

INTISARI

Aktivitas pariwisata mengalami penurunan dikarenakan COVID-19. Adanya kenormalan baru menjadi salah satu peluang bagi Dinas Pariwisata Kabupaten Sleman untuk menarik wisatawan dan mengembalikan aktivitas wisata di Kabupaten Sleman. Dari hal tersebut, kajian ini memiliki tujuan untuk mengetahui peran dari Dinas Pariwisata Kabupaten Sleman guna menarik kunjungan wisatawan melalui pengelolaan kepariwisataan di era kenormalan baru. Adapun dalam menganalisis penelitian ini, penulis menggunakan pendekatan kualitatif dan dijelaskan lebih dalam secara naratif dasar. Data yang didapatkan berasal dari observasi, wawancara dengan pihak Dinas Pariwisata Kabupaten Sleman dan pengelola atraksi wisata Tebing Breksi, serta studi pustaka. Setelah itu, data diolah menggunakan teori peran pemerintah dari Musa (2017) di mana terdapat tiga peran yaitu sebagai regulator, fasilitator, dan dinamisator. Adapun dari hasil penelitian diketahui bahwa sebagai regulator dalam mengelola pariwisata, Dinas Pariwisata Kabupaten Sleman lebih sering menyebarluaskan peraturan dari pemerintah pusat dan daerah melalui media sosial dan laman website secara langsung kepada wisatawan dan pihak pengelola wisata melalui media sosial daripada membuat kebijakan. Lalu, sebagai fasilitator terdapat dua hal yang belum maksimal dijalankan yakni pada bagian pembaharuan informasi dan pengaturan kapasitas pengunjung. Adapun sebagai dinamisator, dalam pengelolaan kepariwisataan di Kabupaten Sleman mereka sudah menjalankan peran mereka melalui pemberian pembekalan kepada pengelola, penyaluran dana hibah, dan kegiatan Sleman Creative Week.

Kata kunci: peran pemerintah; pengelolaan kepariwisataan; kenormalan baru; COVID-19

ABSTRACT

Tourism activity has decreased because of COVID-19. The new normal became opportunities for Tourism Office of Sleman Regency to attract tourists and revive tourism activities. From this case, the research is conducted to looking for role of Tourism Office of Sleman Regency in attracting tourists through management tourism in the new normal era. This research used a qualitative approach and had described in basic narrative. The data were obtained from direct observation, interviews with the Tourism Office of Sleman Regency and the owner of Breksi Cliff tourist attraction, and literature review. After that, the data were processed with the role of government theory from Musa (2017) which meant the data were categorized specifically into three parts, namely as regulator, facilitator, and dynamist. The results of this study were known that as a regulator in managing tourism, they more often disseminated regulations from central and local government directly to tourist through social media or website rather than creating their own policies. Then, as facilitators, there are two things that have not been carried out optimally, namely in the updating information storage section and managing visitor capacity. Furthermore, as dynamists, they already played a role in managing tourism by providing some practices and courses related to COVID-19, distributing grant funds from Indonesian Tourism Ministry, and activities that stimulate the creative economy.

Keywords: role government; tourism management; new normal; COVID-19