

Abstrak

Pariwisata sebagai industri pasar terbesar dunia menyumbang sumber pendapatan signifikan di banyak negara. Namun, pandemi COVID-19 mengguncang industri pariwisata secara global. Dalam menghadapi situasi ini, data dan informasi pariwisata yang aktual dan cepat diakses menjadi penting untuk merencanakan pemulihan sektor pariwisata. Studi ini menganalisis arus tren wisatawan mancanegara terhadap pariwisata di Indonesia pada periode pra-COVID-19 dan selama COVID-19. Untuk itu, peneliti menggunakan data Google Trends untuk menganalisis wisman di empat negara pengguna Google: Malaysia, Singapura, Australia, dan Timor Leste terhadap pariwisata di Indonesia yang diwakili oleh empat provinsi: Bali, DIY, DKI Jakarta, dan NTB. Data diperoleh menggunakan keyword penelusuran tempat wisata di masing-masing provinsi dan dianalisis menggunakan metode deskriptif kuantitatif. Hasilnya signifikan menunjukkan tren penurunan di semua provinsi selama pandemi COVID-19 berlangsung. Analisis growth rate juga dilakukan untuk mengukur tingkat pertumbuhan arus wisatawan. Kesimpulannya, penelitian ini menunjukkan bahwa COVID-19 secara signifikan memengaruhi pergerakan tren wisatawan mancanegara di Indonesia melalui aktivitas pengguna internet di Google. Studi ini berkontribusi bagi literatur penelitian dan memiliki implikasi praktis untuk strategi pemulihan pariwisata jangka pendek maupun jangka panjang secara berkelanjutan.

Kata Kunci: COVID-19, Pariwisata, Google Trends, Tren Wisatawan Mancanegara, Growth Rate

Abstract

Tourism as the world's largest market industry accounts contributes significantly to the revenue sources of many countries. However, the COVID-19 pandemic has globally shaken the tourism industry. Confronting this situation, real-time and accessible tourism data and information become crucial for planning the recovery of the tourism sector. This research analyzes the current trend of foreign tourists towards international tourists towards tourism in Indonesia during the pre-COVID-19 and COVID-19 periods. For this reason, researcher utilized Google Trends data to analyze foreign tourist from four Google user countries: Malaysia, Singapore, Australia, and Timor Leste, towards tourism in Indonesia represented by four provinces: Bali, DIY, DKI Jakarta, and NTB. Data were obtained using keywords for tourist destinations in each province and were analyzed using quantitative descriptive methods. The results significantly indicate a declining trend in all provinces during the ongoing COVID-19 pandemic. Growth rate analysis was also conducted to measure the growth rate of tourist flow growth. In conclusion, this research shows that COVID-19 has significantly affected the movement of trends in international tourists in Indonesia through internet user activities on Google. This research contributes to the research literature and has practical implications for short-term and long-term sustainable tourism recovery strategies.

Keywords: COVID-19, Tourism, Google Trends, International Tourist Trends, Growth Rate