

INTISARI

Munculnya wabah COVID-19 yang barawal di Wuhan, China telah menimbulkan gangguan yang menimbulkan banyak kerugian, termasuk untuk industri pariwisata Indonesia. Wabah COVID-19 ini juga mempengaruhi masyarakat baik secara finansial maupun secara psikologis karena semua hal berubah, baik kebiasaan sehari-hari maupun aktivitas yang sudah biasa dijalani. Seiring berjalannya waktu, maka kehidupan masyarakat di Indonesia mulai memasuki masa baru yaitu masa New Normal dimana pada masa ini masyarakat sudah bisa beraktivitas kembali seperti biasa namun tetap dengan pelaksanaan protokol kesehatan yang ketat, termasuk dalam hal berwisata. Munculnya *revenge travel* yang mana wisatawan akan berwisata secara serentak sebagai bentuk ‘balas dendam’ atas kegagalan mereka dalam berwisata sebelumnya perlu diteliti perkembangannya karena pada masa New Normal ini risiko penularan COVID-19 masih tetap tinggi kendati masyarakat telah melaksanakan protokol kesehatan secara disiplin.

Pemilihan destinasi wisata oleh masyarakat dalam kaitannya dengan risiko penularan COVID-19 diteliti dengan memasukkan aspek-aspek yang berkaitan dengan pemahaman masyarakat akan risiko penularan COVID-19, dimana didalamnya juga mencakup kedisiplinan masyarakat dalam melaksanakan protokol kesehatan, kepercayaan mereka terhadap COVID-19, dan pemahaman mereka mengenai lokasi dan kegiatan yang berpotensi tinggi pada penularan COVID-19. Pemilihan Provinsi DIY karena kegiatan wisata yang masih tetap berlangsung kendati pandemi COVID-19 masih berlangsung dimana wisatawan yang datang juga tidak dapat dikatakan sedikit.

Pemahaman masyarakat akan risiko COVID-19 dapat dikatakan cukup baik dimana mereka telah memiliki pemahaman tentang keberadaan COVID-19. Masyarakat juga telah melaksanakan protokol kesehatan secara disiplin dan mereka juga telah mengetahui gejala-gejala yang mengarah pada COVID-19 serta lokasi dan kegiatan yang berpotensi tinggi akan penularan COVID-19. Masyarakat yang telah mengetahui risiko penularan tersebut memutuskan untuk mengubah destinasi wisata yang dikunjungi dengan mempertimbangkan beberapa faktor, seperti lokasi, kenyamanan, risiko penularan itu sendiri, serta harga.

Kata kunci: Pemilihan destinasi wisata, pemahaman risiko penularan COVID-19

ABSTRACT

The emergence of the COVID-19 outbreak that began in Wuhan, China has caused disruption that caused many losses, including for the Indonesian tourism industry. The COVID-19 outbreak has also affected the community both financially and psychologically because everything changes, both daily habits and activities that are usually undertaken. As time goes by, people's lives in Indonesia have begun to enter a new period, namely the New Normal period, where at this time people can return to their normal activities but still implement strict health protocols, including traveling. The emergence of revenge travel, in which tourists will travel simultaneously as a form of 'revenge' for their failure to travel beforehand, needs to be researched because during the New Normal period the risk of COVID-19 transmission was still high even though the community had implemented disciplined health protocols.

The selection of tourist destinations by the community in relation to the risk of COVID-19 transmission is researched by including aspects related to public understanding of the risk of COVID-19 transmission, which includes community discipline in implementing health protocols, their belief in COVID-19, and their understanding of locations and activities with high potential for COVID-19 transmission. Yogyakarta Province was chosen because tourism activities are still ongoing even though the COVID-19 pandemic is still ongoing where tourists who come cannot be said to be few.

Public understanding of the risk of COVID-19 can be said to be quite good where they already have an understanding of the existence of COVID-19. The community has also implemented health protocols in a disciplined manner and they have also known the symptoms that lead to COVID-19 as well as locations and activities that have a high potential for COVID-19 transmission. People who already know the risk of transmission decide to change the tourist destinations visited by considering several factors, such as location, convenience, the risk of transmission itself, and price.

Keywords: *Selection of tourist destinations, understanding the risk of transmission of COVID-19*