

# POST-COVID-19 TOURISM INDUSTRY ECONOMIC RECOVERY STRATEGY (Case Study of Coban Binangun Tourism Object)

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POST-COVID-19 TOURISM INDUSTRY ECONOMIC RECOVERY STRATEGY  
(Case Study of Coban Binangun Tourism Object)

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**Abstract**

The pandemic, which has grown in scale since 2020, has affected economic sectors, especially tourism. In Indonesia, the tourism sector is her second largest foreign currency earner in the country. Implementation of his PSBB (Large Scale Social Restrictions) policy issued by the government. The closure of tourist and entertainment facilities in Indonesia has reduced tourist visits 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

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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.

**Keywords:** Strategy, Economic , Covid – 19

#### 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

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400,483 people were confirmed positive and as many as 13,612 were confirmed to have died (Source: Covid19.go.id).

Community activities were restricted due to the implementation of the PSBB (Large Scale Social Restrictions) policy. This has had a huge impact on the economy of the tourism sector. The tourism industry is one of the industries hardest hit by the COVID-19 pandemic. The Central Statistical Office recorded the decline in numbers. As of January 2020, the number of tourists is 173,000. The tourism sector is her second largest foreign currency earner in the country, and tourism can provide synergies with other industries. The outbreak of the novel coronavirus disease (Covid-19) pandemic has affected all activities around the world, especially tourism activities. With the implementation of the Large Area Restriction Directive (PSBB), the number of tourist visits has decreased significantly. The decline in tourism has created a challenge for tourism industry players to find strategies to return to pre-pandemic conditions.

It cannot be denied that the existence of the Covid – 19 pandemic weakened the world economy. Including Indonesia, the Covid - 19 pandemic that hit Indonesia has not only had an impact on the social sector, the education sector and the economic sector but also the tourism sector. It causes people's mobility to decrease, this has a sizeable economic impact on the tourism sector. The Central Statistics Agency (BPS) noted that cumulative foreign tourist arrivals to Indonesia during the

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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 experienced a sharp decrease of 73.60 percent. The number of foreign tourist visits consisted of foreign tourists entering through the air gate of 1.68 million visits, sea entrance of 972.02 thousand visits, land entrance of 1.23 million visits. The number of foreign tourists in November 2020 reached 173.31 thousand visits. 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 decline of 86.31 percent

<sup>11</sup> Tourism is a travel activity undertaken by individuals or groups of people by visiting particular places for temporary recreation or self-development or to study the uniqueness of the visited tourist destinations (Arjana, 2016 in Noerkhalishah). , Ersis Warmansyah Abbas) and Mary Agustina Permatasari, 2020) . In line with the government's policy of building a sustainable economy in the future, <sup>3</sup> the role of the national tourism sector is very important. The tourism sector makes a major contribution to a country's economic growth. <sup>3</sup> The tourism sector includes: recreational areas, hotels, restaurants, transportation as well as acceleration that supports the growth of other tourism industries.

The Coban Binangun waterfall tourist attraction is a waterfall tourist attraction located in Plintahan hamlet, Pandaan sub-district, Pasuruan Regency, East Java. This Waterfall was first

3<sup>rd</sup> International Conference on Humanities and Social Sciences empowered and functioned in 2019, various kinds of efforts continue to be made so that this tourist attraction can develop, various small-scale economic and business activities are also developing around this tourist attraction so that it can support the economy of the surrounding community. However, <sup>34</sup> with the Covid -19 pandemic, all **tourism** activities and other economic activities were paralyzed. The lack of maintenance and development of the management of the Coban Binangun tourist attraction during <sup>12</sup> the Covid - 19 pandemic caused the tourist object to become poorly maintained.

#### *Tourist*

Under Law No. <sup>15</sup> 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, <sup>19</sup> improve people's welfare, eradicate poverty, overcome unemployment, preserve natural resources. Tourism has 4 main components which have <sup>35</sup> an important role so that the tourism sector can develop including: tourists, tourist facilities, tourist attractions and tourism services

components in developing tourism: 1. Attractions, in Law No. <sup>28</sup> 10 of 2009 it is stated "a tourist attraction is something that has uniqueness, beauty, and value in the form of diversity of natural cultural wealth and man-made products that are the target or destination of tourist visits" can It **can be** concluded that tourist

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attraction is something that can attract tourists. 2. Amenities, Amenities are infrastructure that are 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 offer position in the tourism system (Yoeti, 2002) 3. Accessibility, Accessibility is the right to access which is a basic travel necessity service (Susanto, 2013). In this case accessibility must be provided by the government regardless of the use of the mode of transportation provided by the community. 4. Ancillary, Ancillary is support <sup>13</sup> provided by institutions, local governments, groups or managers of tourist destinations to organize tourism activities (Cooper et al, 2000)

#### *New Normal*

It is undeniable that <sup>1</sup> the Covid - 19 pandemic that has hit Indonesia over the past few years has had a sizeable impact on the economic sector and caused a multiplier effect such as increasing unemployment and decreasing the quality of life of the people. This condition ultimately creates an understanding of establishing a New Normal policy or a new normal order which is defined as an adaptation to new habits as a realistic response to the existence of the co-19 pandemic (Widiastuti, 2020)

Societal dominance is driven to create a new paradigm that assumes the "new normal" is a new world order in which everything that was relatively normal (normal) turns into an

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"abnormal" state. This is the framing new normal, but it's not right. In general, the term "new normal" consists of restoring and enacting the usual rules that were previously unenforced, and adapting them to advances in knowledge and technology, to promote interest in healthier living. There will be a transformation of the communities that have, are disciplined, and are accustomed to. Leverage technology to be even more productive (Febrianty). , Abdulohim, Siahaya et al., 2021)

#### *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, unnatural disasters, social disasters. Based on this understanding, the COVID-19 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. "11. in <sup>1</sup> March 2020, the World Health Organization (WHO) declared the new coronavirus a global pandemic and the Communicable Disease Epidemics Act No. 4 of 1984, a presidential decree on unnatural disasters. Calling the 2019 coronavirus disease (Covid- 19) as a national disaster (RI 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.

#### **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).

#### **Research purposes**

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

*Literature review*

Literature Review is a part of exploring or studying <sup>23</sup> previous research theories that are relevant to the problem being studied, which will then be used as reference material in a research process.

After exploring and studying the authors found several studies on the post-pandemic tourism industry economic recovery strategy. Therefore, it can be used as a reference for conducting research related to this problem.

Based on a 2022 journal study by Risuwan Hidayat and Noor Ramini, Strategy for Tourism Sector Recovery in the Era of Adaptation to New Normal in South Kalimantan. <sup>25</sup> The purpose of this study is to investigate the situation of South Kalimantan tourism during the Covid-19 pandemic and the Tourism Recovery Strategy Plan of South Kalimantan Tourism Board to determine an appropriate recovery strategy. The survey <sup>1</sup> used descriptive methods and his SWOT analysis with his eight respondents. This strategy was derived from maximizing existing health protocol funding and identifying the drivers and inhibitors of implementing events using standardized health protocols. Results of this study (Hidayat, R., Rahmini, N 2021)

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Alivia Rachmawati's research journal Lutfi Alhazami (2022) "DKI Jakarta's Tourism Sector Economic Recovery Strategy in the New Normal Era" <sup>2</sup> The method used in this study is a qualitative one. This <sup>2</sup> research method uses the research library approach to collect various information and data in detail using sources such as literature, books, notes, and journals. Efforts to revive the tourism economy in Metropolitan Jakarta have increased the confidence of stakeholders, including those in the <sup>8</sup> tourism industry, that the Jakarta government is determined to continue <sup>8</sup> the process. One of the developments after the Covid-19 outbreak is the development of tourism to encourage those involved. The interest is to achieve synergies according to each other's capabilities, including the reinvestment of business sectors in the Jakarta metropolitan tourism economy. The plan for tourism recovery is to optimize the roles of two major tourism sectors: the government of DKI Jakarta as the public agency with authority for tourism recovery policies and economic actors as organizers of tourism activities. (Alivia Rakmawati, Lutfi Alhazami 2022)

A 2021 research journal by Elsa Fiyani Rizki Amalia, Strategies for Surviving the Tourism Business in the COVID-19 Pandemic (Educational Tourism Gondang Outbound 'WEGO' Ramongan Case <sup>29</sup> Study). The purpose of this study is to explore survival strategies for the tourism industry to survive the COVID-19 pandemic. The study used was a field study conducted as part of the Gondang Outbound Educational Tour (WEGO) in Sugio

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District, Lamongan Regency from February to November 2021. Data collection methods were in the form of interviews, observations and documentation. Qualitative <sup>14</sup> data analysis techniques used include data reduction, data presentation, inference, and validation. The survey results show that the survival strategy of the tourism company Gondan Outbound Educational Tourism (WEGO) is the introduction of digital marketing, discount ticket offerings and CRM (customer relationship marketing) strategies. The implementation of survival strategies by preparing, sustaining and updating Gondan Outbound Educational Tourism (WEGO) has impacted the survival of tourist attractions during the COVID-19 pandemic. (Elsa Finya Lizuki Amalia, 2021)

In a journal titled "Halal Tourism Survival Strategies in the Era of the COVID-19 Pandemic" published in 2020 by Muawana, Nur Dina Fauzia, Mohammad Toha and Agnes Kahyatria Manak, the study is a qualitative research I am using the method. <sup>7</sup> The results of this study indicate that the Indonesian national strategy to maintain halal tourism is to cooperate with halal tourism, provide SOPs for mitigation, and tighten restrictions on foreign tourists entering Indonesia. (Muawanah, Fauziah, Toha, Manaku, 2021).

#### <sup>2</sup> *Research methods*

This study uses a qualitative research method with a descriptive approach method. The descriptive research methodology of the research report includes citations of data to explain the

language of the report. Data may be obtained <sup>16</sup> from interview scripts, field notes, photographs, videotapes, personal documents, memos and notes, and other official documents (Moleong, 2017:11)

This survey method is a field research method (field research) that is survey and research to directly realize people's social life. In field research, research is open, unstructured and flexible because researchers have the ability to determine the focus of their research (Nugrahani, 2014:48)

#### *Data collection technique*

According to Lincoln & Guba, qualitative data are collected using interviews, observations and documents (archival documents). Interviews, participant observations, and document review support and complement each other to achieve the data needed as a research focus. Collected data are recorded in field notes (Salim & Syahrums, 2012:14).

#### *Observation*

Observations by Usman and Purnomo (2004) are observations by systematic recording of the symptoms examined. Observation is a data collection technique when:

(1) be consistent with research goals, (2) be systematically planned and recorded, and (3) be controllable (reliability) and its validity (validity). Observation is a complex process composed of biological and psychological processes. When employing observational techniques, the most important thing

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is to rely on the researcher's observation and memory (Hardani, 2020).

#### **Interview**

An interview or interview can be interpreted as a method of obtaining information from telecommunications. For example, we may conduct an interview technique where the respondent asks questions face-to-face, over the phone or over the Internet. However, advances in telecommunications have made it possible, for example, to conduct interview techniques using the telephone or the Internet (Mamik, 2015:108). Research interviews and interviews are different from everyday conversations. Interviews usually involve talking directly to a person, usually called the respondent, and gathering information or opinions verbally.

#### **Results**

##### *General description of the Coban Binangun tourist attraction*

Coban binangun Waterfall is one of the waterfalls located in Binangung Hamlet, Purathuan 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 Jomhamadiyah 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

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activities and SMEs are emerging in the surrounding communities, especially in Binangung 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.

*Conditions and circumstances of the Coban Binangun tourist attraction during the pandemic*

<sup>32</sup> The COVID-19 pandemic has had many impacts on Indonesia's economic sectors, including <sup>10</sup> 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:

*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

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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%.

#### *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.

#### *Tourist attraction survival strategy*

Many losses were felt by several economic sectors during the Covid-19 pandemic that entered Indonesia, one of which was the tourism sector as was felt by the Coban Binangun tourist attraction, which required tourism object managers to compile and prepare strategies so that tourist attractions could survive in the midst of a pandemic and can increase <sup>21</sup> the number of tourist visits after the covid - 19 pandemic, several strategies to survive during the covid - 19 pandemic carried out by the



manager of the Coban Binangun tourist attraction are as follows:

**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 <sup>24</sup> 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.

*Development of tourist attraction facilities*

As long as the tourist attraction remains closed, coban binangun Tourist Attraction Authority will optimize the best timing for the restoration and expansion of existing facilities at the tourist attraction.

The tourist attraction has been closed for about a year, said Yanto, one of the administrators of coban binangun. Taking this

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opportunity, some facilities have been improved and added, such as cleaning wild plants around the tourist spots, adding new photo spots, renovating the parking lot, and adding a fish therapy

Also, as we enter the new normal, tourist facility managers have added hand-washing facilities in several tourist attraction areas for tourists to clean up after, but <sup>4</sup> this is in line with the government's recommendation to introduce new practices. It is also a form of practice.

#### *Increasing the accessibility of tourist objects*

During the pandemic, tourism property managers have also remapped road access to tourist attractions. Remapping access to attractions on Google Maps should be done as part of efforts to improve service quality and in preparation for welcoming tourists who arrive after the pandemic.

#### *Government assistance*

As part of efforts to revive the tourism industry, local governments are playing an important role even <sup>30</sup> during the COVID-19 pandemic. The Paslan district government has provided some assistance, including:

#### 1. aid

During the pandemic, the Pasuruan District Municipality has provided financial aid aimed at helping the local government and the hotel and tourism industry, which has been hit by a decline in local income and financial disruption due to the

COVID-19 pandemic. . The grant will also help the local government (Pemda) prepare for the implementation of his CHSE programme, a clean, healthy and COVID-19 protocol compliant tourism environment. Funds distributed to each region will then be the responsibility of the local governments themselves, from the registration mechanism to notification, fully taking into account technical instructions from the central government.

## 2. Facility assistance

During the pandemic, the Paslan district government also provided facility assistance in the form of natural resources to improve the existing facilities in the tourist attraction area, and the coban binangun tourist attraction has natural resources such as bamboo and medicinal fish (garra rufa). offered. The government is used by tourist area managers as a means of acquiring new facilities in tourist attraction areas, such as building bridges and bamboo fences. Support in the form of Garra Rufa fish is also used by tourist site managers to assist in the construction of new facilities in the form of fishponds. This fishpond can be used as a kind of therapy.

### *Partnered with Sidoarjo Muhammadiyah University*

Coban binangun Tourist Attraction was first managed and developed in 2019. During the pandemic that started in 2020, this tourist attraction collaborated with Muhammadiyah University in Sidoarjo. Various efforts have been made to expand this tourist attraction during the pandemic. Of course,

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this has a synergistic effect. As the <sup>27</sup> number of visitors to a tourist attraction increases, the local communities surrounding the tourist attraction will also feel the impact of economic development and support the economy of the local communities surrounding the tourist attraction.

#### *Discussion*

perintah Village is a highland village with an altitude of 1500 meters, longitude coordinate 112.681703, latitude coordinate 7.661665, and an area of 506.660 hectares. It is rich in rivers, springs, waterfalls and various natural resources. Agricultural land ( Alimatul Farida, Nur Izzatul A'yunin. 2021) This could create tourism potential in Printerhan village. One of his three tourism possibilities in Perintah Village is Kobambinangun Tourist Attraction. This tourist attraction offers tourists the beauty of nature. Due to restrictions on community activities by the Government of Indonesia (PPKM) during the pandemic, the coban binangun tourist attraction has been completely closed by the local manager. During the pandemic, operators of the tourist attraction have also made some efforts to keep the economy going.

Based on the researchers' observations, the various initiatives and strategies adopted by Koban Binangun, the tourist facility manager during the COVID-19 pandemic include facility improvement and development in tourist attraction areas, digital marketing, tourist attraction This includes improving access to and linking with tourist attractions. Sidoarjo District Government and Muhammadiyah Sidoarjo University.

The first strategy is a digital marketing strategy. The advantages of this strategy are the unlimited and rapid provision of

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information, the possibility of adapting the advertising model to the target, and the general It is easy to communicate with and media use as advertising material. The downside of any digital marketing strategy is that it can be imitated by competitors. Negative feedback from visitors will reduce the positive impression of the tourist destination, and if the advertisement is not attractive, visitors will not pay attention to it.

The second strategy is facility development. The advantage of this second strategy is that developing existing facilities in a tourist area can later become a new attraction for tourists, improving the services offered to tourists through the development of available facilities. That means there are ways to do it. attraction manager. The drawback of this strategy is the repair and renewal work carried out by the manager of the tourist object, which is naturally costly, but this drawback can also be minimized through cooperation with the Pasuruan district local government and Muhammadiyah University in Sidoarjo. can. As with all aid during the pandemic, aid in the form of intensive government assistance and donations of basic materials has been made available for the construction of new factories.

A third strategy is to improve access to tourist attractions. During the pandemic, tourism facility managers remapped access to tourist attractions on the Google Maps platform with assistance from Muhammadiyah Sidaorjo University Real Work Lectures (KKN) group. The advantage of this strategy is that tourists will have easy road access to tourist attractions after the pandemic is over. Improving accessibility in this way is also one of the means to improve the quality of services provided by tourist facility managers.

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A fourth strategy is for Pasuruan city administrators and district governments and Muhammadiyah University in Sidoarjo to work together. By working together, tourism facility managers can easily apply prearranged strategies and receive support from governments and universities in the form of focused funding through natural resource donations. Muhammadiyah Sidoarjo also conducts training to improve the quality of local resources in tourism property management.

According to Hermawan Kertajaya, a strategy tourism stakeholders can use to survive the COVID-19 pandemic is to implement three strategies in the form of SPA (survival/service, preparedness and renewal). Coban binangun Tourist Attraction has implemented the SPA (Survive/Maintain, Prepare, Upgrade) strategy that the tourist attraction will still survive even when the tourist attraction declines very sharply, as Mr. Hermawan Kertajaya said. It can be said that there are Tourism resources are declining. Tourist destinations should survive. A form of using a survival strategy during the pandemic is cutting staff wages, as Hell continues other activities, such as advertising through social media, to boost tourist visits after the pandemic. The next step is "preparation", where tourism managers are asked to prepare for the reopening of tourist attractions after the COVID-19 pandemic. The embodiment of government measures in coping with the new normal.

The last stage to be implemented is the updating or implementation of any kind of strategy prepared during the closure of tourist attractions. In this, Koban Binangun administrator of the tourist attraction has received a lot of support from the Real Work Lecture (KKN) team at Muhammadiyah University in Sidoarjo, which has been working to develop facilities, improve accessibility, promote through

social media, etc. The work of is supported by the KKN group team at Sidoarjo University.

According to Hermawan Kertajaya, implementing a survival strategy in the form of SPA (Survive/Maintain, Prepare, Upgrade) at coban binangun tourist attraction will help many by adapting each stage of the strategy to the current situation of the tourist attraction. You get a positive effect. Each strategy, executed in the order Survive/Maintain, Prepare, and Execute, will help coban binangun tourist attractions survive the COVID-19 pandemic. Although it has not yet attracted customers,

#### *Suggestion*

Based on the research conducted, the authors add some suggestions for consideration and further development process. Here are some related suggestions:

1. Optimizing the social media facilities of coban binangun tourist attraction as a promotional tool can boost tourist visits after the COVID-19 pandemic
2. Increase tourist attraction by adding interesting places for tourists
3. <sup>26</sup> In order to further increase the number of tourists, it is necessary to improve the quality of tourism services and promote the economic development of tourism resources.

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(Agustine & Dwinugraha, 2021; Alimatul Farida & Nur Izzatul A'yunin, 2021; Boy et al., 2022; Dwina, 2020; Edy Sutrisno, 2021; Hidayat & Rahmini, 2022; Pragholapati, 2020; Student et al., 2021; Utami & Kafabih, 2021)

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