

ABSTRAK

Pandemi COVID-19 mengakibatkan industri pariwisata mengalami keterpurukan, salah satunya adalah Desa Wisata Nglanggeran. Sementara, pariwisata berkontribusi besar terhadap lapangan kerja dan Pendapatan Asli Daerah (PAD) DIY. COVID-19 menghasilkan kerugian pada destinasi karena pandemic berlangsung cukup lama sehingga membuat Desa Wisata Nglanggeran melakukan adaptasi dengan pandemic COVID-19 untuk pulih kembali. Penelitian ini bertujuan untuk mengetahui kerentanan yang dihadapi oleh Desa Wisata Nglanggeran pada masa pandemi COVID-19. Serta untuk mengetahui strategi adaptasi yang dilakukan oleh pokdarwis Desa Wisata Nglanggeran mengurangi kerentanan tersebut.

Penelitian ini merupakan penelitian kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara, observasi tak terstruktur dan dokumentasi. Teknik analisis data menggunakan analisis interaktif dengan tiga tahap yaitu, reduksi data, penyajian data dan penarikan kesimpulan. Penelitian menunjukkan bahwa bentuk kerentanan yang dialami Desa Wisata Nglanggeran dengan mengkaji dimensi kerentanan fisik, ekonomi dan sosial mengarah pada bentuk kerentanan ekonomi-sosial. Adapun strategi adaptasi yang dilakukan untuk mengurangi kerentanan mencakup tiga adaptasi yaitu, adaptasi teknis, adaptasi perilaku dan adaptasi manajemen bisnis. Melalui strategi adaptasi tersebut, Desa Wisata Nglanggeran mampu bertahan di tengah pandemic COVID-19.

Kata Kunci: Pandemi COVID-19, Strategi Adaptasi, Desa Wisata

ABSTRACT

The COVID-19 pandemic has hit the tourism industry so hard, one of which is the Nglanggeran Tourism Village. Meanwhile, tourism contributes significantly to jobs and local revenue Daerah Istimewa Yogyakarta. The COVID-19 brings losses to destinations due to the pandemic's long duration. Thus making the Nglanggeran Tourism Village adapt to the COVID-19 pandemic to recovery. This research aims to find out the vulnerability faced by Nglanggeran Tourism Village during the COVID-19 pandemic. And, to find out the adaptation strategy carried out by the Nglanggeran Tourism Village Pokdarwis to reduce this vulnerability.

This research is a qualitative research with a case study approach. Collecting data through interviews, unstructured observations and documentation. The data analysis technique used interactive analysis with three stages, namely, data reduction, data display and conclusions. Research shows that the form of vulnerability that occurs in the Nglanggeran Tourism Village by examining the dimensions of physical, economic and social vulnerability leads to a form of socio-economic vulnerability. Meanwhile, the adaptation strategy undertaken to reduce vulnerability includes three adaptations, namely, technical adaptation, behavioral adaptation and business management adaptation. Through this adaptation strategy, Nglanggeran Tourism Village was able to survive in the midst of the COVID-19 pandemic.

Keywords: The COVID-19 Pandemic, Adaptation Strategy, Tourism Village