

## INTISARI

Desa Ekowisata Pancoh merupakan destinasi ekowisata yang berlokasi di Dusun Pancoh, Desa Girikerto, Kecamatan Turi, Kabupaten Sleman, DIY. Pada situasi pandemi Covid-19, pengelola dituntut untuk beradaptasi dengan segala keterbatasan akibat situasi pandemi. Penelitian ini dilakukan dengan latar belakang situasi pandemi pada rentang tahun 2021. Tujuan dari penelitian ini adalah untuk mengetahui strategi pengelolaan Desa Ekowisata Pancoh dalam mempersiapkan wisata pascapandemi Covid-19. Pendekatan penelitian ini adalah deskriptif kualitatif untuk menggambarkan strategi pengelolaan berdasarkan manajemen organisasi dalam fungsi perencanaan, pengorganisasian, kepemimpinan, dan pengendalian. Pengumpulan data dilakukan melalui observasi partisipan, wawancara secara mendalam, dan studi pustaka. Hasil dari penelitian menunjukkan bahwa pandemi Covid-19 cukup memengaruhi aktivitas wisata di Desa Ekowisata Pancoh sehingga harus melakukan penutupan destinasi secara sementara. Selanjutnya dalam upaya pengelolaannya, pada fungsi perencanaan telah ditentukan sasaran untuk mempersiapkan keberlanjutan eksistensi pascapandemi dengan tujuan pengelolaan untuk menyambut wisatawan pascapandemi. Fungsi pengorganisasian dilakukan sebagai penataan terhadap aktivitas kerja bersama pihak internal dan eksternal karena tidak ada perubahan pengorganisasian selama pandemi. Pada fungsi kepemimpinan, telah dilakukan upaya pemberian arahan dan motivasi untuk meningkatkan produktivitas serta semangat masyarakat Pancoh. Hal tersebut berkaitan dengan peluang wisata pascapandemi di Desa Ekowisata Pancoh. Terakhir, pada fungsi pengendalian belum ditemukan proses evaluasi karena pengelolaan masih dalam proses pelaksanaan upaya persiapan pascapandemi.

**Kata kunci: strategi pengelolaan pariwisata, pariwisata pascapandemi, adaptasi pengelolaan, Covid-19.**

## **ABSTRACT**

The Pancop Ecotourism Village is an ecotourism destination located in Pancop Hamlet, Girikerto Village, Turi District, Sleman Regency, Special Region of Yogyakarta. In the Covid-19 pandemic situation, managers are demanded to adapt to all the limitations due to the pandemic situation. This research was conducted with the pandemic situation as a background in 2021. The purpose of this research is to discover the management strategy of the Pancop Ecotourism Village in preparing for post-Covid-19 tourism. This research approach was descriptive qualitative to portray the management strategies based on organizational management in the functions of planning, organizing, leadership, and authority. Data collection was achieved through participant observation, in-depth interviews, and a literature study. The results of the study revealed that the Covid-19 pandemic has sufficiently affected the tourism activities in the Pancop Ecotourism Village that it had to temporarily close the destination. Furthermore, in its management efforts, the planning function had determined objectives to prepare for the continuation of post-pandemic existence where the management purpose was to welcome post-pandemic tourists. The organizing function was performed as an arrangement for work activities with internal and external parties as there were no organizational changes during the pandemic. In the leadership function, efforts had been made to provide instructions and motivation to increase the productivity and enthusiasm of the Pancop people. Those were related to the post-pandemic tourism opportunities in the Pancop Ecotourism Village. Ultimately, there was no evaluation process for the authority function as the management was still in the process of implementing post-pandemic preparations.

**Keywords: tourism management strategy, post-pandemic tourism, adaptive management, COVID-19.**