

## **INTISARI**

Penyebaran COVID-19 menyebabkan gangguan yang signifikan pada destinasi wisata satwa seperti kebun binatang. Kebun binatang mengubah pendapatan pariwisata mereka secara langsung menjadi pengeluaran untuk kepentingan konservasi satwa. Tanpa adanya pemasukan dari penjualan tiket, kelangsungan hidup kebun binatang dipertaruhkan, terutama bagi yang berada di bawah kepengurusan swasta seperti Kebun Binatang Gembira Loka. Agar tetap bisa beroperasi, diperlukan respon dari kebun binatang dalam menghadapi pandemi. Penelitian ini bertujuan untuk mengetahui respon Kebun Binatang Gembira Loka sebagai destinasi wisata satwa di masa tatanan normal baru. Penelitian ini merupakan penelitian kualitatif deskriptif dengan pendekatan induktif. Pengambilan data menggunakan metode tinjauan pustaka, observasi, dan wawancara. Data yang didapat kemudian dianalisis dan dibandingkan dengan menggunakan metode triangulasi metodologis. Penelitian ini menemukan bahwa terdapat serangkaian anomali terkait respon dan upaya penerapan disiplin protokol kesehatan di Kebun Binatang Gembira Loka.

Kata kunci: Kebun Binatang Gembira Loka, pandemi COVID-19, respon destinasi wisata satwa, masa tatanan normal baru

## **ABSTRACT**

The spread of COVID-19 is causing a significant disruption to animal tourism destinations such as zoos. Zoos convert their tourism income directly into spending for the benefit of animal conservation. Without any income from ticket sales, the survival of zoos are at stake, especially for those under private management such as Gembira Loka Zoo. In order to continue operating in the midst of a pandemic, a response from the zoo is needed in the face of a pandemic. This study aims to determine the response of Gembira Loka Zoo as an animal tourism destination and how to operate the Gembira Loka Zoo while maintaining safety, health and security of visitors, employees, and animals in the face of a pandemic during the new normal period. This research is a qualitative descriptive research with an inductive approach. The data were collected through literature review, observation, and interviews. The data obtained were then compared and analyzed using the technique triangulation method. This study found that there were a series of anomalies related to the response and efforts made to implement the health, safety and security protocol discipline within Gembira Loka Zoo area.

**Keywords:** Gembira Loka Zoo, COVID-19 pandemic, animal tourist destination response, new normal