2020). In this covid-19 endemic period, situational aspects affect when carrying out purchase provisions, customers are again in a situation of facing unrest due to the endemic that condemns themselves and their families. The intervention of the ruler to prevent his society, by producing provisions for carrying out social separation, so the social aspect that influences the provisions of purchase.

During the Covid-19 endemic period, prospective tourists carry out purchase provisions based on the desire to feel the good benefits of traveling from the field of benefits and hedonics. Sourced from some research and posts that are relevant to customer attitudes during the Covid-19 pandemic, the determination of tourist customers is based on the encouragement to get happiness for tourism products that are concerned about comfort protection in the form of cleanliness, health, and safety as important goals in ending purchases. Local virtue is a set of knowledge and application, either from the first generation or from experiences related to nature and other citizens who are stirred up in a community in a place that is used to overcome well and correctly the various problems and or difficulties experienced. Local virtues originate from the values of customs, religious values and local customs which by natural methods are manifested in a circle of society to familiarize themselves with the surrounding zone (Vitasurya, 2016). Local virtue is the distinctive character of each area that has the expertise to support the development of an area. Indigenous expertise and local virtues in the development of tourism so part of energy products make people economically valuable.

So it is the obligation of the tourism factory that wants to familiarize and want the position of the ruler who wants to establish with the relevant wisdom. As a self-employed person and service provider of tourism products, of course, he does not want to let this situation drag on to protect his business from destruction. Producers are obliged to adjust and activate the encouragement of tourist customers by getting used to the wishes of tourists, replacing what tourists think of mastering the change of attitudes of existing customers. The position of the manufacturer which is to activate the encouragement of customers, replace what is experienced so that it becomes something that must be completed with the provisions of the purchase.

Mastering customer attitudes allows marketers to predict how customers react to the various records informed by manufacturers in understanding the customer's method of quoting purchase provisions to share satisfaction with the venting of their needs. The satisfaction experienced by tourists is influenced by the experience of the quality of the products they already have. In this endemic era of Covid-19, tourism factories can adapt a user-based approach as an effort to improve product quality by getting used to the desires of tourists who want a sense of comfort from the confusion of being spread by the Covid-19 virus, remembering that tourism has become a desire and lifestyle. Although it lies in the limitations with the restriction of activities, tourists as consumers of tourism products certainly sort out products that can relieve their desires by always adjusting to the limits of the provisions inaugurated by the ruler to ensure the comfort of tourists during the Covid-19 period. Tourism factories as producers carry out maximum efforts by familiarizing tourism products with this endemic situation as a result of which the customer's assumption is to create a form of happiness for the exploitation of the tourism products offered.

Government's steps in restoring tourism

In the new normal period tomorrow, some lessons for tourism on earth need to be thought about for suggestions for tourism development strategies in Indonesia. Although the way of healing is to be different in each country, but there is a common pattern encountered, which is that people are in the mood to walk even though it is predicted that in the general way domestic expeditions will improve faster than global expeditions. Efforts to improve the tourism economy after the Covid-19 outbreak were not tried, this was only the responsibility of the regional ruler, but the economic actors held a meaningful contribution as a party in the direct management of various tourism activities. The participation of the body of efforts in revitalizing tourism should be a marker of the sustainability of tourism efforts after the Covid-19 outbreak. Businesses that must be tried by economic actors to improve tourism after Covid-19.

The tourism sector has a significant position in the economy in Indonesia (Mudrikah, 2014). Tourism is a multi-part factory, cannot be separated from other economic natures. Throughout 2019, the number of foreign tourist visits or tourists to Indonesia reached 16.11 million visits, an increase of 1.88 percent compared to the number of tourist visits in the old 200 years earlier which amounted to 15.81 million visits. The number of tourist visits consists of tourists who visit through the entrance of the eve of 9.83 million visits, the sea entrance of 4.16 million visits, and the natural entrance of 2.11 million visits (Indonesia, 2020).

The endemic impact of COVID-19 on tourism zones is very important, as a result, important steps are needed to improve tourism zones. There is also a stage taken by the ruler through the Ministry of Tourism and Innovative Economy (Kemenparekraf) is to justify the ijab and application with 6 stages in the tourism zone and innovative economy. among others are; 1) Setting up tourist destinations; 2) Create connectivity infrastructure that competes with other countries; 3) Application and monitoring of CHSE protocol applications in the area; 4) Improve the quality of human resources for creative economy activities; 5) Increase the number and quality of creative economy products.

Observations on the issue of tourism development and innovative economy are tried to make a pillar of tourism development and innovative economy. For Law No. 10 of 2009 concerning Tourism, tourism development includes tourism, tourism destinations, sales, and tourism bureaus. Meanwhile, Law No. 24 of 2019 concerning innovative economics regulates that innovative economic development is tried through: research and development; learning development; facilitation of financing and financing; provision of infrastructure; development of sales systems; incentives; intellectual property. facilitation; and preventing creativity (Kemenparekraf, 2020).

"The Ruler Incentive Drive Program (BIP) for tourism zone actors and innovative economies this year the budget was also increased to 60 billion rupiah. This means that it has increased by almost 3 times compared to 2020, whose budget is 24 billion rupiah," said Minister of Economic Aspects Airlangga Hartarto at the 2021 National Coordination Meeting of the Ministry of Tourism and Innovative Economy, virtually on Monday (27 or 09). It was further explained that the target of BIP participants is 7 innovative economic subsectors, namely applications, developer games, crafts, fashion, culinary, film, and tourism zones (Bureau of Communication, Information Services et al., 2022).

The ruler has also launched the Cleanliness, Health, Safety, And Environmental Sustainability (CHSE) program which is part of the Indonesia Care or I Do Care program. The program was launched to prepare tourism zone expertise and innovative economies in practicing the principles of cleanliness, health, safety, and sustainability of the area in each view of its activities. The Indonesia Care or I Do Care program is carried out in conjunction with other programs which are certainly expected to be followed up with similar activities accompanied by the Department, for example with the Ministry of Maritime Affairs and Fisheries, the Department of Living Areas and Forestry to make an application of health rules in tourist destinations based on the National Page until the beginning of the return of global flight services with reviews and dialogues with the Ministry of Transportation, The Ministry of Foreign Affairs, the Ministry of Law and Human Rights, and other parties.

The Support Efforts of the Rulers in the New Natural Times. Support for factory performers and parekraf performers Regarding support for parekraf factories or performers in the form of: bpjs fee exemption, decrease in electricity, water, charter fees. Calculation support The ministry of tourism and innovative economy support (reallocation of calculations) in the aspect of cooperation with lodging, tourism operators, food service industries. It needs to be explained to the public the form of cooperation that is to be tried, whether the original purchase of objects and services (contract of effort) or the original form of social safety of the owner of the effort, which is carried out as a form of assistance. to the land in the midst of this emergency. Strengthening SOPs to reduce the consequences of tourism Remembering the many natural disasters, force majeure that had been established in Indonesia, such as natural shocks, blazing mountains and currently disease outbreaks, to the point of being very meaningful to quickly strengthen the SOPs for mitigating Indonesian tourism which refers to the bookkeeping submitted by UNWTO and the World Health Organization. The important steps taken by the Department of Tourism and Innovative Economy in the healing stage are very meaningful to prepare them from an early age, as a result, until the outbreak ends, the Department of Tourism and Innovative Economy no longer has a dialogue about arranging healing strategies, but is not doing enough.

Another policy issued by the rulers throughout the Covid-19 pandemic is the tax incentive of the ruler in the chart of protecting factories as well as the power of tourism activities. The policy issued is the exemption of lodging and restaurant taxes for 6 months with compensation of IDR 3.3 trillion, (Sugihamretha, 2020), the expansion of the exemption of income tax 21 guaranteed by the ruler (DTP) for facility zone workers and

restaurants, the encouragement of pre-activity cards on the power of activities in Indonesia, listed on the power of tourism activities, and incentives of 600 thousand or months for activity power listed in the employment BPJS with income on the basis of 5 million rupiah per month. The wisdom in this chart of protecting tourism factories was responded positively by some, but there is a partial memo, where for tourism factories it is more eager for a direct cash boost from the ruler, from tax incentives. This is because in reality the income from facilities and food and drink faces an important depreciation as well, as a result of which the provision of tax incentives is to be in vain. The encouragement of the ruler in the chart prevents the power of tourism activities has been efficient, but has not been able to share clarity on all the activities of the tourism zone, and cannot guarantee the current professional square when it is after Covid-19 tomorrow.

Priorities for Destination Corrections Remarks on comfort questions in tourist attractions, Indonesia is a lot that must be tried, such as cleanliness, safety, health, area problems, regional regulations, halal tourism services and the like. This matter not only wants a large calculation, but also intensive assistance, so that the preparation of destinations is in line with the standard outline in the management of tourist destinations. Improve the position of pokdarwis in darmawisata hamlets as a rural group assisted by the Ministry of Tourism and Innovative Economy The position of pokdarwis is often neglected in tourism development, while this group is listed as innovative young people who are ignorant of the progress of tourism in their villages. It is hoped that with the growth of Pokdarwis' position that sows into all darmawisata hamlets, it can be an agent of change, a pioneer of residents in creating innovative factories in hamlets and initiating crowded actions to prevent darmawisata destinations.

Innovative Economy and Tourism Development

Tourism capabilities can be raised through innovative economies (Istiyanti, 2020). The innovative economy not only connects citizens or communities as the basis of quality energy, but also includes the factor of bureaucratic self-employed patterns. The design of bureaucratic participation in innovative economies is that the bureaucracy not only spends but also creates income in a positive sense. The introduction of leadership to protect the sustainability of innovative economies, is listed by linking bureaucratic factors as part of the directive and providers. Create and expand the network in various zones. The development and application of strategies, among others, is the popularization of wisdom related to the development of innovative economies and tourism in the artisan class (Abadi, 2013).

The fields of innovative economy and tourism are 2 things that one after another influence and can be in the same position if they are well regulated. The design of tourism activities can be determined by 3 aspects, it is that there must be something that is observed, worked on and purchased. The interesting thing to observe is related to the subject of tourism contained in the darmawisata area, which is related to darmawisata activities in the darmawisata area, and something that must be purchased in relation to the typical innate purchased in the darmawisata area as an individual tourist innate. In these 3 parts, an innovative economy can enter through a to-buy, resulting in innovative local specialty products. In tourism conditions, innovative spaces are needed so that craftsmen can make products typical of the tourism area that cannot be found anywhere else. One of the places especially for a craftsman to carry out his profession is a workshop or workshop that is connected to the tourism area as a result of realizing the dependence or connectivity needed to improve the linkage.

The urgency to improve tourism, as described above, requires a suitable and good concept so that the application of tourism restoration can achieve its goals. The ruler in the condition of tourism healing holds a meaningful contribution as a legitimate body empowered to formulate and decide the wisdom of the concept of healing the tourism economy, but various parties who participate in tourism must be involved, remembering the success of the healing of the tourism economy are factors, the cooperation factors require cooperation and synergy, both accompanied by stakeholders (Hanief et al., 2018). After the COVID-19 pandemic, marketing strategies for developing Indonesia's tourism destinations should reflect changes in tourist behaviour and preferences while prioritising safety and health. In addition, develop a variety of tourism products that suit the preferences of today's travellers. For example, health and wellness tour packages, local culinary tours, or cultural tours that involve local communities.

Conclusions

The ruler through the Tourism unit has taken several steps to correct the tourism zone. The ruler decided on 10 (10) priority tourism destinations that have various challenges, moreover in this endemic atmosphere of Covid-19, the advertivity program and tourism sales that have been planned in advance are constrained. Therefore, it requires familiarizing yourself with tourism programs in order to remain productive in the endemic era and the latest natural era (new natural period), through cooperation and uniform activities with

all thoughts, good rulers, business earth, communities, and upgrading institutions. The ruler has shared special wisdom to improve tourism factories, and various tourism destinations have also practiced strategies and concepts that can adapt to the situation known to the new reasonable and change of tourist attitudes. Strengthening the CHSE certification program and the reopening of tourism opportunities for foreign tourists are expected to accelerate the revival of tourism zones.

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