

BERTAHAN DI ERA PANDEMI COVID-19  
(STRATEGI SANGGAR DOKA TAWA TANA DALAM PENGELOLAAN  
DESA WISATA UMAUTA, NUSA TENGGARA TIMUR)

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**Intisari**

Sanggar Doka Tawa Tana merupakan pengelola Desa Wisata Umata di Kabupaten Sikka. Sebagai pengelola desa wisata Sanggar Doka Tawa Tana dihadapkan dengan berbagai peristiwa-peristiwa negatif yang mengganggu jalannya pengelolaan tersebut. Penelitian ini bertujuan untuk menganalisis kendala-kendala yang dihadapi dalam pengelolaan pariwisata oleh Sanggar Doka Tawa Tana di Desa Wisata Umata termasuk pandemi *Coronavirus Disease 2019* (Covid-19), faktor-faktor yang memengaruhi pengelolaan Desa Wisata Umata di era Covid-19 dan upaya-upaya yang dilakukan oleh sanggar dalam menghadapi situasi sulit tersebut. Jenis penelitian ini adalah penelitian kualitatif dengan teknik pengumpulan data studi pustaka, observasi, wawancara, dan dokumentasi. Analisis etnografi digunakan untuk mengidentifikasi kendala-kendala yang dihadapi oleh Sanggar Doka Tawa Tana dalam pengelolaan pariwisata, mengetahui faktor-faktor pendorong pengelolaan pariwisata di era pandemi Covid-19, dan upaya-upaya yang dilakukan sanggar untuk bertahan hidup dalam kondisi tersebut. Penelitian ini mengungkap upaya bertahan hidup dari Sanggar Doka Tawa Tana di era pandemi Covid-19 dalam pengelolaan Desa Wisata Umata dengan membangun koneksi dan kolaborasi serta pengembangan kapasitas adaptif.

Kata Kunci: Sanggar, kendala pengelolaan pariwisata, strategi bertahan.

**SURVIVE IN THE COVID-19 PANDEMIC ERA  
(STRATEGY OF DOKA TAWA TANA STUDIO IN THE MANAGEMENT OF  
UMAUTA TOURISM VILLAGE, EAST NUSA TENGGARA)**

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**Abstract**

Doka Tawa Tana is one of the cultural centers that manages the Umauta Tourist Village in Sikka Regency. In managing the tourist village, Doka Tawa Tana cultural center has been dealing with various obstacles which disrupted the ongoing of the management. This study aims to analyze the obstacles in managing tourism by Doka Tawa Tana Cultural Center in Umauta Tourism Village including the impact of the Coronavirus Disease 2019 (Covid-19), the factors that influenced the management of the Umauta Tourism Village in the Covid-19 era and the efforts made by the studio dealing with this absurd situation. This type of research is qualitative research with data collection techniques, literature study, observation, interviews, and documentation. Ethnographic analysis is used to identify the obstacles faced by the Doka Tawa Tana Studio in managing tourism, to find out the driving factors for tourism management in the Covid-19 pandemic era, and the efforts made by the studio to survive in these conditions. This research reveals the survival efforts of the Doka Tawa Tana Studio in the era of the Covid-19 pandemic in the management of the Umauta Tourism Village by building connections and collaboration as well as developing adaptive capacity.

**Keywords:** Studio, obstacle in tourism management, survival strategy.