



RESILIENSI USAHA KULINER DI KAWASAN PARIWISATA SANUR PADA MASA PANDEMI COVID-19

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INTISARI

Pandemi Covid-19 berdampak pada sektor pariwisata secara global. Kawasan pariwisata Sanur sebagai kawasan khusus pariwisata serta kawasan pariwisata internasional di Kota Denpasar, Provinsi Bali, mengalami penurunan jumlah kunjungan wisatawan akibat pandemi Covid-19. Hal tersebut menyebabkan terganggunya kegiatan kepariwisataan di kawasan pariwisata Sanur, salah satunya pada usaha kuliner. Penelitian ini bertujuan untuk mengidentifikasi dampak pandemi Covid-19 pada usaha kuliner di kawasan pariwisata Sanur serta menganalisis strategi resiliensi usaha kuliner dalam menghadapi pandemi Covid-19. Penelitian ini merupakan penelitian kualitatif dengan sumber data yang didapatkan dari hasil wawancara semi terstruktur kepada pelaku usaha kuliner, akademisi, wisatawan, dan pemerintah, serta observasi untuk mendukung hasil wawancara. Selain itu, data sekunder juga diperlukan untuk mendukung hasil penelitian yang bersumber dari BPS Kota Denpasar dan Dinas Pariwisata Kota Denpasar. Data yang didapatkan kemudian dilakukan analisis secara deskriptif.

Hasil penelitian menjelaskan bahwa pandemi Covid-19 menyebabkan penurunan kunjungan wisatawan di kawasan pariwisata Sanur sehingga usaha kuliner mengalami penurunan jumlah konsumen yang berdampak pada penurunan pendapatan, pengurangan jumlah tenaga kerja, perubahan periode operasional, serta efisiensi biaya usaha. Berbagai upaya dilakukan oleh para pelaku usaha kuliner agar mampu bertahan dan bangkit kembali (resiliensi) dengan melakukan adaptasi sesuai dengan protokol kesehatan yang tercantum pada pedoman *cleanliness, health, safety, and environmental sustainability* (CHSE), berinovasi untuk menarik konsumen, memperkuat jaringan antar pelaku usaha kuliner dan komunitas, hingga perencanaan keberlanjutan usaha akibat perubahan pasar konsumen. Upaya tersebut juga mendukung tercapainya pariwisata berkelanjutan, baik pada keberlanjutan pengelolaan, ekonomi, sosial-budaya, maupun lingkungan.

Kata kunci: resiliensi, usaha kuliner, kawasan pariwisata Sanur, pandemi Covid-19.



RESILIENCE OF CULINARY BUSINESS AT SANUR TOURISM AREA IN THE PANDEMIC COVID-19 ERA

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ABSTRACT

Covid-19 pandemic causes a big impact in tourism globally. Sanur tourism area as an international tourism area in Denpasar City, Bali Province, is suffering tourist arrivals reduction due to the Covid-19 pandemic. It causes disruption of tourism activities in Sanur tourism area. Culinary business is one of a big affected sector because of the pandemic. This study aims to identify the impact of Covid-19 pandemic in culinary business at Sanur tourism area and analyze the resilience strategies in the face of the pandemic. This qualitative study uses primary data sources obtained from semi-structured interview with culinary business actors, academician, tourist, and the government, also observation and secondary data from BPS Denpasar City and Government Tourism Office of Denpasar City to complete the data. Then, the data were analyzed descriptively.

This study finds that the Covid-19 pandemic causes a very sharp decrease in tourist arrivals in Sanur tourism area, resulting in the decreasing number of consumers in culinary businesses. Those have some impact in decreasing expenses, reducing the number of workers, changing of operational periods, and reducing the business costs. Various efforts have been made by culinary business actors to be resilient during the Covid-19 pandemic by adapting the health protocols based on cleanliness, health, safety, and environmental sustainability (CHSE) guidelines, innovating to attract consumers, strengthening networks between culinary business actors and communities, and sustainability planning due to market consumer changes. These efforts support to achieve sustainable tourism in Sanur tourism area, especially in management sustainability, economic sustainability, socio-cultural sustainability, and environmental sustainability.

Keywords: resilience, culinary business, Sanur tourism area, Covid-19 pandemic.