

## ABSTRAK

Pariwisata atau industri jasa pariwisata telah terbukti menjadi pendorong perekonomian di beberapa wilayah berkembang melalui peningkatan pendapatan dan penyerapan tenaga kerja. Akan tetapi, dengan munculnya bencana Pandemi Covid-19 pada awal tahun 2020 menyebabkan negara di seluruh dunia harus memberlakukan kebijakan pembatasan sosial guna mengurangi persebaran penyakit. Kondisi ini mengakibatkan pariwisata selaku kegiatan berbasis perjalanan berhenti beroperasi dan berpotensi menyebabkan depresiasi ekonomi. Fenomena ini menjadi menarik melihat penelitian lain terkait dampak pandemi terhadap pariwisata cenderung fokus pada wilayah dengan perekonomian utama jasa pariwisata. Hal inilah yang kemudian mendorong terciptanya penelitian dengan studi kasus Kabupaten Bantul, Gunung Kidul dan Kulonprogo selaku wilayah dengan banyak destinasi wisata namun berbasis ekonomi pertanian dan perkebunan.

Penelitian ini dilakukan dengan menggunakan metode deduktif kuantitatif model *Difference in Difference*. Unit amatan pada penelitian ini terdiri dari tiga wilayah eksperimen, yakni Kabupaten Bantul, Kabupaten Kulonprogo dan Kabupaten Gunung Kidul dan tiga wilayah kontrol, yakni Kabupaten Lombok Utara, Kabupaten Natuna, dan Kabupaten Lombok Tengah. Analisis dampak pandemi dilakukan dengan membandingkan nilai koefisien variabel pariwisata pada kelompok kontrol dan kelompok eksperimen dalam waktu amatan berbeda. Proses analisis pertama menggunakan analisis jalur, proses analisis kedua menggunakan analisis regresi serentak, dan analisis ketiga menggunakan regresi model *supply demand*. Ketiga proses tersebut dilakukan guna memvalidasi hasil akhir penelitian.

Hasil penelitian menunjukkan bahwa industri pariwisata, kunjungan wisatawan, dan belanja pemerintah berpengaruh signifikan terhadap PAD pariwisata Bantul, Kulonporogo, dan Gunung Kidul. Selain itu, ditemukan pula indikasi pengaruh pandemi terhadap pariwisata dan perekonomian melalui analisis statistik deskriptif dan grafik PSM. Namun setelah dilakukan permodelan terhadap efek pandemi, model dan hasil persamaan bernilai tidak valid atau tidak mampu

mendeskripsikan fakta di lapangan. Sehingga simpulkan bahwa model penelitian penulis tidak mampu menjabarkan efek pandemi terhadap pariwisata dan perekonomian Bantul, Kulonprogo, dan Gunung Kidul serta diperlukan penelitian dan perkembangan lebih lanjut.

Kata Kunci : Bencana, *Difference in Difference*, Pandemi Covid-19, Pariwisata, Perekonomian

## **ABSTRACT**

*Tourists or tourism industries have proven to be economic boosters in developing counties through incomes and employment. However, because of pandemic Covid-19 in early 2020, the country around the world must adopt a policy of social distancing to reduce the spread of disease. These phenomenon cause tourism that outbound tourist activity based on travel stops operating and potentially leads into economic depression. This cases became interesting because other research related the pandemic impact focus on the region with service as basis sector. That is the reason of research with case studes of Kabupaten Bantul, Gunung Kidul, and Kulonprogo that have many tourist destinasion but also have agriculture and agriculture as basis sectors.*

*This research was done using quantitative deductive methods of the Difference in Difference model. The surveillance unit on this research consists of three experimental areas: Bantul, Kulonprogo and Gunung Kidul and three control areas, such as Lombok Tengah, Natuna and Lombok Utara. The analysis of the pandemic impact was done by comparing the coefficients of variable travel to control groups and experimental groups in different time periods. The first analysis uses a line analysis, the second analysis uses a regression analysis, and the third analysis uses a supply demand regression model. These three models was conducted in order to validate the final results of the research.*

*The results showed that the tourism industry, tourist visits, and government spending had a significant effect on PAD tourism in Bantul, Kulonprogo, and Gunung Kidul. In addition, an indication of the pandemic's effect on tourism and the economy was found through descriptive statistical analysis and PSM graphs. However, after three processes of analysis were carried out, the results of the equation when the pandemic took place are invalid or unable to describe facts on the ground. So it can be concluded that the author's research model is not able to describe the effects of the pandemic on tourism and the economy of Bantul, Kulonprogo, and Gunung Kidul and further research and development are needed.*

*Keywords : Difference in Difference, Disaster, Economy, Pandemic Covid-19, Tourism.*