

INTISARI

Pandemi Covid-19 membuat semua jenis pariwisata terhenti, termasuk wisata budaya. Penelitian ini memiliki tujuan untuk menganalisis adaptasi dan upaya pemulihan wisata budaya Sendratari Ramayana Prambanan pasca pandemi yang ditinjau dari teori strategi manajemen. Pendekatan penelitian yang digunakan adalah kualitatif deskriptif, data yang diperoleh melalui observasi lapangan dan wawancara mendalam. Wawancara dilakukan dengan berbagai *stakeholders*; termasuk *General Manager* dan manajer Unit Teater dan Pentas, *travel agent*, serta seniman. Selain data yang diambil dari narasumber, data juga didapatkan melalui *desk research* dan *literature reviews* dari peneliti terdahulu.

Hasil dari penelitian tersebut menunjukkan bahwa manajemen Unit Teater dan Pentas sudah melakukan perencanaan, pengorganisasian, pengelolaan orang, dan memantau kinerja sudah sesuai dengan teori strategi manajemen. Namun, untuk mencapai hasil yang lebih maksimal perlu adanya perencanaan terkait tenaga kerja yang akan bekerja. Penelitian ini bisa memberi contoh pada perusahaan pariwisata atau destinasi saat menghadapi perubahan dan menambah luasan ilmu pariwisata terutama saat pertunjukan seni mengalami disrupsi.

Kata kunci: Manajemen, Adaptasi, Pemulihan, Unit Teater dan Pentas, Sendratari Ramayana.

ABSTRACT

The Covid-19 pandemic has brought all types of tourism to a halt, including cultural tourism. This study aims to analyze the adaptation and recovery efforts of post-pandemic Ramayana Prambanan Ballet cultural tourism in terms of management strategy theory. The research approach used is descriptive qualitative, data obtained through field observation and in-depth interviews. Interviews were conducted with various stakeholders; including General Manager and manager of Theatre and Performance Unit, travel agent, and artist. In addition to data taken from resource persons, data was also obtained through desk research and literature reviews from previous researchers.

The results of the study show that the management of the Theatre and Performance Unit has carried out planning, organizing, managing people, and monitoring performance in accordance with the theory of management strategy. However, to achieve maximum results, it is necessary to have planning related to the workforce that will work. This research can provide an example for tourism companies or destinations when facing changes and increase the breadth of tourism knowledge, especially when art performances experience disruption.

Key words: Management, Adaptation, Recovery Efforts, Theatre and Performance Unit, Ramayana Ballet.