

THE DEVELOPMENT STRATEGY OF PUNCAK BADEAN TOURISM DURING COVID-19 PANDEMIC

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Submission date: 30-Oct-2022 08:32PM (UTC+0700)

Submission ID: 1939164135

File name: ICT_2021_-_Nungky.pdf (363.41K)

Word count: 3771

Character count: 20697

THE DEVELOPMENT STRATEGY OF PUNCAK BADEAN TOURISM DURING COVID-19 PANDEMIC

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Abstract. The Covid-19 pandemic has had a wide impact on people's lives. One sector that has been impacted by this pandemic is the tourism sector. Puncak Badean Tourism, which is located in Jember Regency, is a tourism destination that has felt the impact of the Covid-19 pandemic. The purpose of this study is to explore how the development strategy of Puncak Badean Tourism during the Covid-19 pandemic and identify the strengths, weaknesses, opportunities, and challenges of Puncak Badean Tourism. This research is a descriptive qualitative research with a case study approach. The data used in this study were obtained through primary and secondary data sources. The data collection techniques used are observation, interviews, and documentation. Determination of informants is done by purposive sampling technique. The data analysis technique is descriptive analysis equipped with SWOT analysis. Test the validity of the data using triangulation techniques. The development strategy of Puncak Badean Tourism during the Covid-19 pandemic is good because the manager carries out tourism promotions by creating social media accounts such as Instagram, Facebook, and Youtube. Based on the SWOT analysis that has been carried out, the development of Puncak Badean Tourism can be realized in various forms of business including by building potential in Badean Village.

Abstrak. Pandemi Covid-19 telah berdampak luas pada kehidupan masyarakat. Salah satu sektor yang mendapatkan imbas dari adanya pandemi ini yaitu sektor pariwisata. Wisata Puncak Badean yang terletak di Kabupaten Jember merupakan destinasi pariwisata yang merasakan dampak pandemi Covid-19. Tujuan penelitian ini adalah untuk mengeksplorasi tentang bagaimana strategi pengembangan Wisata Puncak Badean di masa pandemi Covid-19 serta mengidentifikasi tentang kekuatan, kelemahan, peluang, dan tantangan Wisata Puncak Badean. Penelitian ini merupakan jenis penelitian kualitatif deskriptif dengan pendekatan studi kasus. Data yang digunakan dalam penelitian ini diperoleh melalui sumber data primer dan sekunder. Adapun teknik pengumpulan data yang digunakan yaitu observasi, wawancara, dan dokumentasi. Penentuan informan dilakukan dengan teknik purposive sampling. Teknik analisis data yaitu analisis deskriptif dilengkapi dengan analisis SWOT. Uji keabsahan data menggunakan triangulasi teknik. Strategi pengembangan Wisata Puncak Badean di masa pandemi Covid-19 sudah baik karena pihak pengelola melakukan promosi wisata dengan membuat akun media sosial seperti Instagram, Facebook, dan Youtube. Berdasarkan analisis SWOT yang telah dilakukan, pengembangan Wisata Puncak Badean bisa diwujudkan dalam berbagai bentuk usaha diantaranya adalah dengan membangun potensi di Desa Badean.

1. Introduction

Corona Virus Disease 2019 (Covid-19) is a new type of disease caused by the Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). The spread of Covid-19 started on December 29, 2019 in Wuhan China and the medical authorities in Wuhan on December 31, 2019 reported the findings of the disease to the World Health Organization (WHO). WHO officially declared Covid-19 a pandemic on March 11, 2020. Covid-19 entered Indonesia on March 2, 2020. On April 13, 2020, Presidential Decree No. 12 of 2020, regarding the determination of non-natural disasters spreading Corona Virus Disease 2019 (Covid-19) as a national disaster. Data from the Task Force for the Acceleration of Handling Covid-19 as of July 29, 2021, shows that the transmission of Covid-19 has

infected 223 countries with a transmission rate of 195,886,929 cases. In Indonesia, the transmission of Covid-19 has infected 34 provinces with a total of 3,331,206 cases.

The issuance of the Presidential Decree regarding the determination of the non-natural disaster Covid-19 as a national disaster has had a major impact on all industrial sectors in Indonesia, especially in the tourism sector. This statement arises because in the context of accelerating the handling of Covid-19, people are encouraged to stay at home and seeing the cases of the spread of Covid-19 which continues to increase every day makes people afraid to travel. This has resulted in several tourist attractions being temporarily closed and even reducing their workforce because they cannot run their businesses.

Tourism has the meaning of a series of activities related to traveling to a place for recreation and tourism. Tourism is a travel activity of an individual from his original place of residence to a place in another city or other country within a certain time with the aim of having fun (Pitana and Diarta, 2009). The Covid-19 pandemic has resulted in an unprecedented scale of the tourism crisis (OECD, 2020) namely: (1) The Covid-19 crisis has hit the tourism economy hard, with unprecedented effects on jobs and businesses; (2) The unprecedented shock to the tourism economy was exacerbated by the developing sanitation situation; (3) International tourism will fall by around 80% in 2020; (4) Domestic tourism provides a much-needed boost to help sustain many tourist and business destinations, and will continue to be a key driver of recovery in the short to medium term; and (5) The tourism crisis has very real economic and social consequences for many people, places and businesses, and the wider economy.

The Minister of Tourism and Creative Economy said that tourism was worst affected by Covid-19, there were 13 million workers in the tourism sector and 32.5 million workers whose jobs were indirectly related to tourism who were at risk of being affected by the Covid-19 disaster due to the closure of all tourism sectors, tourist destinations to prevent the spread of Covid-19. The Minister of Tourism and Creative Economy also noted that foreign tourist arrivals in 2020 and 2021 decreased compared to 2019. It can be seen in Figure 1 which shows that in April 2020 there was a sharp decline with the number of foreign tourists as many as 158,066 people. This condition will continue until May 2021.

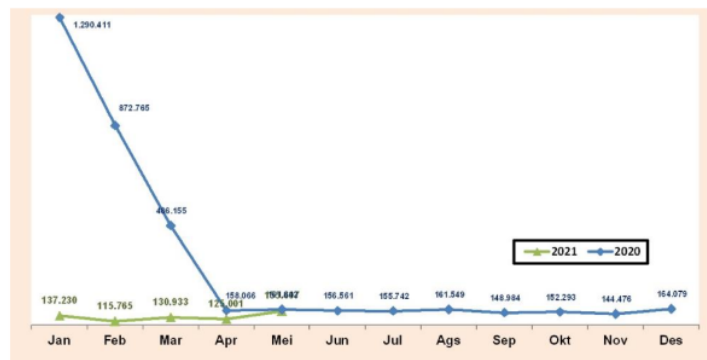


Figure 1. Monthly Visits of Foreign Tourists 2021 vs 2020
Source: Kemenparekraf/Baparekraf

Puncak Badean is a natural tourist destination where it presents views of the mountains and cool air and beautiful scenery located in Badean Village, Bangsalsari District, Jember Regency. This tourist spot was opened to boost the economic growth of the Badean Village community. Puncak Badean was opened on October 14, 2020 by Acting Regent of Jember Abdul Muqit Arief. The inauguration of the Puncak Badean Tourism object was held through the Ministry of Tourism and Creative Economy program titled Indonesia BISA (Clean, Beautiful, Healthy, and Safe). With the BISA program, it is expected to be able to increase the number of tourist visits during the current Covid-19 pandemic.

Puncak Badean Tourism is a new tourist attraction, so promotional activities are needed to introduce Puncak Badean Tourism to people outside Badean Village and get a large number of visitors. With the Covid-19 pandemic, it certainly has a bad impact on the management of Puncak

Badean Tourism, so there is a need for a more effective tourism development strategy to be implemented so that tourism activities can still be carried out during this Covid-19 period, which of course continues to carry out the health protocols that have been implemented.

Several previous studies examining tourism development strategies during the Covid-19 pandemic have been carried out. Djusal et al. (2020) said that there are two main issues that are considered for strategic decision making, health issues and limited mobility of tourists during the Covid-19 pandemic. This can be overcome by carrying out internal adaptation strategies and online tourism strategies. According to Fanaqi et al. (2020), brand positioning, brand personality, and brand identity are branding efforts that complement each other during this pandemic.

Hardianto et al. (2021) researched the management strategy of Dolan Park Tourism, Pandanrejo Village, Batu City during the Covid-19 period. The management of Taman Dolan tourism is able to take advantage of technological sophistication, namely by marketing tourism products through online media. In contrast to Astuti et al. (2021) who investigated the potential development in Beraban Village, East Selemadeg District, Tabanan Regency, Bali. Cooking training on local ingredients is very beneficial for the culinary group because during the Covid-19 pandemic there are no tourist activities, so this group utilizes the results of their training by handling cooking activities at traditional events such as weddings or tooth-cutting ceremonies and other activities.

Tourism industry players are required to be creative and innovative in dealing with this pandemic (Kristiana et al., 2021). The tourism workers are currently doing work outside the tourism sector to survive, but when tourism goes back to normal, they will return to their main jobs. The government's strategy is to build resilience at the meso level, with a focus on tourism destinations. Meanwhile, according to Isdarmanto et al. (2021), all potential assets of tourist destinations in Yogyakarta must be empowered and developed more productively. By increasing reliability in managing the existence of unique, specific, and superior tourism resources in Yogyakarta, it is hoped that it will be able to attract world tourism and be able to bring back many tourists to Yogyakarta.

2. Methods

This research belongs to the type of qualitative research using a case study approach. This approach was chosen to explore the development strategy of Puncak Badean Tourism during the Covid-19 pandemic and identify the strengths, weaknesses, opportunities, and threats of Puncak Badean Tourism.

Puncak Badean Jember Tourism was chosen as the research site because it is a new nature tourism located at the foot of Mount Argopuro Jember so that it requires a development strategy to introduce Puncak Badean Tourism to people outside Badean Village and get a large number of visitors. The research was conducted from May to July 2021.

The type of data used in this study is qualitative data obtained through primary and secondary data sources. Primary data sources were obtained through interviews with the Head of the Badean Village Community Self-Help. Secondary data sources were obtained through journal articles on tourism development strategies and literature on Puncak Badean Jember Tourism. The data collection techniques used are observation, interviews, and documentation.

Determination of informants is done by purposive sampling technique, which is to determine the sources by using certain criteria. This study aims to analyze the development strategy, it is necessary for informants who understand about Puncak Badean Jember Tourism. The informant in this study was Mr. Rozak as the Head of the Badean Village Community Self-Help.

The data analysis technique used in this research is descriptive analysis equipped with SWOT analysis to determine the internal environment (strengths and weaknesses) and external environment (opportunities and threats) of Puncak Badean Jember Tourism. Test the validity of the data using triangulation techniques, namely checking the data that has been obtained through several data collection techniques.

3. Results and Discussion

3.1. Development Strategy

3.1.1. Rides and Facilities Offered

- a. Beautiful view from the top of the peak.
The advantages that can not necessarily be found in other tourist attractions and only exist in Puncak Badean Tourism is a beautiful view. Visitors are treated to mountain views, shady trees, rivers with clean water accompanied by large rocks along the river, and the air is still beautiful.
- b. Camping place.
Not only the scenery is still fresh, Puncak Badean Tourism also provides a camping place for tourists who want to camp or who want to spend time enjoying the beautiful natural scenery.
- c. Saung for a place to rest.
Other advantages that exist in Puncak Badean Tourism are that there are approximately 10 huts for tourists to stop or rest. With this hut it provides comfort for tourists if they want to rest by enjoying the beautiful natural scenery and gather casually with family, in addition to beautifying the scenic situation of the Puncak Badean tourist spot.
- d. Outdoor games.
Puncak Badean Tourism also has a river that has clean water where the water comes from a waterfall spring and along the river there are large rocks that add to the beauty of the existing scenery. By taking advantage of the condition of the river with heavy water accompanied by large stones, it can stimulate the adrenaline of tourists who play outbound at Puncak Badean Tour.

3.1.2. Funds to Manage

Based on the results of an interview with Mr. Rozak as the Head of the self-help management of Puncak Badean Tourism, that the funds to manage Puncak Badean Tourism mostly come from the surrounding community. Mr. Rozak also said that the government helped fund the management of this tour, but the percentage was still relatively small. So for the time being, the funds for the management of Puncak Badean Tourism are more than the self-help of the Badean Village community itself.

3.1.3. Management Organization Structure

Puncak Badean tourism is classified as a new type of tourism and its management also comes from non-governmental organizations. Therefore, the organizational structure of Puncak Badean Tourism management is still not perfect. The organizational structure already exists, but it still needs to be improved.

3.1.4. Community Economic Booster

The people of Badean Village initially worked as farmers and gardeners. However, with the existence of Puncak Badean Tourism, it can improve the economy of the Badean Village community. People began to dare to open a place to eat for tourists who visit and the business got very good results.

The Badean Village community also hopes that in the future there will be investors who will come in to help develop the tourism. The investment opportunities offered are related to the development of tourist attractions in Puncak Badean Tourism. The intended investment opportunity is to further improve the various available facilities related to the existence of these tourist attractions so that they can be integrated and have a selling value as a driving force for tourist visits.

3.1.5. Promotions Done

In improving marketing and promotion to support the development of Puncak Badean Tourism, programs that must be carried out include the development of promotional media, promotional activities and the development of marketing partnerships.

a. Promotional Media Development

Considering that the promotional media used for the development of Puncak Badean Tourism has not been maximized, it is necessary to have additional promotional media such as print media (banners) and electronic media (websites) (<https://puncakbadeanjember.blogspot.com/>) and video (<https://www.youtube.com/channel/UCPYUjVZKODrXie7YN0i4bUQ/videos>).

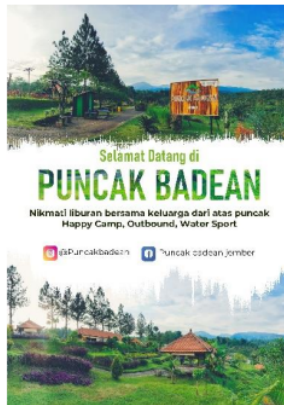


Figure 2. Banner to be installed at the entrance to Puncak Badean Tourism

b. Promotion Activities

Cheap promotional activities that can be developed to promote Puncak Badean Tourism, namely online promotion through Facebook (<https://www.facebook.com/puncak.badean.3>) and Instagram (https://instagram.com/puncakbadean?utm_medium=copy_link) to reach domestic and international market share. Other promotional activities that can be carried out are participating in events or promotional activities for tourism destinations carried out by local governments and tourism business actors.

c. Marketing Partnership Development

Puncak Badean Tourism needs to do joint promotions as marketing reinforcement because it is more effective than individual promotions in introducing its tourism potential. Puncak Badean Tourism Managers need to develop joint promotional packages so that the selling value of tourist villages can be further increased. Another effort is to build marketing partnerships with travel agents or travel agents and other organizations involved in tourism development.

3.1.6. Education Provided to the Community

The condition of the Badean Village community has a minimal number of high school and college graduates and lacks knowledge about tourism activities and the promotional media used. So to create sustainable tourism, it is necessary to strengthen the education and capacity of local communities in order to improve the quality of tourism in Puncak Badean Tourism. Activities carried out as an effort to develop Puncak Badean Tourism are in the form of training to provide skills and increase knowledge of local communities related to tourism and how to manage tourism properly and correctly. The development of these resources aims to provide full support to the community in the context of developing tourism in Badean Village so that it is hoped that the local community can become skilled workers who are useful to support Puncak Badean Tourism as a sustainable tourism village.

In designing the development of Puncak Badean Tourism destinations, things to consider in drafting the concept are in accordance with the potential and problems and the development of Puncak Badean Tourism includes physical and non-physical development. Physical development is aimed at creating a residential environment along with infrastructure and utility facilities in order to create comfortable, beautiful, and interesting destinations to visit, as well as developing tourist attractions and attractions to complement the recreational elements of a tourist village.

3.2. SWOT Analysis

SWOT analysis is a simple strategy but has a big role in developing a business. Therefore, researchers use this analysis to design the right strategy to develop Puncak Badean Tourism.

3.2.1. *Strength*

The strengths that exist in the Puncak Badean Jember Tourism are:

- a. Natural beauty (mountain views, rivers with clear water, locations filled with trees that provide cool air).
- b. Security of tourist attractions (safe parking because there are guards).
- c. The entrance fee is free, only a fairly cheap parking fee of IDR 3,000 is charged.
- d. There are outdoor games.
- e. Support by the government and the community of Badean Village.
- f. Availability of Saung for resting place.
- g. The location is very clean.
- h. Very friendly service from the manager.
- i. The availability of camping sites along with supporting facilities such as a sound system and mats are provided by the manager.

3.2.2. *Weakness*

Weaknesses that are owned by Puncak Badean Jember Tourism are:

- a. Promotion efforts carried out by managers are still limited due to the limited ability of managers to utilize social media in conducting promotions.
- b. Broken access road.
- c. Limited funds to continue the development carried out such as the construction of a swimming pool which is planned to be added as a vehicle at Puncak Badean Tourism.
- d. Lack of availability of places to eat because at Puncak Badean Tour there are only small stalls that only provide snacks.
- e. There are no directions for Puncak Badean Tour from the highway, making it difficult for tourists who will come to Puncak Badean Tour.

3.2.3. *Opportunity*

Opportunities that can be achieved after carrying out the two analyzes above on Puncak Badean Jember Tourism are:

- a. The development of the nature-based tourism sector.
- b. Promotions carried out through social media are very effective for managers to carry out. Based on data from a report entitled *Digital 2021: The Latest Insights Into The State of Digital*, it is stated that out of a total of 274.9 million people in Indonesia, 170 million of them have used social media. Thus, the penetration rate is around 61.8 percent (kompas.com). From this data information, promotion using social media is a great opportunity to do because of the high number of social media users in Indonesia.
- c. Absorption of labor in the Puncak Badean Tourism area as an effort to improve the economy and reduce unemployment.
- d. The facilities offered at Puncak Badean Tour such as outbound, peak tours that provide camping, especially in Jember.
- e. Make directions on the side of the main road for easy access as well as a promotional tool such as using banners.
- f. Provide a place for people to sell food for tourists because at Puncak Badean Tourism there are only three places.

3.2.4. *Threat*

Threats to activities that will be carried out in the development of Puncak Badean Jember Tourism are:

- a. Lack of awareness of tourists who come to maintain and comply with existing warnings so that it becomes a threat to damage facilities at Puncak Badean Tourism, such as picking flowers, stepping on ornamental grass.
- b. The existence of new tourist attractions in Jember, this is a threat because it adds competitors to the Puncak Badean tourist spot.
- c. The difficulty of the internet network so that if tourists want to capture their experience using social media at Puncak Badean Tourism, the internet network is constrained.

4. Conclusions

The Covid-19 pandemic has created conditions of uncertainty for the tourism industry. This affects the number of visitors and managers. The “Stay At Home” policy has the consequence of decreasing community mobility so that the fulfillment of tourism needs is low. Therefore, a strategy for developing Puncak Badean Tourism is needed during the Covid-19 pandemic as well as identifying the strengths, weaknesses, opportunities, and threats of Puncak Badean Tourism.

The development strategy of Puncak Badean Tourism during the Covid-19 pandemic is good because the manager carries out tourism promotions by creating social media accounts such as Instagram, Facebook, and Youtube. The development of Puncak Badean Tourism also has an impact on all aspects of the life of the Badean Village community, especially the economic aspect by increasing the income of the surrounding community.

Based on the SWOT analysis that has been carried out, the development of Puncak Badean Tourism can be realized in various forms of business including by building potential in Badean Village. This can be realized with the participation and awareness of the Badean Village community in helping to improve tourism development and to make the name of Puncak Badean Tourism proud locally, nationally and internationally.

Acknowledgments

The researcher would like to thank Sekolah Tinggi Ilmu Administrasi Pembangunan Jember which has supported this research.

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