



LEMBAR BIMBINGAN SKRIPSI

Nim : 202022000145

Nama : RAMADHANI PUTRA

Prodi : ILMU KOMUNIKASI

No	Tanggal	Logbook	Jenis Revisi	Gaya Penulisan	Naskah	Catatan
1	Jum'at, 01 Desember 2023	<p>Abstract The pandemic that has spread since 2020 has affected economic sectors, especially tourism. In Indonesia, the tourism industry is its second largest foreign exchange earner in the country. Implementation of the policy of important social restrictions (PSBB) announced by his government. The closure of tourism and entertainment services in Indonesia reduced tourists during the pandemic. Although the study uses a qualitative method with a descriptive approach to tourist attractions in Coban Binangun, the research method used by the researchers is a field research (field survey) method. The data collection methods used by researchers are based on interviews and direct observations in the field. This study aims to find out how the condition of the tourism industry was at the Coban Binangun tourist attraction during the Covid-19 pandemic, how to analyze the survival strategies that had been implemented by the Coban Binangun tourist attraction during the pandemic and what efforts had been made to restore the economy of the Coban Binangun tourist attraction. Post-pandemic building. The results of this study show the Coban Binangun tourist attraction strategy as a form of survival efforts during the pandemic and the strategy for managing tourism objects after going through the pandemic as an effort to recover the economy in the tourism industry.</p>				
2	Sabtu, 02 Desember 2023	<p>Introduction There are many Pros and Cons among the public regarding the New Normal policy set by the government in response to the economic downturn caused by the Covid - 19 Pandemic, in its policy the government states that society must be prepared to face the New Normal Era. One of them concerns the tourism industry sector That is the hope of the country's biggest foreign currency earner. In the new normal, the Indonesian provincial government has sought to revive the economy of the tourism industry, which has been nearly paralyzed by the Covid-19 pandemic. Based on the distribution of global data, in 2020 there were 43,766,712 positive cases and 1,163,459 confirmed deaths in 219 countries. And in Indonesia alone, as many as 400,483 people were confirmed positive and as many as 13,612 were confirmed to have died (Source: Covid19.go.id).</p>				

3	<p>Senin, 04 Desember 2023</p>	<p>Introduction There are many Pros and Cons among the public against the New Normal policy set by the government to respond to the economic decline caused by the Covid-19 Pandemic, in its policy the government states that the public must be prepared to face the New Normal Era. One of them concerns the tourism industry sector which is the hope of the largest foreign exchange contributor to the country. When the New Normal Era was enacted, the Indonesian government tried to rebuild the tourism industry economy which was almost paralyzed due to the impact of the Covid-19 pandemic. Based on the distribution of global data in 2020, there were 43,766,712 positive cases, and as many as 1,163,459 people were confirmed dead in 219 countries. And in Indonesia alone as many as 400,483 people were confirmed positive and as many as 13,612 were confirmed to leave the world (Source: Covid19.go.id). The implementation of the Large-Scale Social Restrictions (PSBB) policy has caused restrictions on community activities, this has caused a considerable impact on the economy in the tourism sector, the tourism industry is one of the largest sectors in receiving the impact of the Covid-19 pandemic, the Central Statistics Agency recorded a decrease in the number of tourist visits since January 2020 of 173 thousand tourists. The tourism sector is the second largest foreign exchange contributor to the country, the tourism industry can provide a multiplier effect on other industrial industries. The outbreak of the Covid-19 pandemic has had an impact on all activities globally, especially on tourism activities, the number of tourist visits dropped drastically in line with the implementation of the Large-Scale Restrictions (PSBB) policy. The decline in tourist arrivals is a challenge for tourism industry players to find strategies to return to their pre-pandemic state It is undeniable that the Covid-19 pandemic has weakened the world economy. Including Indonesia, the Covid-19 pandemic that hit Indonesia not only affected the social sector, education sector and economic sector but also the tourism sector The existence of massive social restriction policies (PSBB) and the closure of recreation places and entertainment venues aimed at suppressing the spread of Covid-19 caused people's mobility to decrease, this had a considerable economic impact on the tourism sector. The Central Statistics Agency (BPS) noted that cumulative foreign tourist visits to Indonesia during the January-November 2020 period only reached 3.89 million visits, lower than the same period in the previous year of 14.73 million foreign tourists or a sharp decrease of 73.60 percent. The number of foreign tourists visits consists of foreign tourists who enter through the air gate amounting to 1.68 million visits, sea entrances 972.02 thousand visits, land entrances as many as 1.23 million visits. The number of foreign tourists in November 2020 reached 173.31 thousand kumjungan. This figure is lower than the same period in 2019 of 1.28 million visits. The number of foreign tourist visits in November 2020 experienced a sharp decrease of 86.31 percent Tourism is a travel activity carried out by a person or group of people by visiting a special place for the purpose of recreation, personal development, or learning the uniqueness of the tourist attraction visited in a temporary period (Arjana, 2016 in Noerkhalishah, Ersis Warmansyah Abbas, and Melly Agustina Permatasari, 2020). The role of the national tourism sector is very important in line with government policies to build a sustainable economy in the future. The tourism sector contributes greatly to a country's economic growth. The tourism sector includes: recreation areas, hotels,</p>	Pendahuluan	Sistematika penulisan belum lengkap dan bersistem baik	Analisis dan sintesis belum sistematis, dan masih berulang-ulang	sistematis penulisan diperhatikan
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4	Selasa, 05 Desember 2023	Tourist Under Law No. 10 of 2009, tourism is a range of tourism activities supported by a range of facilities and services provided by communities, entrepreneurs, governments and local authorities (RI Law No. 10 of 2009, 2009). There are a number of objectives of tourism namely to improve the community's economy, improve people's welfare, eradicate poverty, overcome unemployment, preserve natural resources. Tourism has 4 main components which have an important role so that the tourism sector can develop including: tourists, tourist facilities, tourist attractions and tourism services				
5	Senin, 11 Desember 2023	Tourism Based on Law No.10 of 2009 tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government, and local governments (Law of the Republic of Indonesia No.10 of 2009, 2009) there are a number of objectives of tourism, namely to improve the community economy, improve people's welfare, eliminate poverty, overcome unemployment, conserve natural resources. Tourism has 4 main components that have an important role so that the tourism sector can develop including: tourists, tourist facilities, tourist attractions and tourist services Components in developing tourism: 1. Attractions, in Law No.10 of 2009 it is stated "tourist attraction is something that has uniqueness, beauty, and value in the form of diversity of cultural natural wealth and man-made products that are the target or destination of tourist visits" it can be concluded that tourist attractions are something that can be a tourist attraction. 2. Amenities, Amenities are infrastructure that is not directly related to tourism. But along with the needs for tourists, such as banks, money changers, accommodation, telecommunications and so on. The more complete and integrated these components are in a tourism product, the stronger the position of supply in the tourism system (Yoeti, 2002) 3. Accessibility, Accessibility is the right to access which is a basic travel requirement service (Susanto, 2013). In this case, accessibility must be provided by the government, regardless of the use of transportation moe provided by the community. 4. Ancillary, Ancillary is support provided by institutions, local governments, groups or managers of tourist destinations to organize tourism activities (Cooper et al, 2000)	Pendahuluan	Tidak ada revisi	Tidak ada	oke lanjut

6	Rabu, 13 Desember 2023	<p>Disaster recovery A disaster is a phenomenon or sequence of events that threatens the lives and livelihoods of people due to both natural and unnatural and human factors, resulting in human casualties, environmental destruction, loss of property and psychological effects (President of the Republic). Indonesia, 2007). Disasters are divided into three types: Natural disasters, natural disasters, social disasters. Based on this understanding, the COVID19 pandemic is classified as an unnatural disaster. This is supported by Presidential Decree No. 12 of 2020, which states that COVID-19 is not a natural disaster. "On March 11, 2020, the World Health Organization (WHO) declared the new coronavirus a global pandemic and the Communicable Disease Epidemic Act No. 4 of 1984, Presidential Decree on Unnatural Disasters. Let us declare the 2019 coronavirus disease (Covid-19) a national disaster (RI 3 rd International Conference on Humanities and Social Sciences 6 Executive Order, 2020). Recovery is one of his four phases of disaster relief. Reconstruction is the recovery phase that aims to restore the damage caused by a disaster to its original state</p>				
7	Senin, 18 Desember 2023	<p>survival strategy According to Ismail Solihin (2012), The word Strategy comes from the Greek words stratus, military, and ag, to guide. In this context, strategy was originally defined as military leadership, or what is done by generals in developing plans for conquest and winning wars. A strategy can also be interpreted as an outline of a course of action to achieve a given goal (Ahmad, 2020:1-2) Another definition of strategy is a plan of action taken to achieve excellence in a competitive marketplace or efficiency. This strategy describes a prudent and effective action plan to be implemented in action (Yam, 2020: 16).</p>				
8	Senin, 18 Desember 2023	<p>Disaster recovery Disasters are phenomena or series of events that threaten the lives and livelihoods of the community caused, either by natural factors or non-natural factors or human factors resulting in human casualties, environmental damage, property losses, and psychological impacts (President of the Republic of Indonesia, 2007). Disasters themselves are grouped into three types, namely: natural disasters, non-natural disasters and social disasters. Based on this understanding, the Covid-19 pandemic is categorized as a non-natural disaster, this is supported by Presidential Decree Nomoe 12 of 2020 which declared Covid-19 a non-natural disaster. "Considering that the World Health Organization (WHO) has declared COVID-19 as a Global Pandemic on March 11, 2020 and considering Law Number 4 of 1984 concerning Infectious Disease Outbreaks, a Presidential Decree on the Determination of Non-Natural Disasters for the Spread of Corona Virus Disease 2019 (Covid-19) as a National Disaster" (Presidential Decree of the Republic of Indonesia, 2020). Recovery is one of the four stages of disaster emergency response. Recovery is the stage of recovering damage caused by disasters that has the aim of restoring conditions as before.</p>	Pendahuluan	Tidak ada revisi	Tidak ada	oke lanjut

9	Selasa, 19 Desember 2023	Objective(s) Based on the explanation of the background of the problem as described above, the formulation of the problem in this research is as follows : 1. What is the condition of the tourism industry at the Coban Binangun tourist attraction during the Covid-19 pandemic 2. How to analyze the survival strategy that has been implemented by the Coban Binangun tourist attraction during the pandemic 3. What efforts have been made to restore the economy of the Coban Binangun tourist attraction after the pandemic				
10	Senin, 25 Desember 2023	Objective(s) Based on the description of the background of the problem described above, the formulation of the problem in this study is as follows: 1. What is the condition of Coban Binangun tourist attraction during the covid-19 pandemic 2. How is the survival strategy that has been implemented by Coban Binangun tourist attraction during the pandemic and how effective is the level of effectiveness of the strategy 3. to find out what are the advantages and disadvantages of the strategy carried out by the Coban Binangun tourist attraction	Pendahuluan	Tidak ada revisi	Tidak ada	okee
11	Senin, 01 Januari 2024	This research uses qualitative methods with a descriptive approach method. The descriptive research method in the research report will contain data quotations to give an idea of the presentation of data to give an idea of the presentation of the report data. The data comes from interviews, field notes, memos, and other official documents. The data collection technique used by researchers is to collect data through an interview process in the field to obtain data on research on the economic recovery strategy of the tourism industry after the Covid-19 pandemic, while the resource person who provided data at the interview stage was the head of the tourist attraction manager	Metode Penelitian	Tidak ada revisi	Tidak ada	lanjutt
12	Rabu, 10 Januari 2024	Results General description of the Coban Binangun tourist attraction Coban Binangun Waterfall is one of the waterfalls located in Binangun Hamlet, Pasuruan Village, Pandaan District, Pasuruan Regency, East Java. The waterfall was used as a tourist attraction for the first time in 2019 by the arrival of his KKN team from Sid Al Muhammadiyah Sidoarjo University. Various development efforts have been continued and various innovations have been made to develop this tourism industry and become the prima donna of the village. Various economic activities and SMEs are emerging in the surrounding communities, especially in Binangun Village. Economic activities such as buying and selling are carried out alternately according to the flow of visitors, naturally supporting the economy of the residents.				

13	Jum'at, 12 Januari 2024	<p>Conditions and circumstances of the Coban Binangun tourist attraction during the pandemic The COVID-19 pandemic has had many impacts on Indonesia's economic sectors, including the tourism sector. Before the COVID-19 Pandemic, Coban Binangun tourist attractions were always crowded with tourists. Based on observation and interview data, the Coban Binangun tourist attraction could receive 200 tourists per day, although this figure has changed significantly since the government's lockdown policy was implemented. The implementation of this policy affects Coban Binangun's tourist attraction, Based on the observations and interview results, we know that the situation of tourist attractions in Coban Binangun during the COVID-19 pandemic is as follows:</p>				
14	Jum'at, 12 Januari 2024	<p>Conditions and circumstances of the Coban Binangun tourist attraction during the pandemic When it comes to attractions, visitors are one of the main keys to a successful attraction. The visitor himself can be interpreted as someone who visits multiple locations, both nationally and internationally. Since the COVID-19 pandemic reached Indonesia, it has had both negative and positive impacts on tourist attractions. As for Coban Binangun tourist attraction, it has been negatively impacted by a significant drop in tourist numbers, as the tourist attraction was completely closed during the pandemic, and it can even be said that the rate of decline has reached 100%.</p>				
15	Sabtu, 13 Januari 2024	<p>Tourism revenue has decreased Revenue is the result of selling a product either goods or services. Revenue for tourist attractions undoubtedly comes from visitors, but due to the COVID-19 pandemic, many maintenance operators are experiencing a drop in income due to the absence of visitors and the need to close tourist attractions. increase. According to Mr. Yant, one of the administrators of the Coban Binangun tourist area, the closure of the Koban Binangun tourist area has completely paralyzed the income of the Koban Binangun tourist area, and the income of the Koban Binangun tourist area has ceased. Stated. From the sale of admission tickets and parking tickets.</p>				
16	Senin, 15 Januari 2024	<p>Digital marketing During the current Covid-19 pandemic, business people need to think creatively when marketing their business. Due to the limited day-to-day activities of the community, digital marketing is a good strategy to implement for business actors as it provides a broad dissemination reach. One of the tourist attractions that are conducting digital marketing activities is Coban Binangun tourist attraction. As one of the custodians of the tourist attraction, Yant is conducting digital-based marketing efforts as people are restricted from going out. Digital marketing itself can be a solution because it can spread information widely and quickly. Digital media in use during the COVID-19 pandemic includes various social media platforms such as Facebook, Instagram, and Tik-Tok. Some of the content shared on this social his media platform is video content featuring the natural beauty of Coban Binangun region.</p>				

Sidoarjo, 27 Maret 2024
Mengetahui,
Dosen Pembimbing



Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom

**** Lembar bimbingan ini telah diperiksa dan divalidasi oleh Dosen Pembimbing dan dapat digunakan sebagai bukti yang sah***



UNIVERSITAS MUHAMMADIYAH SIDOARJO

FAKULTAS BISNIS, HUKUM, DAN ILMU SOSIAL

PROGRAM STUDI : • MAGISTER MANAJEMEN (S2) • MANAJEMEN (S1) • AKUNTANSI (S1)
• ADMINISTRASI PUBLIK (S1) • ILMU KOMUNIKASI (S1) • HUKUM (S1)

BERITA ACARA UJIAN SKRIPSI

Tanggal : Selasa, 26 Maret 2024

Jam : 09:00

Tempat : GKB 3, LAB PR, L.2

Telah dilaksanakan ujian Skripsi

Judul : POST-COVID-19 TOURISM INDUSTRY ECONOMIC RECOVERY STRATEGY
(CASE STUDY OF COBAN BINANGUN TOURISM OBJECT)

Nama : RAMADHANI PUTRA

Nim : 202022000145

Prodi : ILMU KOMUNIKASI

Bidang : KOMUNIKASI PARIWISATA

Dengan Hasil :

Disetujui

Jangka Waktu Perbaikan 2 Hari

Perbaikan / penyempurnaan yang harus dilakukan adalah : (kalau diperlukan dapat ditulis dilembar terpisah)

No	Nama Dosen	Jabatan
1	Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom	Ketua Penguji
2	Poppy Febriana, S.Sos. M.Med.Kom	Penguji 1
3	M. Andi Fikri, S.I.Kom. M.I.Kom	Penguji 2

Sidoarjo, 26 Maret 2024

Mengetahui,
Kaprosdi



Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom

Ketua Sidang



Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom



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LETTER OF ACCEPTANCE

May 29, 2023

Dear Ramadhani Putra,

It is my pleasure to inform you that your research manuscript entitled ***"POST-COVID-19 TOURISM INDUSTRY ECONOMIC RECOVERY STRATEGY (CASE STUDY OF COBAN BINANGUN TOURISM OBJECT)"*** has been reviewed and accepted for an oral presentation at 16th National and 3rd International Conference on Humanities and Social Sciences, "Sustainable Development in Humanities and Social Sciences: Post-COVID Resilience", which will be held on June 16, 2023 at the Grande Centre Point Hotel, Pattaya, Chon Buri, organized by Faculty of Humanities and Social Sciences, Burapha University, Thailand. Your full research paper will be published in the Conference Proceedings in two weeks' time.

Should you have any enquiries regarding this matter, please feel free to contact us at the above email.

Yours sincerely,

A handwritten signature in blue ink that reads "Suchada R." with a stylized flourish at the end.

Suchada Rattanawanitpun, Ph.D.
Dean
Faculty of Humanities and Social Sciences
Burapha University