

Policy Of Wonogiri Tourism Object Regional Technical Implementation Units In Tourism Development In The Covid-19 Pandemic Time In Wonogiri District

Tri Setyawardani^{1*}, Suharno², Nourma Dewi³

¹ Student College at faculty of Law, Islam Batik Surakarta University, Indonesia.

^{2,3} Lecturer at faculty of Law, Islam Batik Surakarta University, Indonesia.

* Corresponding author:

Email : Daniwardani52@gmail.com

Abstract.

The background of the problems raised in this legal research is the outbreak of the Covid-19 pandemic which has an impact on various government sectors, one of which is the tourism sector, because of this pandemic, local revenue has decreased due to tourism in Wonogiri that seems very quiet. during the Covid-19 pandemic. This legal research aims to explain the various impacts arising from the Covid-19 pandemic disaster for tourism objects in Wonogiri Regency and also to explain the policies carried out by the Regional Technical Implementation Unit) in developing tourism objects in Wonogiri Regency in the midst of the Covid-19 pandemic. The research method used in this legal research is descriptive qualitative method. The results of this study explain that the important role of the Regional Technical Implementation Unit under the auspices of the Data of the Youth and Sports and Tourism Service to issue policies as a strategy for developing tourism objects in Wonogiri Regency during the Covid-19 pandemic so that the mobility of the tourism sector in Wonogiri keep going well.

Keywords: Impact; policy; pandemic; tourism; visitors

I. INTRODUCTION

Tourism is an important sector in increasing national and regional income. However, the Corona Virus Deases (Covid-19) pandemic disaster starting from March 15, 2020, which is a national and even international disaster, has an impact on various government sectors, one of which is the tourism sector, because of this pandemic, local revenue has decreased due to tourism. those in Wonogiri looked very quiet during the Covid-19 pandemic. The Covid-19 pandemic is a major shock to the global economy which has an impact on the economic downturn. Since the closure of tourist objects in the Wonogiri Regency area for a long period of time where this is an effort to prevent the spread of Corona Virus Deases (Covid-19), the result is that regional income has tended to decrease due to the absence of visitors and plus small traders selling in the object area. Tourism in Wonogiri Regency is not a few whose business has gone out of business, resulting in delays in the collection of levies and local taxes. Therefore, the important role of the Regional Technical Implementation Unit (UPTD) of Wonogiri Tourism Object and the Head of the Youth and Sports and Tourism Office of Wonogiri Regency to work together to develop policy strategies in the context of developing tourism in Wonogiri Regency is very much needed during this pandemic. Based on the explanation above, therefore the authors are interested in conducting research on tourism in the form of a thesis entitled "Policy of the Regional Technical Implementation Unit for Tourism Objects of Wonogiri in Tourism Development during the Covid-19 Pandemic Period in Wonogiri Regency".

II. METHODS

This legal research uses descriptive qualitative research methods. where what is sought is an understanding of a social phenomenon so that the main focus is to gain an understanding of the actions and meaning of social phenomena in the perspective of the research subject. Qualitative research is carried out because the researcher wants to explore unquantifiable phenomena that are descriptive in nature such as the process of a work step, the formula for a recipe, the notions of a various concept, the characteristics of a product and service, pictures, styles, the manner of a culture, the physical model of an artifact and soon.[2]

The author in conducting this research method by applying the principles of field research (Field Research), namely research carried out in the field or directly to the research site. Field research aims to study intensively about the background of the current situation and social interactions, individuals, groups and communities.[3]

The reason the author uses descriptive qualitative legal research methods is about the nature of the problem under study, where the author understands the social symptoms that occur in Wonogiri tourism objects during the Covid-19 pandemic. In addition, the researcher also examines how the policies of the Tourism Object Regional Implementing Unit with the Office Youth and Sports and Tourism in Wonogiri Regency to carry out tourism development during the Covid-19 pandemic. So in this research, it focuses more on the results of data collection from predetermined informants or sources. The researcher also describes the object of research by recording all related things in the object under study.

III. RESULT AND DISCUSSION

The Impact of the Covid-19 Pandemic Disaster for Tourism Objects in the Wonogiri Regency Area

The Covid-19 pandemic disaster, which is a global health problem and is currently attacking Indonesia, especially Wonogiri Regency, has certainly had a number of impacts on all sectors of life, especially in the tourism sector. This is because tourism has an effect on Regional Original Income (PAD), community income, supporting industries and even the attraction of tourists to an area. Based on interviews conducted with the Head of the UPTD Tourism Object Manager of the Wonogiri District Youth and Sports and Tourism Office, Pardianto, S.Sos., MM, on November 1, 2020, he revealed that the tourism sector was one of the most affected by the Covid-19 pandemic. Even though the time before this pandemic, tourism in Wonogiri was experiencing rapid growth but after that there was a sudden decline due to the pandemic. Following up on the letter from the Ministry of Tourism and the Regent of Wonogiri, a total closure or lock down of tourist sites in Wonogiri must be carried out so that it has an effect on decreasing regional income because the attractiveness of tourists to Wonogiri tourism has decreased drastically. Seeing the explanation from the interview above, that the Covid-19 pandemic has a big impact on the tourism sector in Wonogiri Regency because with the high number of Covid-19 cases plus efforts to avoid the risk of transmission, all tourist sites in Wonogiri must be closed, p. thus it has an effect on decreasing regional income in Wonogiri because the attractiveness of tourists has decreased.

Then, the Head of UPTD Tourism Object Management from the Youth and Sports and Tourism Office of Wonogiri Regency, namely Pardianto, S.Sos., MM added in an interview on November 1, 2020 that the Wonogiri tourism sector which was closed due to the effects of the pandemic had another impact on types of culinary shopping tours. and handicrafts where many traders who used to earn income in tourist areas now have to go out of business because there are no buyers. In addition, this condition also has implications for losses in the supporting industry sectors such as bus, travel and hotel services. Based on this interview, the authors analyzed that the impact of the Covid-19 pandemic on the tourism sector had an effect on the cessation of the economic aspect, because the cessation of tourism activities in Wonogiri also stopped the income of tourism services, which of course gave economic losses to business actors who had been looking for income in the tourism sector. Seeing this with the current non-operation of tourism, the benefits of the UPTD Tourism Object Manager from the Youth and Sports and Tourism Office of Wonogiri Regency seem to have disappeared, even though in Article 20 paragraph (2) letter c of the Minister of Home Affairs Regulation Number 12 2017 concerning Guidelines for the Establishment of Service Branch Classification and Regional Technical Implementation Units that the UPTD should always be able to provide direct and tangible contributions and benefits to the community and government administrators and also in Article 2 of Law Number 10 of 2009 concerning Tourism which explains that every tour must provide benefits for the people's welfare, justice, equality and proportionality.

If analogous to the current conditions during this pandemic, the closure of tourism in Wonogiri which is managed by the UPTD as an impact of the application of regional quarantine or lock down to prevent the spread of the Covid-19 virus has resulted in not providing benefits in the form of economic

activities which are a source of income for people who livelihood in the tourism sector. In addition, the contribution to government administrators was nil due to the absence of tourists visiting Wonogiri tourism objects which resulted in a decrease in local revenue. However, it does not mean that this condition will last forever, because behind it all there is still great hope from the community for the return of post-pandemic tourism activities. The Covid-19 pandemic disaster has now devastated the sector of economic activity in tourism, even though economic activity is one form of efforts made by the community in the context of fulfilling their needs. As a result, this very unstable situation has made the role of the local government in this case the Wonogiri District Youth and Sports and Tourism Office and the UPTD Tourism Object Management are urgently needed to re-develop Wonogiri tourism even though it is accompanied by the Covid-19 issue considering Law Number 32 of 2004 concerning Government. A region which explains that each region is given the freedom and authority to determine the direction of its respective economic development. In this regard, the regional capacity plays an important role in exploring and developing its potential, especially tourism potential so that it can recover as a source of economic activity.

Regional Technical Implementation Unit (UPTD) Policy in the Development of Tourism Objects in Wonogiri Regency as Tourism Development during the Covid-19 Pandemic

Talking about the role of the tourism sector is very important in line with government policies in building a sustainable economy in the future. The spread of the Covid-19 pandemic and the number of tourists who experienced a drastic decline due to the closure of tourism objects in Wonogiri, made the Wonogiri District Youth and Sports and Tourism Office and the UPTD Tourism Object Management have to issue policies to restore tourism so that it can develop again. Based on interviews conducted with the Head of the Youth and Sports and Tourism Office of Wonogiri Regency, namely Sentot Sujarwoko, SH, on November 1, 2020, he explained that his party and the UPTD Tourism Object Management had compiled several policies to re-develop Wonogiri tourism. The policy will later be implemented technically by the Head of the UPTD Wonogiri Tourism Object Management. The policies include:

1. Routine cleaning every tourist attraction known as "world clean up";
2. A new normal work grouping assignment order for tourism officers, so that later there will be a division of labor for each tourist attraction area, namely the Covid-19 team, the hand washing area guarding team, the information team and appeals to comply with health protocols in tourist areas, security and health teams;
3. Conduct coaching activities for tour guides;
4. Coordination in limited meetings with the Ministry of Public Works and Public Housing (PUPR);
5. To renovate the construction of the Karst Museum Tourism Object, Girimanik Waterfall, and Gajah Mungkur Reservoir;
6. Creating new tourism innovations with a theme park and "spot selfie";
7. Prepare SOP and technical preparation for the implementation of the new normal tourism;
8. Propose cooperation with the private sector to develop tourist attractions in Wonogiri;
9. Request for tourism opening to the Regent of Wonogiri to simulate tourism activities (trial phase).

Based on the interview above, the policy formulated by the Wonogiri Regency Youth and Sports and Tourism Office and the Wonogiri Tourism Object UPTD is a breakthrough in thinking to revive tourism activities in Wonogiri Regency during the Covid-19 pandemic so that in the future it will be able to build tourist attractions. The content of the policy adapts to the situation and conditions of the current pandemic, which prioritizes the application of health protocols. These policy points are in line with the point of view of Article 13 paragraph (2), Article 14 and Article 15 of the Wonogiri Regency Regional Regulation Number 5 of 2013 concerning the Tourism Development Master Plan for Wonogiri Regency for 2013-2028. Article 13 paragraph (2) explains that the development of tourist attractions as referred to in paragraph (1) is carried out on the basis of the principle of upholding religious and cultural values as well as a balance between efforts to develop attraction management to create quality, competitive and developing tourist attractions. conservation to preserve and sustain its resources. Then Article 14 explains that a policy direction for the development of tourist attractions must include:

1. pioneering the development of tourist attractions in the framework of encouraging the growth of regency tourism areas and regional development;
2. development of tourist attractions to improve product quality and competitiveness in attracting interest and loyalty from existing market segments;
3. strengthening of tourist attraction to increase product competitiveness in attracting re-visit of tourists and a wider market segment; and
4. revitalization of tourist attractions in an effort to improve the quality, sustainability and competitiveness of district tourism products and areas.

Furthermore, article 15 explains that in essence a strategy to initiate the development of tourist attractions must include activities:

1. developing new tourist attractions in tourism destinations where tourism has not yet developed;
2. strengthening efforts to manage the potential for tourism and the environment in supporting pilot efforts;
3. developing product management innovations and capacity for tourist attractions to accelerate the development of district tourism areas;
4. strengthening efforts to conserve tourism potential and the environment in supporting the intensification of tourist attractions;
5. develop the diversification or diversity of the value of tourist attractions in various related themes;
6. strengthening efforts to spatial planning and conservation of tourism potential and the environment in supporting the diversification of tourist attractions.

Then the Head of UPTD Tourism Object Management from the Youth and Sports and Tourism Office of Wonogiri Regency, namely Pardianto, S.Sos., MM added his explanation in an interview on November 1, 2020, he explained that not all policies formulated could be implemented just like that, because his party also waiting for orders from the Regent of Wonogiri, who until now has not given permission to open tours. As for what can be done is only to implement a few policies such as tourism management by continuing to maintain existing facilities and infrastructure in the Wonogiri tourist area to keep it well maintained and clean, and to renovate tourist buildings. Based on the explanation from the Head of the UPTD Tourism Object of Wonogiri, the author underlines that not all policies that have been formulated can be implemented because they have not received permission from the Regent of Wonogiri, this is considering the high number of Covid-19 cases in Wonogiri, however tourism development continues to be implemented as a series of process of updating tourism objects in Wonogiri.

IV. CONCLUSION

The conclusion that can be drawn from the discussion that the author compiled in this thesis is that the Covid-19 pandemic has a major impact on tourist activities in Wonogiri which resulted in the temporary closure of tourist destinations by the local government so that there was a decrease in the attractiveness of tourists to Wonogiri tourism, a decrease in the economic level of the community. and local revenue from Wonogiri so that the Wonogiri District Youth and Sports and Tourism Office and the Wonogiri Tourism Object UPTD synergize in formulating policies as a strategic effort to develop and restore tourism activities in Wonogiri. As for the author's advice to the Wonogiri District Youth and Sports and Tourism Office and the Wonogiri Tourism Object UPTD continue to produce innovative ideas to continue to strive to develop, maintain, manage and preserve Wonogiri tourism. Then for the local government, especially the Regent of Wonogiri, it is requested to immediately take wise steps so that Wonogiri tourism can develop again even during the Covid-19 pandemic because considering that tourism has had a lot of influence on the economic level of the people and the Wonogiri area.

REFERENCES

- [1] I Dewa Gde Sugihamretha. *Jurnal Respon Kebijakan* : Mitigasi Dampak Wabah Covid-19 pada Sektor Pariwisata. The Indonesian Journal of Development Planning. Volume IV Nomor 2. Jakarta: Kementerian Perencanaan Pembangunan Nasional, 2020

- [2] Djam'an Satori, Aan Komariah. 2011. Metode Penelitian Kualitatif. Bandung : Alfabeta
- [3] Husaini Usman Purnomo Setyadi Akbar. 2011. Metodologi Penelitian Sosial. Jakarta : PT. Bumi Aksara
- [4] Law Number 10 of 2009 on Tourism
- [5] Law Number 32 of 2004 concerning Regional Government
- [6] Wonogiri Regency Regulation Number 5 of 2013 concerning Wonogiri Regency Tourism Development Plan 2013-2028
- [7] Minister of Home Affairs Regulation Number 12 of 2017 concerning Guidelines for the Establishment and Classification of Service Branches and Regional Technical Implementing Units