

INTISARI

Keberagaman kuliner Indonesia yang kaya akan rempah-rempah menjadi peluang untuk mengembangkan pariwisata berbasis makanan. Wisata gastronomi merupakan jenis wisata yang menyajikan pembelajaran budaya dan interaksi lokal yang mampu menambah pengalaman wisatawan selama berwisata. Terkait itu, ViaVia Jogja Travel mewujudkannya dalam bentuk *Cooking Course*. Namun, pandemi Covid-19 membatasi ruang gerak penyelenggaraan kursus memasak secara fisik dan menuntut adanya adaptasi. Maka dari itu, penelitian ini bertujuan untuk mengetahui penyesuaian yang diupayakan ViaVia Jogja Travel terhadap operasional produk dan pengalaman gastronomi selama pandemi. Peneliti menggunakan pendekatan kualitatif, serta memakai teknik pengumpulan data observasi partisipatif dan wawancara. Temuan penelitian menunjukkan bahwa ViaVia Jogja Travel melakukan penyesuaian terhadap menu masak, pembelian bahan, proses masak, dan metode *storytelling* yang dengan hal tersebut wisatawan kehilangan kesempatan untuk berinteraksi dengan warga lokal dan kurang dapat mencicipi cita rasa asli dari makanan Nusantara yang diangkat selama kursus memasak secara daring. Walaupun begitu, peserta *cooking course* virtual tetap memiliki semangat dan semakin termotivasi untuk melakukan kunjungan ke Indonesia, khususnya Yogyakarta, setelah pandemi Covid-19 berakhir.

Kata Kunci: Adaptasi, Pengalaman Gastronomi, *Cooking Course*, ViaVia Jogja Travel, Pandemi Covid-19

ABSTRACT

Indonesia's culinary diversity, which is rich in spices, has a big chance in developing food-based tourism. Gastronomic tourism is a type of tourism that presents cultural learning and local interactions that enhances the tourist experience during the tour and related to this ViaVia Jogja Travel makes it happen in the form of a cooking course. However, the Covid-19 outbreak limit the space for conducting cooking courses activities physically and demanded adaptations. Therefore, this study aims to find out the adjustment that ViaVia Jogja Travel has made to product operations and gastronomic experiences during pandemic. Researchers used a qualitative approach and used participatory observation as well as interview data collection techniques. The research revealed that ViaVia Jogja Travel made adjustments to the cooking menu, purchasing ingredients, cooking process, and storytelling method in which tourists lost the opportunity to interact with local residents and were less able to taste the original flavors of Indonesian food that was raised during online cooking courses. Even so, virtual cooking course participants remained enthusiastic and are increasingly motivated to visit Indonesia, especially Yogyakarta after the Covid-19 pandemic.

Keywords: *Adaptation, Gastronomic Experience, Cooking Course, ViaVia Jogja Travel, Covid-19 Pandemic*