



INTISARI

Industri pariwisata pada masa pandemi Covid-19 lumpuh dalam menyelenggarakan aktivitas wisata luar ruangan. Meski demikian, wisata tetap dapat dilakukan secara virtual dengan pemanfaatan teknologi digital melalui tur virtual interaktif, salah satunya dilakukan di Surabaya. *Storytelling* dalam tur virtual interaktif menjadi penting agar dapat mengkondisikan interaksi peserta tur dengan pemandu wisata seperti layaknya berwisata secara fisik. Penelitian ini bertujuan untuk mengetahui proses produksi konten *storytelling* dan interaksi dalam *storytelling* tur virtual interaktif dari para penyelenggara tur virtual, yakni Dinas Kebudayaan dan Pariwisata kota Surabaya, Bersukaria Tour, dan House of Sampoerna. Penelitian dilakukan secara kualitatif deskriptif dengan wawancara, observasi, dan studi lapangan. Hasil penelitian menunjukkan bahwa proses pengelolaan konten saling berkesinambungan dalam menentukan ide cerita, merancang alur cerita, dan menyajikan konten. Tur virtual interaktif melibatkan interaksi verbal dengan narasi yang edukatif dan baku, serta interaksi visual yang banyak terfokus pada daya tarik cagar budaya. Interaksi oleh pemandu wisata ini menginterpretasikan gambaran kota Surabaya yang tersorot melalui konten *storytelling*. Setelah memasuki masa kenormalan baru, tur virtual interaktif di Surabaya kian berkurang dibandingkan saat pandemi, namun memiliki potensi keberlanjutan meskipun pandemi telah berakhir.

Kata kunci: tur virtual interaktif, pariwisata virtual, *storytelling* dalam pariwisata



ABSTRACT

During the Covid-19 outbreak, the tourism business was incapable of organizing outdoor tourism activities. Nonetheless, tourism can be conducted digitally by means of digital technology and interactive virtual tours, one of which is in Surabaya. Storytelling is essential in an interactive virtual tour in order to simulate the interaction between tour participants and tour guides during a physical trip. The study aims to determine how tour organizers, especially the Surabaya City Culture and Tourism Office, Bersukaria Tour, and House of Sampoerna, manage the production of narrative material and interactive virtual tour narrative content. The study was carried out qualitatively and descriptively using interviews, observations, and fieldwork. The research demonstrates that the processes of determining story ideas, designing storylines, and delivering content are interdependent. In terms of content, interactive virtual tours include spoken elements with educational and standard narratives, as well as graphic elements that place a strong emphasis on the attractions of cultural property. The interaction of the guides reflects the image of Surabaya that is highlighted through storytelling content. Since entering a new normal time, interactive virtual tours in Surabaya have declined in compared to the pandemic, but they have the ability to persist long after the pandemic has ended. However, during the new normal, the number of interactive virtual tours in Surabaya is smaller compared to the pandemic, although they may continue after the pandemic has passed.

Keywords: *interactive tour virtual, virtual tourism, tourism storytelling*