RURAL TOURISM IN CENTRAL JAVA, RISING FROM THE PANDEMIC

Fafurida¹  
Shanty Oktavilia²  
Phany Ineke Putri³  
Erisa Aprilia Wicaksari⁴  
Maulida Dewi Pangestika⁵  
Haryo Kuncoro⁶

ABSTRACT

Objective: Analysing the impact of Covid-19 pandemic crisis on tourist village activities in Central Java Province.

Method: This research uses descriptive analysis with primary data using tourist village business performance instruments.

Research Findings and Discussion: Several aspects in which there are shifts both increase and decrease due to the impact of the crisis. In general, before the crisis occurred, activities and development of tourist villages run normally with a fairly good frequency of visits. However, after the Covid-19 pandemic broke out, tourist villages with no strong enough foundation were forced to stop their business (17%), while 83% had limited operations. Hence, changes in tourist villages before and after the pandemic are clearly proved in capital, number of visitors, and income from tourist villages.

Research Implications: This research can provide a comparative picture of the conditions of tourist villages before and after the COVID-19 pandemic.

Originality/Value: Research on the impact of the pandemic on the performance of tourist villages has not been widely conducted. This study can provide new empirical evidence that the COVID-19 pandemic can significantly change the performance of tourist villages.

Keywords: Impact, COVID-19 Pandemic, Economy, Tourism Village.

TURISMO RURAL EM JAVA CENTRAL, SAINDO DA PANDEMIA

RESUMO


Método: Esta pesquisa utiliza análise descritiva com dados primários, utilizando instrumentos de desempenho de negócios de aldeias turísticas.

¹ Universitas Negeri Semarang, Semarang City, Indonesia. E-mail: fafurida@mail.unnes.ac.id  
Orcid: https://orcid.org/0000-0001-7392-9994

² Universitas Negeri Semarang, Semarang City, Indonesia. E-mail: oktavilia@mail.unnes.ac.id  
Orcid: https://orcid.org/0000-0003-4602-6938

³ Universitas Negeri Semarang, Semarang City, Indonesia. E-mail: phany@mail.unnes.ac.id  
Orcid: https://orcid.org/0009-0000-5110-967X

⁴ Universitas Negeri Semarang, Semarang City, Indonesia. E-mail: erisa@mail.unnes.ac.id  
Orcid: https://orcid.org/0000-0001-9047-6739

⁵ Universitas Negeri Semarang, Semarang City, Indonesia. E-mail: maulidadewi@mail.unnes.ac.id

⁶ Universitas Negeri Jakarta, Jakarta, Indonesia. E-mail: har_kun@feunj.ac.id  
Orcid: https://orcid.org/0000-0002-4512-1389
Resultados da Pesquisa e Discussões: Vários aspectos em que há mudanças aumentam e diminuem devido ao impacto da crise. Em geral, antes da ocorrência da crise, as atividades e o desenvolvimento dos aldeamentos turísticos decorriam normalmente, com uma frequência de visitas bastante boa. No entanto, após o início da pandemia de Covid-19, os aldeamentos turísticos sem bases suficientemente sólidas foram forçados a encerrar a sua actividade (17%), enquanto 83% tinham operações limitadas. Assim, as mudanças nos aldeamentos turísticos antes e depois da pandemia são claramente comprovadas na capital, no número de visitantes e nos rendimentos dos aldeamentos turísticos.


Originalidade/Valor: A investigação sobre o impacto da pandemia no desempenho dos aldeamentos turísticos não tem sido amplamente realizada. Este estudo pode fornecer novas evidências empíricas de que a pandemia da COVID-19 pode alterar significativamente o desempenho dos aldeamentos turísticos.


TURISMO RURAL EN JAVA CENTRAL, SALIENDO DE LA PANDEMIA

RESUMEN

Objetivo: Analizar el impacto de la crisis pandémica de Covid-19 en las actividades de las aldeas turísticas en la provincia de Java Central.

Método: Esta investigación utiliza análisis descriptivo con datos primarios utilizando instrumentos de desempeño empresarial de villas turísticas.

Hallazgos y Discusiones de la Investigación: Varios aspectos en los que hay cambios aumentan y disminuyen debido al impacto de la crisis. En general, antes de que ocurriera la crisis, las actividades y el desarrollo de las localidades turísticas se desarrollaban con normalidad y con una frecuencia de visitas bastante buena. Sin embargo, tras el estallido de la pandemia de Covid-19, las localidades turísticas sin una base lo suficientemente sólida se vieron obligadas a suspender sus actividades (17%), mientras que el 83% tuvo operaciones limitadas. Por lo tanto, los cambios en las localidades turísticas antes y después de la pandemia se prueban claramente en el capital, el número de visitantes y los ingresos de las localidades turísticas.

Implicaciones de la Investigación: Esta investigación puede proporcionar una imagen comparativa de las condiciones de las aldeas turísticas antes y después de la pandemia de COVID-19.

Originalidad/Valor: No se han realizado investigaciones amplias sobre el impacto de la pandemia en el desempeño de las localidades turísticas. Este estudio puede proporcionar nueva evidencia empírica de que la pandemia de COVID-19 puede cambiar significativamente el desempeño de las localidades turísticas.

Palabras clave: Impacto, Pandemia de COVID-19, Economía, Aldea Turística.

1 INTRODUCTION

Observing the achievements of foreign tourist visits in Indonesia in 2023 shows that tourism activities in 2024 bring promising hope. Tourist visits in 2023, with a target of 8.5 million, exceeded by achieving 9.49 million tourists, even though Indonesia has just been free
from the crisis due to the Covid-19 pandemic (BPS 2023). It has not been forgotten yet that all tourism actors have felt the extraordinary impact of the Covid-19 pandemic, which has certainly spread the economic suffering throughout the world (Baldwin & Mauro, 2020). In January 2022 those who have been confirmed positive for Covid-19 in Indonesia were 4,330,763 people (Kawal COVID19, December 2020). Since December 2023, data from the Ministry of Health shows that there was a resurgence in Covid-19 cases in Indonesia. Since December 14, 2023 there were 1,499 active cases of Covid-19 in Indonesia. This number increased from the previous day reporting 1,219 cases. Regarding death cases, in December 2023 there were six deaths reported due to Covid-19. Compared to November, there was one reported death due to Covid-19. This condition must be an important risk aspect and precautionary indicator for tourism activities, especially those involving large number of people such as natural tourism, religious tourism, culinary tourism, and cultural tourism that begin to experience increased activity in rural areas in Indonesia. As stated by Angel Felix, the COVID-19 pandemic has made the entire world experience a crisis, which has led to aggressive changes in the world's economic system, especially those involved in the tourism industry. The results of research recommend specific actions in the tourism sector to improve health standards and biosecurity protection processes in tourist attractions (Felix, Garcia Reinoso, & Vera, 2020).

Village-based tourism in Central Java, Indonesia, which was also affected by the pandemic, is one of the trends in tourism activities that is developing throughout the world because of its ability to directly encourage and provide economic, social and environmental benefits to lower level communities.

Learning from the pandemic crisis in 2019-2022, it is necessary to plan tourism activities either on a micro scale or tourism business actors, as well as stakeholders and policy makers in tourism activities. This is important because mitigating the impact of the pandemic can be anticipated more quickly if there is planning used to measure tourism performance (Inskeep, 1998; Rahmatillah, 2019; Sinulingga, 2021). Some important things related to this include: First, Tourist Markets. It is related to identifying the availability of potential tourists (tourist market) to visit an area. This market comes from international, national (domestic), or from local areas, and is often a combination of national and international. Some tourist markets may have general interests, while others may have specific interests they want to satisfy. The tourist market includes traveler business. Local residents are used to attract the tourists, while facilities, services, and infrastructure must also be considered in developing tourism. Second, Tourist Attractions and Activities. Attractions and crowds, must be available to attract tourists to visit an area. Attractions may come from nature such as natural parks and coastal areas, ancient sites
and historical sites, areas with unique culture such as arts and entertainment, handicrafts, traditional style buildings, economic activities, local traditional ceremonies, and human-made recreation such as recreation parks and casinos and special events such as exhibitions, festivals and sport competition. Some advantages can be highlighted to be developed into an attraction for tourists. Third, Accommodation. It is the availability of hotels and other facilities that must be prepared for tourists to stay overnight. Accommodations often include restaurants and other tourist facilities. Sometimes a historic or unusual type of accommodation may become a tourist attraction itself. Without accommodation, tourists can only visit tourist areas for a day. However, the local community can make more profits from tourists who stay for several days. Fourth, Other Tourist Facilities and Services. Service bureau are required to arrange tour agendas for tourists and provide guide services. Providing information on facilities for tourists and services in an area is very important. Other facilities and services for tourists include restaurants and other facilities for eating and drinking, postal services and facilities, health facilities for tourists with medical problems during the trip, banking and money exchange facilities, retail shops selling various goods, handicrafts and souvenirs, art galleries and shops for antiques and specialty items such as designer clothing, personal services such as hair styling, and other types. By providing adequate public security in tourist areas, tourists are protected from criminal or terrorist acts. Appropriate community-based health actions to prevent disease must also be maintained. Fifth, Transportation. Adequate transportation access to tourist areas and functional transportation networks is important to reach tourist attractions and facilities in the region. Transportation includes air, land (road and railway), and water (oceans, lakes, rivers). Public transportation includes facilities and services such as buses and trains, with routes and schedules and efficiency in transportation services. Sixth, Other Infrastructure. Other infrastructure required to serve tourism and tourist facilities include hygienic water supply, adequate electric power, proper waste management (collection of waste, solid waste, processing and disposal) and adequate communication facilities. Sometimes the facilities are provided by the facility operator, but the local government or related company usually ought to provide them. And the last is Institutional Elements. Several institutional elements are required for tourism development and management. They include community education and training to effectively work in tourism field (human resource development), marketing and promotion of tourism destination, attractions, and facilities, certain standards and regulatory mechanisms for tourism facilities and services including land use and environmental controls, and often financial mechanisms to encourage the investment in tourism development. The organizational structure for tourism is very important and includes government tourism agencies and
associations of private tourism companies. After the pandemic crisis, it is necessary to measure the impact based on the criteria above and use it to identify how big the impact of the Covid-19 pandemic is on the economy of tourist villages.

2 THEORETICAL FRAMEWORK

Rodrigues et al., (2021); Bayrak (2022) and Liu et al. (2023), explain the ability of tourism activities to boost the economy in villages is beyond doubt, especially in actualizing sustainable development that is capable to create employment and income, combat rural exodus, become a proposed socio-economic network, save and enhance cultural and natural heritage, and improve the society’s quality of life. The research of Shin et al., (2017) and Huang (2023) state that rural tourism is one of the most important factors in encouraging the economic growth in rural areas and is considered a breakthrough in overcoming various problems in rural areas, especially the problem of unemployment. After the pandemic crisis, it is necessary to measure the impact based on the criteria above and use it to identify how big the impact of the Covid-19 pandemic is on the economy of tourist villages.

3 METHODOLOGY

This type of research is a combination of quantitative and qualitative research. This research aims at identifying how big the impact of the Covid-19 pandemic is on the economy of tourist villages. Primary data is required, which is obtained from the first source or directly obtained from the research object. The data will be obtained using a survey method in tourist villages in Central Java Province. This research uses a combination of qualitative and quantitative methods as the analytical method. It uses descriptive statistical analysis to identify the impact of the pandemic on the economy of tourist villages.

4 RESULTS AND DISCUSSIONS

Based on the results of the FGD with several competent partners, including tourist village managers, regional government organizations in each Regency/City, the transmission of impacts of tourist villages on the regional economy is obtained as follows:
Figure 1

Transmission of Impacts of Tourist Villages on the Economy

Based on the survey results, The Ministry of Tourism and Creative Economy (Kemenparekraf) states that rural areas have the same capable resources as urban areas. Preserving culture, customs, and language is an activity that is often found in rural areas and is a potential that can be optimized to improve the community welfare. One of the village potentials to be developed is the creative economic potential that exists in a village. Tourist villages are formed to empower the community to act as direct actors in efforts to increase readiness and awareness in responding to tourism potential or tourist attraction locations in their respective village areas.

The Covid-19 pandemic has caused the cessation of economic activities, including the economy of tourist villages. The economic conditions of tourist villages in Central Java before and after the Covid-19 can be studied through research conducted involving 103 respondents and consisting of the chairman of Pokdarwis (Tourism Awareness Group), the Pokdarwis administrators, and the chairman and administrators of BUMDes (Village-Owned Enterprises). This research consists of 95 male respondents and 8 female respondents with an age range of 26 to 59 years. The results of research questionnaire state that the majority of tourist village businesses are managed by Pokdarwis (72.8%), BUMDes (35.9%), and Villages (21.4%). Furthermore, the findings of this analysis state that there is also community involvement (99%)
in developing tourist villages. The tourist villages targeted in this analysis are spread throughout Central Java and are tourist villages established from 2000 to 2022. The respondents' latest education can be seen based on Figure 1, in which there are 48 respondents at Senior High School, as the majority of respondents' education, and there are 39 respondents with undergraduate level.

Examined in terms of characteristics and types of tourism offered, there are similarities between both before and after the pandemic. Figure 2 shows the types of tourism offered by tourist villages. Based on the results of analysis obtained from 103 respondents, it can be concluded that on average there are 33% of tourist villages that offer natural beauty, 27% offer cultural tourism, 20% culinary tourism, 14% religious tourism, and the rest 6% offer shopping tourism. In general, natural tourism is the leading one offered by tourist villages because villages have unlimited natural charm and have potential that needs to be developed. Viewed in terms of available facilities, the majority of respondents provide information that the facilities in the tourist village area are quite complete and good, which include prayer rooms (88.3%), toilets (94.3%), clean water (95.1%), shaded seating (85.4%), trash cans (92.2%), roads and infrastructure (79.6%), and internet access (50.5%). Based on the findings of analysis, both before and after the pandemic, there are several facilities that need special attention, including roads, infrastructure, and also internet access.

**Figure 2**

*Types of Tourism Offered*

![Figure 2: Types of Tourism Offered](Source: Data processed)
Apart from several aspects that have been mentioned, there are several others that can be analysed regarding the impact of pandemic on tourist villages. These aspects are attached in table 1.

Table 1
Economic Conditions of Tourist Villages in Central Java before and after the Pandemic

<table>
<thead>
<tr>
<th>No</th>
<th>Aspects</th>
<th>Before Pandemic</th>
<th>After Pandemic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Business Type Description</td>
<td>Business in Tourist Villages in Central Java before the Pandemic run as usual in accordance with types of business in each village. Business types in Tourist Villages in Central Java consist of: 14% Religious Tourism, 20% Culinary Tourism, 27% Cultural Tourism, 33% Natural Tourism, and 6% Shopping Tourism.</td>
<td>After the Pandemic 83% Tourist Villages in Central Java run limited operations and 17% were forced to stop the business.</td>
</tr>
<tr>
<td>2</td>
<td>Initial Capital</td>
<td>Rp 1,000,000 - Rp 1,000,000,000</td>
<td>Rp 0 - Rp 60,000,000</td>
</tr>
<tr>
<td>3</td>
<td>Monthly Operational Capital</td>
<td>Rp 500,000 - Rp 100,000,000</td>
<td>Rp 0 - Rp 63,636,363</td>
</tr>
<tr>
<td>4</td>
<td>Monthly Tourist Village Income</td>
<td>Rp 1,000,000 - Rp 120,000,000</td>
<td>Rp 0 - Rp 60,000,000</td>
</tr>
<tr>
<td>5</td>
<td>Number of Employees</td>
<td>3 - 120 people</td>
<td>0 - 64 people</td>
</tr>
<tr>
<td>6</td>
<td>Average of Employees’ Age</td>
<td>17 – 50 years old</td>
<td>15 - 50 years old</td>
</tr>
<tr>
<td>7</td>
<td>Sex of Employees</td>
<td>Male=89; Female=14</td>
<td>Male=90; Female=13</td>
</tr>
<tr>
<td>8</td>
<td>Education Level of Employees</td>
<td>Elementary School: 2; Junior High School: 22; Senior High School: 75; Diploma: 1; Undergraduate: 3</td>
<td>Elementary School: 2; Junior High School: 21; Senior High School: 76; Undergraduate: 3</td>
</tr>
<tr>
<td>9</td>
<td>Average of Daily Working Hours</td>
<td>2 - 12 Hours</td>
<td>1 - 12 Hours</td>
</tr>
<tr>
<td>10</td>
<td>Individual Salary of Employees</td>
<td>Rp. 0 - Rp. 10,000,000</td>
<td>Rp.0 - Rp. 2,200,000</td>
</tr>
<tr>
<td>11</td>
<td>Land Area</td>
<td>2 - 680 Hectares</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Land Ownership Status</td>
<td>State Ownership, Village Land, Land Owned by Local Residents, Perhutani, and Village Treasury Land</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Average of Daily Number of Visitors</td>
<td>&lt; 50: 54 people; 50 -150 people : 21 people; &gt; 150 people : 19 people</td>
<td>&lt; 50 people : 62 people; 50 -150 people : 21 people; &gt; 150 people : 11 people</td>
</tr>
<tr>
<td>14</td>
<td>Crowd Frequency of Visitors Increase</td>
<td>Everyday : 3; Saturday/Sunday : 71; Religion Days : 15</td>
<td>Everyday : 6; Saturday/Sunday : 67; Religion Days : 14</td>
</tr>
<tr>
<td>15</td>
<td>Visitors Frequently Come</td>
<td>Domestic Tourists = 101 people; Foreign Tourists = 2 people</td>
<td>Domestic Tourists = 99 people; Foreign Tourists = 4 people</td>
</tr>
<tr>
<td>16</td>
<td>Profile of Visitors</td>
<td>All Ages = 77 people; Productive Ages = 17 people; Families = 9 people</td>
<td>All Ages = 75 people; Productive Ages = 21 people; Families = 7 people</td>
</tr>
<tr>
<td>17</td>
<td>Threats or Difficulties</td>
<td>Competition among similar types of business = 25% ; Low level of environmental safety = 10% ; Natural disasters = 22% ; Others = 43%</td>
<td>Competition among similar types of business = 28% ; Low level of environmental safety = 9% ; Natural disasters = 25% ; Others = 38%</td>
</tr>
<tr>
<td>18</td>
<td>Strategies to Face Competition</td>
<td>Print Media Promotion = 12% ; Online Media Promotion = 37%</td>
<td>Printed Media Promotion = 11% ; Online Media Promotion =</td>
</tr>
</tbody>
</table>
Table 1 shows that the economic condition of tourist villages before and after the pandemic can be seen from several aspects. Based on the results of analysis, in general, before the Covid-19 pandemic broke out, Tourism Village business in Central Java run normally where all types of tourism opened for visits, whereas after the Covid-19 pandemic broke out, 83% of Tourism Villages in Central Java run limited operations and 17% were forced to stop. The cessation of economic activities and restrictions on activities during the pandemic brought a significant impact on the tourism sector, which made the tourists unable to visit tourist attractions.

Taken from a statement of tourism activists in Central Java Tourism Villages, they stated that during the last two years, there was a quite drastic decline of visitors in Tourism Villages. Based on the analysis that has been carried out, before the pandemic there were 52.4% of tourist villages with a number of visitors < 50 people, 20.4% of tourist villages with a number of visitors ranging between 50-150 people, and 18.4% of tourist villages with more than 150 visitors. Observing the condition after the pandemic, there was a significant decline, in which before the pandemic there were 18.4% of tourist villages with more than 150 visitors, but during the pandemic it decreased to 10.4%.

Before and after the pandemic there was also a slight change in the frequency of visitors. During the pandemic the frequency of tourists visiting on weekdays was 6 visitors; on Saturdays/Sundays 67 visitors; and on holidays/big holidays 14 visitors, whereas before the pandemic the number of visitors on weekdays was 3 visitors; on Saturdays/Sundays 71 visitors; and on holidays/big holidays 15 visitors. In the period before and after the pandemic, the majority of visitors were domestic tourists (101 visitors before the pandemic, and 99 visitors
after the pandemic), but after the pandemic the number of foreign tourists increased by 2 visitors (4 visitors after the pandemic). One statement from the tourism administrator at Coklat Ndeso Bigaran Balkondes (Village Economy Hall) regarding the impact of the pandemic on the tourism sector is as follows:

"Previously Ndeso Bigaran Chocolate Balkondes had been crawling to start running well, then after being affected by the Covid virus, it was completely closed because there were no visitors for 2 years"

Viewed from an employment perspective, before the Covid-19 pandemic broke out, the existence of tourist villages could help the local residents find jobs. However, since the outbreak of Covid-19, which has resulted in a decrease in income, there has been a reduction of employees in tourist villages. Before the Covid-19 pandemic, tourist village employees ranged from 3 – 120 employees. Meanwhile, after the pandemic, the number of tourist village employees dropped drastically to about 64 employees, and even there were several tourist villages without employees. Besides, employees’ working hours in Tourism Villages have also decreased, in which before the pandemic the average working hours were around 2 - 12 hours, but after the pandemic it was only 1 - 12 hours. The last education level of employees in the Tourism Village is dominated by high school (SMA) graduates. Meanwhile, in terms of honorarium, before the Covid-19 pandemic, the salary received by tourist village employees could reach Rp. 10,000,000. However, after the Covid-19 pandemic, they only received about Rp. 0 - Rp. 2,200,000.

Furthermore, in terms of capital and income, there was also a significant decline in tourist villages. Before the Covid-19 pandemic, in general, tourist villages in Central Java had capital ranging from Rp. 1,000000 - Rp. 1,000,000,000. However, after the pandemic, tourist villages were lack of capital. Meanwhile, operational capital before the pandemic was around Rp. 500,000 - Rp. 100,000,000, and after the pandemic it is only around Rp. 100,000 - Rp. 60,000,000. Several respondents in this research also stated that after the pandemic, the lack of capital or limited capital is an obstacle to tourist village development. The decreasing number of visits due to the pandemic has also made the income of tourist villages decrease. Before the pandemic, the majority of tourist villages could earn business income of around Rp. 1,000,000 - Rp. 120,000,000 per month, and when the pandemic broke out, the income decreased to Rp. 0 - Rp. 63,636,363. The cessation of tourist visits has made several tourist villages run limited operations or even been forced to stop operating, which has made several tourist villages have no income at all. Meanwhile, in terms of entrance fees for tourist villages, there has been an
increase after the pandemic, which was done to cover the losses caused by the pandemic. The fee increase ranged around Rp. 190,000, which was originally only Rp. 150,000. One of the administrators of Mina Mangrove Tourism Village, who was forced to run a limited operational tourist village, stated as follows:

"There is no clear income yet because it is in the process of being rebuilt/reborn"

**Figure 3**

*Economy Condition of Tourist Villages Pre and Post Pandemic*

Figure 3 shows the average value of changes in the economic condition of tourist villages before and after the pandemic. There are several related aspects that can provide an average picture of these changes, in terms of initial capital, operational capital, business income, employee salaries, number of employees, average age and average working hours of employees. The findings obtained from respondents' statements show that, on average, before the pandemic the initial capital of tourist villages reached 65.29 million rupiah, whereas during the pandemic there was a decline in capital to 45.29 million rupiah. If examined in terms of operational capital, after the pandemic the operational capital increased from 7.96 million to 9.23 million. Based on the results of analysis, the increase in capital is estimated to occur due to price increase during the pandemic. The cessation of tourism activities certainly causes a decrease in business income. On average, respondents in this research answer that income before the pandemic could
reach 12.24 million but after the pandemic it decreased to only 3.55 million. In terms of employment, salary after the pandemic decreased from 10.96 million to 9.35 million. The average number of employees in tourist villages also decreased, although not significantly, from around 19 employees to 17 employees. Meanwhile, the average age of tourist village employees is around 29 - 30 years. Employees’ working hours before the pandemic ranged from 6.52 hours per day and after the pandemic it became 5.97 hours per day.

In the process of tourist village development, both before and after the pandemic, this development was not free from various challenges. Respondents in this research, which consist of various tourism actors, reveal several challenges they faced, including competition between types of business; environmental safety level; natural disasters; poor marketing; and limited capital. Natural disasters are one of the threats often faced by tourism actors in tourist villages that is revealed because the majority of types of tourism offered are natural tourism (Figure 4).

**Figure 4**

*Strategy to Face Competition/Challenges*

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Media Promotion</td>
<td>22 (21.4%)</td>
<td></td>
</tr>
<tr>
<td>Online Media Promotion</td>
<td>67 (65%)</td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td>89 (86.4%)</td>
<td></td>
</tr>
<tr>
<td>Ticket Discount</td>
<td>18 (17.5%)</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed

Regarding the threats felt by tourism actors, they certainly try to reduce these threats by implementing several special strategies. The majority of informants in this research stated that the best strategy they have used to face this threat is by increasing promotion through social media (89 respondents) and online media (67 respondents) (Figure 3). Meanwhile, 22 respondents have chosen print media and 18 respondents have chosen ticket discounts as a strategy for tourist villages in facing competition or challenges.
5 CONCLUSION

This research has found that there are several aspects that have shifts, either increasing or decreasing due to the impact of Covid-19. In general, before the Covid-19 pandemic, activities and development of tourist villages run normally with a fairly good frequency of visits. However, after the Covid-19 outbreak, tourist villages that had no strong enough foundation were forced to stop their business (17%), while 83% had limited operations. Capital, number of visitors, and income from tourist villages are clearly highlighted due to the changes in tourist villages before and after the pandemic. In general, tourist villages can earn income amounted Rp. 120,000,000 before the pandemic, but after the pandemic, there was a drastic decline income earned, around Rp. 63,636,363. The capital obtained by the tourist village before the pandemic reached Rp. 1,000,000.00 - Rp. 1,000,000,000.00, but after the pandemic, the tourist village was lack of capital. Viewed from the perspective of tourist visits, before and during the pandemic, the majority of visitors in tourist villages were dominated by domestic tourists. The development of tourist villages as one of the leading potentials is not free from various challenges and competition. There are several challenges faced by tourism actors, both before and after Covid-19 broke out. These challenges include competition between types of business; environmental safety level; natural disasters; poor marketing; and limited capital. However, various challenges and business competition do not just make tourist villages dim; tourism actors have prepared strategies that they can implement.

REFERENCES


Rural Tourism in Central Java, Rising from the Pandemic


