

ABSTRAK

Peristiwa gempa bumi berkekuatan 9 magnitudo dan tsunami setinggi 39 meter yang melanda wilayah Tohoku pada 11 Maret 2011 ini merupakan pukulan besar terhadap aspek pariwisata Jepang di era modern. Bencana alam ini menghancurkan beberapa wilayah Jepang seperti Iwate, Miyagi, Prefektur Fukushima, Ibaraki dan Chiba serta turut menimbulkan kerusakan 6 reaktor nuklir di Fukushima yang merupakan salah satu sumber tenaga nuklir dan listrik terbesar di Jepang. Akibatnya, berbagai negara menerapkan *travel warning* untuk memberikan peringatan kepada warganya yang ingin bepergian ke Jepang, dengan pertimbangan keamanan akan tingginya ancaman tingkat radiasi PLTN Fukushima tersebut sehingga menimbulkan kerugian pariwisata yang sangat besar. Merespon hal tersebut, aktor-aktor non-negara dengan cepat terjun langsung melakukan tindakan *volunteering* ke wilayah-wilayah terkena dampak bencana untuk membantu proses pemulihan dan menghidupkan kembali pariwisata Tohoku yang kemudian disebut sebagai *volunteer tourism*. Penelitian ini bertujuan untuk menganalisis peran *volunteer tourism* sebagai aktor non-negara dalam upaya pemulihan wilayah Tohoku melalui pariwisata. Dengan analisis *Disaster Recovery Plan (DRP) and Business Continuity Plan (BRP)*, *volunteer tourism* berperan aktif dalam melakukan serangkaian upaya mitigasi dan membawa dampak besar terhadap pemulihan bisnis pariwisata di Tohoku secara berkelanjutan. Kehadiran *volunteer tourism* mampu menekan stigma buruk tentang pariwisata Jepang yang dianggap berbahaya akibat paparan radiasi dan membuka kembali pariwisata Tohoku serta mempercepat proses penyaluran bantuan langsung ke masyarakat. Hal ini menunjukkan bahwa *volunteer tourism* sebagai aktor non-negara yang bersifat non-profit juga memiliki peran yang besar dalam proses pemulihan wilayah Tohoku di samping upaya-upaya yang telah dilakukan pemerintah.

Kata kunci: *Volunteer tourism*, gempa bumi dan tsunami 2011, *travel warning*, pariwisata Jepang, *Disaster Recovery Plan and Business Continuity Plan*

ABSTRACT

The magnitude 9 earthquake and tsunami as high as 39 meters that struck the Tohoku region on March 11, 2011 was a big blow to aspects of Japanese tourism in the modern era. This natural disaster destroyed several areas of Japan such as Iwate, Miyagi, Fukushima Prefecture, Ibaraki and Chiba and also caused damage to six nuclear reactors in Fukushima which is one of the largest sources of nuclear and electric power in Japan. As a result, various countries have implemented travel warnings to give warnings to citizens who want to travel to Japan, taking into consideration the security of the threat of high levels of radiation from the Fukushima nuclear power plant causing huge tourism losses. Responding to this, non-state actors quickly went directly to take voluntary actions to areas affected by the disaster to help the recovery process and revive Tohoku tourism which was then called volunteer tourism. This study aims to analyze the role of volunteer tourism as a non-state actor in efforts to restore the Tohoku region through tourism. With the analysis of the Disaster Recovery Plan (DRP) and Business Continuity Plan (BRP), volunteer tourism plays an active role in carrying out a series of mitigation efforts and has a major impact on the recovery of the tourism business in Tohoku in a sustainable manner. The presence of volunteer tourism is able to suppress the bad stigma about Japanese tourism, which is considered dangerous due to radiation exposure and reopen Tohoku tourism as well as speed up the process of channeling aid directly to the community. This shows that volunteer tourism as a non-state actor that is non-profit also has a large role in the process of restoring the Tohoku region in addition to the efforts made by the government.

Keywords: Volunteer tourism, 2011 earthquake and tsunami, travel warning, Japanese tourism, Disaster Recovery Plan and Business Continuity Plan