

Pemulihan Ekonomi di Desa Wisata Grogol pada Masa Transisi Menuju Endemi Covid-19

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INTISARI

Pandemi Covid-19 yang terjadi pada awal tahun 2020 memiliki dampak yang cukup besar di beberapa sektor, terutama di sektor pariwisata. Desa Wisata Grogol termasuk salah satu desa wisata yang terdampak akibat pandemi Covid-19. Penurunan bahkan ketiadaan jumlah kunjungan wisatawan mempengaruhi pemasukan wisata dan berdampak pada kebutuhan finansial yang dibutuhkan untuk operasional pada desa wisata. Adanya pandemi Covid-19, memaksa semua lapisan masyarakat merubah tatanan hidup menuju masa transisi Endemi Covid-19. Penelitian ini bertujuan untuk menunjukkan pemulihan ekonomi wisata di Desa Wisata Grogol saat adanya pandemi Covid-19 menuju masa transisi Endemi Covid-

19. Penelitian ini menggunakan metode penelitian kualitatif deskriptif untuk mendeskripsikan beberapa upaya yang digunakan Desa Wisata Grogol dalam pemulihan perekonomian di Desa Wisata tersebut. Hasil penelitian ini menunjukkan bahwa upaya pemulihan ekonomi di Desa Wisata Grogol ditempuh dengan melakukan beberapa cara, antara lain : (1) memaksimalkan fasilitas dan daya tarik wisata di Desa Wisata Grogol, (2) kesiapan tata kelola dengan pengembangan penerapan protokol kesehatan dan CHSE, (3) pemasaran pariwisata melalui promosi, (4) kolaborasi dengan berbagai pihak. Namun, dalam pemulihan tersebut, terdapat beberapa hambatan yang dihadapi seperti : (1) kurang menarik dalam kegiatan promosi, (2) kualitas SDM pariwisata yang kurang memenuhi, (3) fasilitas pariwisata yang belum memenuhi.

Kata Kunci : Desa Wisata Grogol, Pemulihan Ekonomi, Covid-19

Economic Recovery of the Grogol Tourism Village in the Transition Period of the Covid-19 Endemic

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ABSTRACT

The Covid-19 pandemic that occurred at the beginning of 2020 had quite a big impact on several sectors, especially the tourism sector. Grogol Tourism Village is one of the tourist villages affected by the Covid-19 pandemic. The decrease or even the absence of tourist visits affects tourism income and impacts the financial needs needed for operations in tourist villages. The Covid-19 pandemic has forced all levels of society to change their lifestyle towards the transition period of the Covid-19 Endemic. This research aims to show the recovery of the tourism economy in the Grogol Tourism Village during the Covid-19 pandemic towards the transition period of the Covid-19 Endemic. This research uses descriptive qualitative research methods to describe several efforts used by the Grogol Tourism Village to restore the economy in the Tourism Village. The results of this research show that efforts to restore the economy in the Grogol Tourism Village are being pursued in several ways, including: (1) maximizing the facilities and tourist attractions in the Grogol Tourism Village, (2) readiness for governance by developing the implementation of health and CHSE protocols, (3) tourism marketing through promotions, (4) collaboration with various parties. However, in this recovery, there are several obstacles faced, such as: (1) lack of interest in promotional activities, (2) inadequate quality of tourism human resources, (3) tourism facilities that are not yet adequate.

Keywords : *Grogol Tourism Village, Economic Recovery, Covid-19*