

ABSTRACT

The Covid-19 epidemic has posed difficulties for the hotel business in Yogyakarta City. During pandemic, the Yogyakarta City Government has a crucial part in the recovery process of the hospitality industry. The Yogyakarta Department of Tourism Office as one of the government agencies needs to carry out an effective recovery strategy in the midst of the Covid-19 pandemic. The aims of this study are to: 1) Find out the role of the Yogyakarta City Government in recovering the hospitality industry in the midst of the Covid-19 pandemic in Yogyakarta 2) Analyze the factors that influence the role of the Yogyakarta City Government in recovering the hotel industry in the city of Yogyakarta in the midst of the Covid-19 pandemic. The qualitative descriptive approach was used in this study, with data collection through in-depth interviews. The primary data collection technique used interviews with 3 informants, namely the Head of Yogyakarta City Tourism Office, the Head of PHRI Yogyakarta City, and also the Ibis Malioboro General Manager. The secondary data collection technique is used from journal articles, books, or other documents that are indirectly related to the issue being studied. Based on the findings, it is possible to deduce that; 1) the Yogyakarta City Government has a crucial role in the recovery process of the hospitality industry. 2) Supporting factors are including Yogyakarta City Government innovation, adaptation, and also collaboration. 3) Inhibiting factors are including; 1) social restrictions 2) policy ambiguity between Central and Yogyakarta City Government Policy. The study's findings are intended to provide an overview of the role of the Yogyakarta City Government in recovering the hospitality industry in the midst of the Covid-19 pandemic.

Key Words: Yogyakarta Local Government Role, Hospitality, Covid-19 pandemic.