

INTISARI

PENGARUH PANDEMI COVID-19 TERHADAP KONDISI SOSIAL EKONOMI MASYARAKAT DI KAWASAN EKONOMI KHUSUS TANJUNG LESUNG

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Pandemi COVID-19 menyebabkan perubahan yang signifikan pada berbagai aspek kehidupan masyarakat termasuk aspek pariwisata. Hal tersebut membuat terganggunya aktivitas pariwisata di Kawasan Ekonomi Khusus (KEK) Tanjung Lesung. Terganggunya aktivitas pariwisata dan menurunnya jumlah wisatawan di KEK Tanjung Lesung tidak hanya berpengaruh terhadap pengelola destinasi wisata tetapi juga bagi masyarakat lokal yang tinggal disekitar KEK Tanjung Lesung. Penelitian ini bertujuan untuk (1) mengidentifikasi kondisi sosial ekonomi masyarakat Desa Tanjungjaya, (2) mengidentifikasi pengaruh Pandemi COVID-19 bagi kondisi sosial ekonomi masyarakat di Desa Tanjungjaya, dan (3) merumuskan rekomendasi upaya yang dapat dilakukan oleh masyarakat untuk merespon adanya perubahan kondisi sosial ekonomi masyarakat di Desa Tanjungjaya.

Penelitian ini dilakukan dengan menggunakan data primer berupa partisipasi, interaksi, pertikaian, mata pencaharian, dan pendapatan masyarakat. Data sekunder yang digunakan pada penelitian ialah hasil studi literatur dan dokumen pendukung. Pengumpulan data dilakukan dengan observasi lapangan berupa pembagian kuesioner berdasarkan keterlibatan masyarakat dalam kegiatan pariwisata, observasi lapangan, dan wawancara kepada pihak KEK Tanjung Lesung dan Desa Tanjungjaya. Analisis data dilakukan dengan menggunakan analisis statistik deskriptif dan analisis deskriptif kualitatif.

Hasil penelitian menunjukkan adanya perubahan kondisi sosial dan ekonomi masyarakat selama masa pandemi COVID-19. Dilihat dari keterlibatannya, Pandemi COVID-19 lebih banyak berpengaruh bagi masyarakat dengan mata pencaharian terlibat dalam kegiatan pariwisata. Berdasarkan tingkat keberpengaruhannya, pandemi memberikan pengaruh yang kecil terhadap kondisi sosial masyarakat namun memberikan pengaruh yang besar bagi kondisi ekonomi masyarakat di Desa Tanjungjaya. Upaya yang dapat dilakukan untuk merespon adanya perubahan kondisi sosial dan ekonomi di Desa Tanjungjaya selama masa pandemi COVID-19 dapat dilakukan oleh seluruh pihak yang terlibat diantaranya masyarakat, pemerintah, swasta, dan akademisi.

Kata kunci: pengaruh COVID-19, pariwisata, sosial, ekonomi, upaya

ABSTRAK

THE INFLUENCE OF THE COVID-19 PANDEMIC ON SOCIO-ECONOMIC CONDITIONS OF COMMUNITIES IN TANJUNG LESUNG SPECIAL ECONOMIC ZONE

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The COVID-19 pandemic has caused significant changes to various aspects of people's lives, including aspects of tourism. This has disrupted tourism activities in the Tanjung Lesung Special Economic Zone (SEZ). The disruption of tourism activities and the decrease in the number of tourists in the Tanjung Lesung SEZ have not only affected tourist destination managers but also the local people who live around the Tanjung Lesung SEZ. This study aims to (1) identify the socio-economic conditions of the Tanjungjaya Village community, (2) identify the influence of the COVID-19 Pandemic on the socio-economic conditions of the Tanjungjaya Village community, and (3) formulate recommendations for efforts that can be made by the community to respond to changing conditions socio-economic community in the village of Tanjungjaya.

This research was conducted using primary data in the form of participation, interaction, disputes, livelihoods, and community income. Secondary data used in research is the results of literature studies and supporting documents. Data collection was carried out by field observation in the form of distributing questionnaires based on community involvement in tourism activities, field observations, and interviews with the SEZ Tanjung Lesung and Tanjungjaya Village. Data analysis was performed using descriptive statistical analysis and qualitative descriptive analysis.

The results of the study showed that there were changes in the social and economic conditions of the community during the COVID-19 pandemic. Judging from its involvement, the COVID-19 Pandemic has had more influence on people whose livelihoods are involved in tourism activities. Based on the level of its influence, the pandemic has had a small effect on the social conditions of the community but has had a large impact on the economic conditions of the people in Tanjungjaya Village. Efforts that can be made to respond to changes in social and economic conditions in Tanjungjaya Village during the COVID-19 pandemic can be carried out by all parties involved including the community, government, private sector, and academics.

Keywords: influence of COVID-19, tourism, social, economy, efforts