



ANALYSIS OF TOURISM ORGANIZATION AND INSTITUTION RESPONSES TO THE COVID 19 PANDEMIC Case Study in The Special Region of Yogyakarta

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ABSTRACT

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The Covid-19 pandemic has had an extraordinary impact on the tourism sector. This paper examines tourism organizations and institutions in responding by studying data and actions that have been taken in the DIY area during the face of the Covid-19 pandemic. What tourism organizations and institutions have done in DIY can later be learned and can be adopted and applied in various regions in Indonesia. The research location focuses on the Special Region of Yogyakarta as one of the main tourism destinations in Indonesia. This study uses data collection methods in the form of primary data from field observations and interviews conducted directly by the authors, as well as using various secondary data from reports in local media in the DIY area. The

author uses a qualitative descriptive data analysis method and content analysis (content analysis) on mass media coverage regarding organizational policies and tourism institutions in DIY. The results of the study show that tourism is one of the sectors that was greatly affected during the Covid-19 virus pandemic. Tourism organizations and institutions in DIY have prepared various programs so that tourism in this area can recover soon as before.

Keywords: Organizations, Tourism Institutions, Covid 19 Pandemic

INTRODUCTION

Pamujiku: Sehat, sehat, sehat!. Mugi Gusti Allah ngijabahi. Rahayu kang pinanggih (Sri Sultan Hamengku Buwono X, 2020). The opening sentence from the Governor of DIY as well as the King of the Yogyakarta Sultanate Ngarso Dalem Sri Sultan Hamengkubuwono X above is a prayer and hope that whatever happens in this world, humans must not be discouraged and continue to try to give the best response. We know that at the end of 2019, in December to be precise, the world was shocked by the outbreak of a new disease outbreak that started in the Wuhan area, Hubei Province, China. This epidemic then spread quickly and massively to more than 216 countries around the world. This outbreak was named Coronavirus



Disease 2019 (COVID-19) caused by Severe Acute Respiratory Syndrome Coronavirus-2 (SARS-CoV-2). The spread of this disease has had a wide and deadly impact on the social and economic fields (Susilo et al., 2020).

Currently, the development of the world tourism industry continues to experience a very significant increase. The number of trips made by international tourists has increased quite massively and significantly from 892 million people during the 2009 crisis to 1,461 million people in 2019 (Sugihamretha, 2020). Other performance indicators show the strategic value of world tourism in 2019, including: 4% growth; one in ten jobs in the world is filled by workers from the tourism sector; contributing 7% of global exports (Sugihamretha, 2020).

However, the increase in the number of tourist trips made by foreign tourists has quickly collapsed since the Covid 19 outbreak broke out. Covid-19 is a global disease outbreak that has had a tremendous impact on various fields. After spreading from Wuhan City, China in mid-December 2019, this outbreak quickly spread by infecting 210 countries including Indonesia. Covid-19 was a big shock for the country's economy. The economy in the Indonesian region has certainly experienced a very severe decline (Pakpahan, 2020). The existence of the Covid-19 pandemic has had a negative impact on key sectors, including the tourism industry. The impact of the Covid-19 outbreak will no doubt be felt throughout the tourism activity chain, from the upstream to the downstream industry, which involves tourism actors. Small and medium-sized companies are expected to be particularly affected and hit.

The Special Region of Yogyakarta (DIY) as a tourist destination has also felt the devastating impact of the Covid 19 outbreak. The flow of economic turnover has been paralyzed, many tourist destinations have been deserted, and the local community, especially the tourism industry workers, are the ones who feel direct impact. This is of course a common concern and seriousness among stakeholders in DIY. Whatever form and policy that will be carried out, it is hoped that it can reduce the negative effects of Covid 19 on the tourism sector.

At the beginning of the existence of Covid 19 in DIY, it began with the first case officially announced by the DIY regional government on March 15 2020. This first patient was a three-year-old baby who two weeks earlier went with his parents to Depok, West Java (Sucahyo, 2020). After two weeks of being hospitalized, the toddler was declared cured. As the process of treating toddlers in the hospital, one by one other cases emerged. The DIY Regional Government stated that the majority of cases in the early stages were imported cases. After that, cases of OTG spread, and regional / local transmission. As a result of the outbreak of the Covid 19 pandemic, it caused significant losses for the DIY tourism industry. The Yogyakarta Regional Government through the Yogyakarta Tourism Office (Dinpar) estimates that there has been a loss in the tourism sector which has almost touched Rp. 81 billion since this pandemic broke out.

Data collection conducted by the DIY Tourism Office in March and early April found that there were 15 types of tourism businesses, 776 tourism service companies both in formal and informal forms and 29,463 workers who were directly affected by the COVID-19 outbreak in DIY. Of these, it is estimated that there are around 15,000 workers who were laid off (PHK) permanently or temporarily laid off (Pertana, 2020). Seeing this figure, of course, the impact of Covid 19 on the

DIY tourism sector is very obvious. Moreover, those who are directly affected are lower sector workers who incidentally are the lower middle class. This will cause a chain effect because the community's economic circulation will certainly be disrupted. This is where a fast and appropriate response is needed that the DIY Government will carry out so that people at the lower middle level do not experience serious problems.

LITERATURE REVIEW

Tourism Organizations and Institutions

Tourism organizations and institutions are two words that are related to one another. These two words often cause debate among experts. The problem lies in the different pressures of each person, or the frequent change of usage. An organization is defined as a social group that is deliberately formed, has a purpose, is structured and connected to the system, and relates to the external environment as partners (Iterson and Clegg, 2009).

Meanwhile, institutions are almost the same as organizations but institutions are able to build influences on the social life of society. Institutions have norms or orders that govern people's behavior. Norms in institutions are rooted and have broad influence to serve common goals that contain certain values and produce interactions between people in a structured social system. Institutions are synonymous with rules and law enforcement or regulations.

Table 1. Tourism Organization and Institutional Concept

No	Concept	
	tourism organization	tourism institutional
1	Clear goals	Leadership
2	Hierarchical Scale	Doctrine
3	Unity of Command	Work programm
4	Delegation of authority	Resources
5	Accountability	Internal structure

Resource: (Iterson and Clegg, 2009).

If these two concepts are combined into one tourism institution, then the definition obtained is that tourism institutions are a unit of elements and their networks that are developed in an organized manner, including government, local government, private and community, human resources, regulations and operational mechanisms, which are sustainable in order to produce changes towards achieving goals in the field of tourism (PP No. 50, 2011, Ripparnas RI). In other words, Tourism Institutions are an integration between government, organizations, tourism actors, regulations, and technical implementation, which takes place continuously, so that national, regional and local tourism objectives can be achieved.

METHOD

This research is a type of qualitative research with discourse analysis research methods. Discourse analysis in this study was carried out by interpreting or

interpreting existing texts. Therefore, subjectivity cannot be avoided in this study because the reality found in the text is the result of my interpretation or interpretation. However, this subjectivity was minimized by using direct interviews and field observations conducted by researchers.

The research location focuses on the Special Region of Yogyakarta as one of the main tourism destinations in Indonesia. This study uses data collection methods in the form of primary data from field observations and interviews conducted directly by the authors, as well as using various secondary data from reports in local media in the DIY area. The author uses a qualitative descriptive data analysis method for mass media coverage regarding organizational policies and tourism institutions in DIY.

The data analysis carried out will focus on three elements, namely representation, relations, and identity. Representation is a display or description of events, people, groups, situations, and conditions in the text (Yusyama, 2021). The explanation is as follows: (1) Representation is the appearance and description of events, people, groups, situations, and circumstances contained in the text. (2) Relations are links or relationships between journalists, audiences, and news participants that are described in a text. (3) Identity, namely an embodiment of the identity of journalists, audiences, and news participants which is also contained in the text.

RESULTS AND DISCUSSION

After seeing and observing the increasing outbreak of Covid 19 in this DIY area, the authors note that there have been several steps and responses taken by tourism organizations and institutions in DIY to overcome the pandemic that has occurred. These various steps were taken so that the condition of the community was not too badly affected.

Increasing Awareness in the DIY Local Government Environment

The Regional Government of DIY, in this case the Tourism Office, since the beginning, namely March 2020, has taken strategic steps to prevent the spread of COVID-19 in the DIY area. These steps are like postponing large-scale activities or events and asking all tourist attractions/destination managers to always pay attention to the cleanliness of the surrounding environment. This series of delays covers all indoor and outdoor activities in all sectors related to tourism and creative economy throughout the Special Region of Yogyakarta without exception. The spread of the COVID-19 outbreak which is increasingly widespread in various regions in Indonesia is happening very quickly. Therefore the DIY Regional Government issued Governor Instruction No. 2 /INSTR/2020 concerning Increasing Vigilance for the Spread of the Corona Virus.

internal and external coordination of their respective work units to map targets that have the potential for COVID-19 transmission, efforts to create a conducive atmosphere in the community, increase awareness and community participation in controlling the risk of transmission of COVID-19.

Then for the DIY Health Service assigned to implement technical policies to increase awareness of the risk of transmission of COVID-19 infection along with prevention and control in accordance with the guidelines for preparedness for COVID-19 from the Ministry of Health, carry out monitoring and evaluation of the readiness of the health sector in dealing with COVID-19 infection, evaluate the results epidemiological investigation if a case occurs.

In addition, there are still several other units assigned to assist, including BPDB and special hospitals/hospitals within the DIY Regional Government to always be on standby. An important point in this DIY Governor's instruction is that the costs required for the implementation of this governor's instruction are borne by the APBD through the respective regional apparatus/regional apparatus unit budget implementation documents. This is where the presence and concern of the DIY Regional Government is present in responding to the existing pandemic.

Postponement and Cancellation of Tourism Activities in DIY

There are very fast dynamics related to the corona virus in the DIY area, while still guided by Governor's Instruction No. 2 /INSTR/ 2020 concerning Increasing Awareness of the Spread of the Corona Virus, the DIY Regional Government through the Tourism Office made a policy by postponing various planned activities that involve many people in the near future. The postponement is to anticipate the spread of the corona virus.

According to the DIY Tourism Office, at least two large-scale events that were to be held in Yogyakarta in mid-March 2020 were eventually postponed and canceled by their organizers. The first is the Jogja Air Show 2020 on March 20-22 at Parangtritis Beach. Then, the concert of the metal band from Sweden, In Flames, which is planned to be held at the Jogja Expo Center (JEC) on March 25 2020. This appeal was also attended by all levels of the Regency/City Government in DIY. The Bantul Regency Tourism Office finally took steps to postponed as many as 22 tourism activities that were originally held at several tourist objects in the Bantul Regency area.

In addition, the Bantul Regency Government through the Tourism Office of Bantul Regency has also issued a Head of Service Circular to tourism object managers, hotel and restaurant tourism businesses as well as tourist villages to carry out preventive measures to anticipate the transmission of the Covid 19 virus. This preventive measure was taken as an anticipatory response to the spread of Covid-19 which has entered Indonesia. Apart from Bantul, the policy of delaying activities was also carried out within the Gunungkidul Regency Government. In accordance with the directives of the DIY Regional Government, the Gunungkidul Regency Government will temporarily postpone a number of tourism events in all areas in Gunungkidul. Large-scale events or activities that have the potential to gather many people at one point will be postponed until an undetermined time.

One voice, one step

In the early days of the outbreak of Covid 19 in DIY, the first step taken by the DIY Regional Government was to hold a dialogue with representatives of DIY community elements with the theme 'Healthy Culture and Impact on the Regional Economy' in Dalem Gamelan, Yogyakarta on March 18 2020. Dialogue Together with the residents, this was held by the DIY regional government by inviting various elements of society. Also present were the heads of OPD in DIY, representatives of PHRI, ASITA, MSME actors, representatives of tourist destination managers in DIY, and the Indonesian Tourism Industry Association. In this cultural dialogue, the Governor of DIY emphasized all parties in DIY to jointly overcome all the impacts caused by the Covid 19 pandemic.



Figure 2. Cultural Dialogue or Gathering between DIY stakeholders
Resource: DIY Local Government Public Relations, 2020

In figure 2 above, the Governor of DIY invites stakeholders throughout the DIY region to 'sit together' in dialogue to discuss the impact of the Covid 19 pandemic on the people's economy. This is a way of how the highest top leadership (governor) as well as a "King" in the region communicates with the community. This joint dialogue is so that the Regional Government can understand and know exactly what and how the impact this virus has caused. According to the Governor of DIY, the existence of Covid 19 is indeed a place for betting between lives or the economy. On this side, all elements of society agree that the problem of life is the main choice alias number one. However, on the other hand, there is still space that can be opened, namely the economy must continue to stretch. This will later show that the culture in the Yogyakarta area is indeed different from other regions. In difficult conditions due to this pandemic outbreak, the Governor of DIY invited all elements of society who attended the joint dialogue to continue to build togetherness. The Regional Government also admits that they do not want to be careless in making policies related to this pandemic.

Institutional Strengthening at the Local-Regional Level

The next response which was very crucial for DIY during difficult times due to Covid 19 was to utilize and streamline the functions of institutions at the local level, starting from the village, sub-district government, to the level of each regency/city and province, of course. There are various ways that have been done. For example through posters/brochures that are submitted virally through digital channels.



Figure 3. Health Appeal and Prevention Poster for Covid 19
 Resource: DIY Local Government Public Relations, 2020

The district government is no less quick in responding by always utilizing the district's official information channels. The appeal made was regarding information regarding strategic steps that can be taken by the community in their area in a pandemic situation. It is hoped that these appeals will be easy to understand and minimize the potential for panic among the public. The majority of early cases of Covid 19 in Indonesia were cases due to the movement of people from outside the city (imported cases). Because of this, several district governments have prepared a mechanism for data collection for members of the public who move from one city to another. This is because at the beginning of the spread of Covid 19 in Indonesia it coincided with the fasting and Eid homecoming season.

Appeals and instructions related to the Covid 19 pandemic were also followed by the Village Government (Pemdes) as the smallest part of the government structure. The Village Government makes an appeal related to Covid 19 through posters/brochures sent to WA groups of community groups as well as in the form of an official circular issued by the Lurah/Village Head. Apart from the Village Government, the utilization of the puskesmas as the first level health facility (faskes) in the community also plays an important role. After all, the puskesmas is the front guard that can be trusted by the community when there are problems related to health conditions. Especially during the early days of the spread of Covid 19 in DIY, there were still many people who had not received structured information and explanations from relevant stakeholders.

Implementation of Emergency Response Period

The Regional Government of DIY gave a different response from several other regions in Indonesia in imposing regional status related to the pandemic. Jakarta and other big cities such as Bogor, Depok, Tangerang, Bekasi for example, are imposing Large-Scale Social Restrictions (PSBB). Meanwhile in DIY, by paying attention to local wisdom and the conditions of the community, the Governor of DIY, Sri Sultan Hamengkubuwono X, imposed an emergency response period through a Governor's Decree (Kepgub). Until October 2020, the governor's decision regarding the emergency response period was extended and implemented 5 times in DIY. In the Decree of the Governor of DIY number 286/KEP/2020 in Figure 10 below it states that the emergency response period in DIY is valid until 1-31 October 2020.



Figure 4. Regulations regarding the Emergency Response Period in DIY
Resource: DIY Local Government Public Relations, 2020

The emergency response status in DIY, as stipulated in the Decree of the Governor of DIY, can be extended according to the conditions and developments that occur in the community. The main reason is that the number of additional positive cases of Covid 19 in DIY is still very active and until now has not shown when it will end. This shows caution in responding to the COVID-19 pandemic which concerns human health and the impact on the economy and socio-culture in the long term (M. Baiquni, 2020).

Strategies and Programs Tourism Recovery In Diy

Period March - July 2020

Informal workers in the tourism sector in DIY are one of the parties that have been directly affected since the Covid-19 pandemic. Through the assistance of worker associations such as GIPI, PHRI, and ASITA, the DIY Tourism Office has collected data for workers and tourism industry players and the creative economy who are directly affected. This data collection is focused on informal sector workers because the tourism sector is considered one of the parties most vulnerable to the impact of the Covid 19 pandemic. This data collection is also the basic basis for making policies that will be carried out by the DIY Regional Government and the central government.

The DIY Tourism Office is also intensifying and socializing the Pre-Employment Card program and its registration mechanism to associations, tourism businesses, tourism actors in the DIY area. Apart from outreach, the DIY Tourism Office also facilitates assistance both online and in person to tourism actors affected by the Covid-19 pandemic through the assistance of professional associations. Furthermore, there is a program of providing basic food assistance packages to directly affected tourism industry workers (hotel employees, tour guides, tourist village managers, motorcycle taxis/pedicabs) from the Ministry of Tourism and Creative Economy through the DIY Regional Government. This basic food assistance package was symbolically handed over by the Deputy for Tourism Products and Implementation Activities of the Indonesian Ministry of Tourism and Creative Economy Rizki Handayani Mustafa to the Governor of DIY Sri Sultan HB X in Yogyakarta on April 23, 2020.

In addition to direct workers, the DIY Regional Government through the DIY Tourism Office is also trying to provide tax relaxation package assistance to business owners in the tourism sector. One of its forms is the exemption from hotel, inn and restaurant services tax, related to the worsening situation of tourist visits during the Covid-19 pandemic. This policy was carried out in three regions for Sleman, Kulon Progo and Gunungkidul Regencies.

The Covid-19 pandemic has caused many economic activities to stop, especially in the hospitality industry which has no guests. Apart from that, the restaurant industry has also decreased drastically. This condition when seen in reality is very concerning. Tourist actors are certainly faced with difficult conditions. On the one hand, income has decreased drastically, on the other hand, expenses/cash flow have continued. As a result, many employers choose to temporarily close their work locations and impose temporary PHH (unpaid leave) for workers in their respective companies. Thus it is very necessary to have a policy of relaxing the hotel, inn and restaurant tax exemption for a certain period of time in accordance with the Covid-19 pandemic situation in the DIY region.

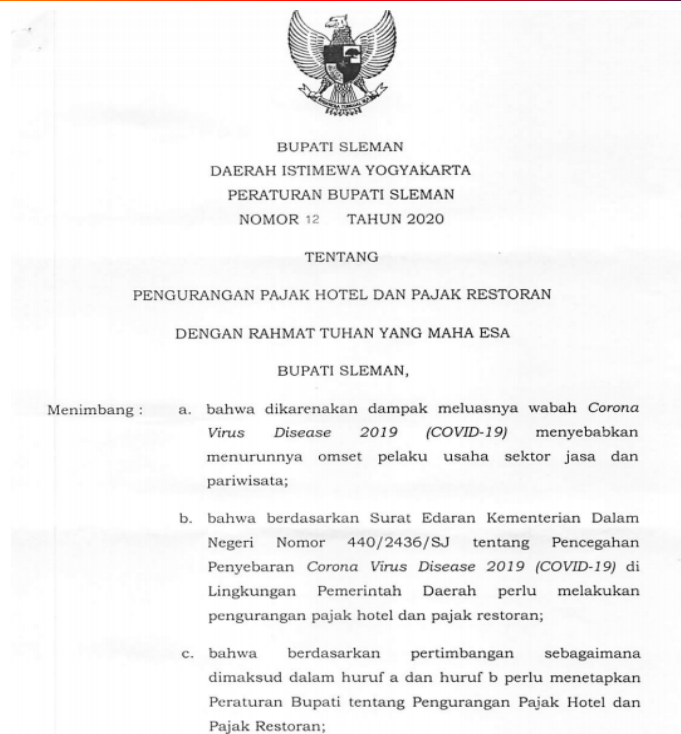


Figure 5. Sleman regency regulation regarding the elimination of hotel and restaurant taxes
 Resource: Sleman Tourism Office, 2020

In Sleman Regent Regulation number 12 of 2020 in figure 5, the elimination of hotel and restaurant service taxes is up to one hundred percent during April and May and can be extended during the Covid 19 epidemic. This policy was taken as a form of concern and concern for the Sleman Regency Government, to help preserve the business world, hotel services, inns and restaurants.

Then various kinds of training activities for tourism industry players were carried out by several institutions and organizations such as the Yogyakarta branch of Bank Indonesia (BI) in collaboration with the DIY Tourism Office, the DIY Indonesian Tourism Industry Association (GIPI), and Jana Dharma Indonesia. This training activity was carried out in order to prepare steps for the recovery of the DIY tourism sector which had died due to the co-19 outbreak. Some of the themes of the training carried out included training and competency testing for marketing communication specialists with participants from the Indonesian Hotel and Restaurant Association (PHRI) and DIY MICE managers from 19 to 22 May 2020. Furthermore, training on packaging tour packages was also carried out with participants from travel bureaus and agents on 10 -12 June 2020. After that, tourism hygiene training was held with participants from tourist destination managers on 16-18 June 2020. All training activities used an online platform.

In addition to training activities, the Yogyakarta branch of Bank Indonesia (BI) together with related agencies also held a Jogja Cultural Experience activity with participants members of the DIY Indonesian Tour Guide Association (HPI) on 24-26 June 2020. Apart from showing concern for tourism stakeholders, all of these training activities, as well as the efforts and steps of tourism business actors to improve themselves in welcoming the arrival of tourists to DIY in the future after Covid 19. Of course all stakeholders in DIY are very optimistic that the DIY tourism sector after Covid 19 will rise again and is even projected to increase even more faster than other tourist areas. DIY as Indonesia's main tourism visiting area will again be visited by domestic tourists who are tired of confining themselves during the pandemic. Apart from domestic tourists, of course, foreign tourists have been a good target market for DIY.

Period August – December 2020

The Yogyakarta Regional Government through the DIY Tourism Office introduced the 'Pranatan Anyar Plesiran Jogja' program as a process of reviving Yogyakarta tourism amid the COVID-19 pandemic which has not ended until now. This program contains a complete guide regarding the SOP for a new order of life that will be applied to the tourism industry in the DIY region. The SOP for the new order was made by the Yogyakarta Tourism Office so that it is easily understood by the public, in the local language the term "Pranatan Anyar Plesiran Jogja" is used. There are 3 (three) main principles in this SOP, namely always wearing a mask, washing hands with soap or using a hand sanitizer, and always keeping your distance (physical distancing).

After issuing the SOPs, the steps taken by the DIY Tourism Office are trying to socialize existing protocols and standard operating procedures (SOPs), as well as supporting the readiness of destinations and tourism actors. The target of this activity is targeting 3 main locations namely hotels, restaurants and tourist destinations. This SOP socialization activity involved several tourism associations active in DIY such as PHRI, Asita, HPI, GIPI, IFBEC, PPJI, and so on. It should be noted that in the DIY region there are 24 associations of tourism actors who are members of the DIY Indonesian Tourism Industry Association (GIPI) and are active in assisting the Regional Government in carrying out a series of work programs related to tourism in DIY (Atmasari, 2019).



DAFTAR ISI	
BAB I	
Protokol Pencegahan Covid-19	4-8
BAB II	
Panduan Pelayanan di Tempat Wisata	9-14
BAB III	
Panduan Pelayanan Tour & Travel dan Transportasi Wisata	15-18
BAB IV	
Panduan Pelayanan Angkutan Pariwisata	19-20
BAB V	
Panduan Pelayanan di Hotel	21-27
BAB VI	
Panduan Pelayanan Restoran	28-30
BAB VII	
Panduan Pelaksanaan Event	31-32
BAB VIII	
Panduan Pelayanan Desa Wisata	33-34
BAB IX	
Panduan Pelayanan di SPA & Hiburan Malam	35
BAB X	
Panduan Pelayanan Wedding Organizer	36

Figure 6. SOP "Jogja Vacation New Regulations"
Resource: DIY Local Government Public Relations, 2020

Period January – July 2021

During this period, the policies implemented mostly focused on recovery strategies due to the Covid 19 pandemic. Various programs were carried out including preparing the CHSE and SOP protocols for all tourism service businesses without exception, preparing adequate facilities and infrastructure for carrying out operational trials for tourist destinations, implementing simulation and assistance at tourist destinations that have been designated as trial locations and the use of the visiting Jogja application for comprehensive, real-time and integrated management of DIY tourism data. This Visiting Jogja application will really help tourists in finding tourist information and booking tickets to tourist destinations.

For the tourism industry in DIY, the recovery strategy is carried out by continuing to synergize between the Regional Government/Regency Government/City Government with related associations such as PHRI, IHGMA, ASITA, GIPI in various activities, maximizing the vaccination center program in collaboration with the Health Service for all tourism industry players, maximizing the platform digital in serving consumers, running a tourism service business with health protocols, prioritizing non-cash/cashless transactions, optimizing product innovation, and procuring attractive promo programs.

Vaccination activities are continuously being encouraged, especially in areas that are centers of mass mobility and community economic activity. This is at the same time in line with the mission of the central government in implementing the 3 T principles. Testing, Tracing, Treatment in suppressing the increase in positive numbers. For industries related to travel, the programs carried out are creating simulation programs and assisting in the implementation of SOPs and optimizing tour packages with small groups using strict SOPs. At present the implementation of health protocols is very important and absolutely implemented for both

destinations and tourists. By implementing strict health protocols, of course it will generate trust from tourists so that the tourism sector and the creative economy in DIY can gradually recover as before. In addition, it is hoped that tourist destinations in DIY will rise from adversity and be able to recover quickly. The hope is of course that the community's economic activity will quickly improve.

Period August - December 2021

In order to support the central government's decision to start opening several tourism destination areas, managers and visitors to tourist sites are required to strictly implement health protocols. Field observations conducted by the author observed that the implementation of the new normal protocol in DIY tourism destinations had been carried out very well. Managers of tourist destinations, both carried out by the Regency Government and the majority community, have provided adequate and easily accessible hand washing facilities using soap, checked the body temperature of visitors at the entrance, and increased the number of information media regarding the implementation of health protocols at tourism locations. Regarding the readiness of destinations and communities in carrying out tourism activities, there are several steps that are carried out in DIY. In the restaurant industry, for example, when visitors or guests start to enter the restaurant area, a 2-line queue line has been provided complete with signs to keep their distance.

CONCLUSIONS

Tourism is one of the sectors that was badly affected during the Covid-19 virus pandemic. The Regional Government of DIY as the main stakeholder, of course, has prepared various programs so that tourism in this area can recover soon as before. Yogyakarta has long been known as a major tourist destination in Indonesia. With the Covid 19 outbreak, of course, Yogyakarta must try and fight hard enough to restore the tourism sector in this city. One of the main things to do is to continue to be active in the tourism sector while still implementing strict health standards to prevent further potential outbreaks.

The DIY Regional Government through the DIY Tourism Office has prepared a series of events for reopening tourism activities in the new normal era during the Covid-19 pandemic. It is hoped that the CHS (Cleanliness, Health, and Safety) program will become the main 'spirit' which is structured to build the trust of people who travel to a number of tourist destinations in the DIY region. This program cannot run alone without the help and support of the community. There are around 24 associations of tourism actors and local community organizations that continue to assist the DIY Regional Government in managing existing tourism destinations.

Continuous application and dissemination of the "Pranatan Anyar Plesiran Jogja" Health SOP, which was initiated by the DIY Regional Government through the Tourism Office, must involve all stakeholders in the tourism industry and creative economy, as well as other related parties. This is a strategy in the tourism sector within the Special Region of Yogyakarta area which makes people and tourists who will visit DIY feel certain and guaranteed a sense of security from the Covid-19 outbreak. In addition, the imposition of an emergency response period which

continues to be extended once a month shows the presence and responsibility of the DIY Regional Government for the conditions that occur in the community.

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