

DIY Provincial Government Tourism Communication During the New Normal

by Prof. Dr. Suranto, Benni Setiawan, Ulfah Hidayati

ABSTRACT

The purpose of this study was to determine the tourism communication strategy of the Provincial Government of the Special Region of Yogyakarta (DIY) during the adaptation period of new habits (new normal). Through this research, it will also be seen how the Yogyakarta Provincial Tourism Office conducts strategic communication to keep the tourism sector alive during the Covid-19 pandemic.

This study uses a qualitative approach. The research location is at the Yogyakarta Provincial Tourism Office. Sources of data obtained from observations, documentation and interviews with the determination of the sample using a purposive sampling technique which involved 2 respondents, namely the Head of the Promotion Section and the Head of the Tourism Information Services Section, the Yogyakarta Provincial Tourism Office.

The results of the study show that the Covid-19 pandemic that has lasted from the beginning of 2020 has reduced the rate of tourism in DIY by minus 6%. Facing these conditions, the Yogyakarta Provincial Tourism Office carried out the main strategy, namely: destination recovery and market recovery. The two strategies are carried out through collaboration with partners, social media management, the creation of the VisitingJogja application, and the launch of the Pranatan Anyar Plesiran Jogja. Cooperation with partners here is cooperation with travel agencies, Mitra Praja Utama which is a tourism coordination forum between provinces, and banking institutions such as BI and BPD. Social media management is carried out through the activation of all social media platforms (accounts @visitingjogja) with content that touches the audience's emotional memories of Yogyakarta memories and virtual tour activities. The VisitingJogja application, which is a digital transformation effort around tourism in DIY, is also integrated with the PeduliLindungi application in order to realize safe tourism during the Covid-19 period. Meanwhile, Pranatan Anyar Plesiran Jogja (Guidance for Adapting to New Habits) is a guidebook containing the basic flow and mechanism of health protocols for the tourism sector during the new normal period in the wider community

Kata Kunci: *communication strategy, tourism, new normal*