

CHAPTER 1

INTRODUCTION

A. Study Background

Tourism is now generally recognized as one of the largest industries in the world and one of the most significant sources of employment and Gross Domestic Product (G.D.P.) (Chok, 2018). Tourism mainly benefits developing countries' economies, where most of the sector's tourism jobs and businesses are being created. These contributions may be direct, indirect, or induced. The immediate impact is related to the consumption in Yogyakarta during business travel and vacation, while indirect influence includes investments in the building of importance to the tourist industry.

In consideration of the importance of tourism for a country, it is essential to distinguish domestic from foreign tourist spending due to the differences in the economic effects that arise from them and the immediate and massive impact of the coronavirus epidemic on the tourism industry impacts the whole economy. The outbreak negatively influenced both Indonesia's health and economic prosperity. This economic harm is more significant than that caused by the financial crisis in 1997-1998. Every industry has been affected by the pandemic. In the first quarter of 2020, Gross Domestic Product (G.D.P.) growth is slowing. In the first quarter of 2019, national economic growth declined by 2% compared to the fourth quarter of 2019. (2.97 percent). 4.997% of Yogyakarta's economy, on the other hand, is down 0.17 percent in the first quarter of 2020, however, the Yogyakarta regency gave 2.91% of the GDP to the nations.

The delay was caused by a pandemic that crippled all industries. These issues contribute to the need for post-pandemic planning (Laksana, 2021). The Yogyakarta City Government reacted quickly to the crisis and created modified tourism laws to account for the potential COVID-19 pandemic. The first response came in mid-March 2020 when the

Yogyakarta City government shut down tourism attractions in the city. It followed central government directives, which were prompted by an upsurge in COVID-19 cases. Implementing health protocol was immediately effective; therefore, everyone should wear masks, use hand sanitiser, get vaccinated, and maintain social distancing. The number of guests or visitors at the tourist destinations was minimised.

Tourism is a social, cultural, and economic phenomenon involving people's movement to countries and places outside their usual environment or for personal or commercial/professional purposes. These people are known as a visitor (who can be tourists or visitors, residents or non-residents) and tourism in connection with their activities or non-residents) and tourism in connection with their actions, some related to tourism spending (Minazzi, 2017). According to World Tourism Day 2019, led by the United Nations World Tourism Organization (UNWTO), tourism creates jobs for rural and remote areas directly and indirectly by preserving and restoring traditional activities. It is often one of the few viable economic sectors in these regions.

The explicit mention of tourism in the goals and targets aims to realise its transformational potential for the livelihoods and well-being of rural communities by providing access to decent work and recovery of traditional local industries. By providing opportunities for women, young people, and rural communities in various roles, tourism contributes to some of the S.D.G.'s target areas of empowering vulnerable groups and communities. More equal and inclusive society.

Greater inclusion enhances tourism's power to unite people of all cultures in celebrating diversity, thereby increasing overall social resilience (W. N. W. T. Organisation, 2019). According to John K. Walton, tourism is the act and process of spending time away from home to pursue recreation, relaxation, and pleasure while utilising commercial service

provisions (Walton, 2018). Domestic, inbound, and outbound tourism are the three types classified by the United Nations World Tourism Organization (UNWTO).

1. Domestic tourism- Residents visiting their nation are an example of domestic tourists. This type of travel does not necessitate any formalities.
2. Inbound tourism- Non-residents who visit another country are known as inbound tourists. Consider a British visit to India.
3. Outbound tourism occurs when citizens of one country visit another country—for example, an Indonesian traveling to Australia. (U.N., 2018).

Cultural tourism, dark tourism, Ecotourism, educational tourism, heritage tourism, health tourism, inclusive tourism, perpetual tourism, adventure tourism, agritourism, ancestry tourism, and sports tourism are all sorts of tourism (Patil., 2017).

The Tamansari tourism town is positioned in the Kraton district's Pathan village. The Tamansari village claimed to be a large lake (Segara sapling) equipped with a ditch (artificial river) from Tamansari to the palace's central building, a cultural heritage conservation organisation. The Construction was led directly by Sri Sultan Hamengku Buwono I at the time, and the Regent of Madiun Raden Rangga Prawirasentika was tasked with its implementation; the regent of Kyai Tumenggung Mangoendipoero was in charge of the Construction (*Dinas Pariwisata Website*, n.d.).

In a physical sense, Pesanggrahan Tamansari was designed for defense purposes from the start. Still, philosophically, Pessanggrahan Tamansari has two values that need to communicate: the process of seeking worldly pleasures, illustrated by the presence of beautiful gardens and ponds. Still, on the other hand, there is the main building called wells gemuling and the company of Mighrab, Imam's place, which is used for lead prayers, so the Gemuling Well is part of the Tamansari Guesthouse and other guesthouses.

The Tamansari tourist village constructs on the potential of culture and heritage, with attractions such as batik weaving and painting. Many souvenir shops are also growing, and food kiosks and street vendors go there. Community residents are also building community tours. A guided group make it easier for tourist to know the Tamansari area (Panglipur & Amijaya, 2019).

According to the World Health Organization, coronavirus disease (COVID-19) began with the SARSCoV2 virus. Most people infected with the virus will have mild to moderate respiratory illness and clear up without special treatment. However, some will become very ill and need medical attention. Older adults and those with underlying health conditions such as cardiovascular disease, diabetes, chronic respiratory disease, or cancer are more likely to develop severe illnesses. Anyone can get sick with COVID-19 and become very ill or die (W. H. Organisation, 2019).

There are many types of diseases and several causes. A coronavirus identified in 2019, SARSCoV2, has caused a pandemic of respiratory illnesses known as COVID-19. John Hopkins mentions that researchers know that coronavirus spreads through droplets, and virus particles are released into the air when an infected person breathes, speaks, laughs, sings, coughs, or sneezes. Larger droplets can fall to the ground within seconds. Still, small infectious particles can linger in the air and settle in homes, especially where there are many people and poor ventilation; therefore, mask-wearing, hand hygiene, and physical distancing are essential to prevent COVID-19.

Moreover, the first case of COVID-19 was notified on December 1, 2019, and it was caused by a later new coronavirus called SARSCoV2 that probably originated in animals and was mutated (mutated) to be able to cause disease in humans. In the past, some

infectious disease outbreaks were caused by viruses from birds, pigs, bats, and other animals that mutated to become dangerous to humans.

Research is underway, and further studies may reveal how and why the coronavirus evolved to cause a pandemic (Hopkins, 2022). All sectors around the world are affected. People have canceled day trips, holidays, and overseas trips. Cancellation of multiple flights and hotel reservations. Postponement of cultural events, educational events, sporting events, family events, etc. International, regional, and regional travel restrictions have impacted the economy, including tourism (Sultana et al., 2020).

At the beginning of February 2021, Covid19 infections spread to 327 cases. The cumulative number of Covid19 reached 82,401,767 people. Suitable for the global conditions above, Indonesia is also facing the same problem, where the pandemic of Covid-19 significantly impacts Indonesia's economic activities. The government has implemented several programs simultaneously, addressing health issues to slow the spread of Covid-19 while also attempting to maintain everyone's purchasing power to avoid the economic crisis caused by the epidemic.

One of the worst-affected industries by the pandemic is tourism. It's related to a decrease in both supply and demand for travel. As a result, tourism prices have dropped, and tourism demand has changed due to the risk of infection. According to the World Travel and Tourism Council (WTTC), it could jeopardise 50 million jobs in the travel and tourism industry.

As a result, those industries may face layoffs. The impact on tourism is determined by the type of crisis, its duration, and other factors. It is declared that the tourism industry is currently facing unprecedented threats. The tourism groups have put a halt to operational activity to prevent the spread of the coronavirus. Affected countries concentrating on

managing the pandemic is more important than creating revenue. As a result, there was a significant drop in tourists in various countries.

Because of the Covid-19 outbreak, tourism is in a global catastrophe. After the virus initially surfaced in Wuhan, Hubei Province, China, attempts were made to combat the Covid-19 epidemic. China's government forbids its nationals from going outside of the country. Used this strategy to stop the virus from spreading by interfering with the community's mobility, which included travel restrictions and behavioral and therapeutic therapies. Similar restrictive measures can be seen in other regions of the world, where governments are pursuing preventative actions such as restricting citizen distance in the "social distancing" phenomenon. Travel and tourism are among the most affected sectors as the world grapples with unprecedented global health, social, and economic disasters due to the COVID-19 epidemic, with planes grounded, hotels closed, and restrictions imposed in every country.

The situation is evolving five months into the crisis, and the outlook is still bleak. Recovery will now begin later and be slower than previously anticipated. Travel restrictions and containment measures are likely to last longer, and they will be gradually relaxed, with the threat of reversal if fresh waves emerge. Even when tourism supply chains reopen, new health rules imply that enterprises will be limited in their capability. Given the interconnected repercussions of the economic and health crises and the progressive relaxation of travel restrictions, demand-side recovery will take time.

In contrast, consumer confidence and travel characteristics will be more significantly impacted the more prolonged the epidemic lasts. It will have ramifications for many countries' economies. Governments scrambled to return travellers home, which involved hundreds of thousands of citizens in all parts of the world in the case of essential outbound

markets. Because of the outbreak covid-19 in the country where they are vacationing, all embassies advise their people to come home. Within countries, the virus impacted practically every aspect of the hospitality industry. Cancelled events, shuttered hotels, and closed attractions immediately moved other supply chain elements, including food and laundry services. Restaurants were forced to shut down as well; however, in some nations, a switch to take-out/delivery sales allowed some to stay open (Gössling et al., 2020).

Yogyakarta city now has the most significant number of confirmed coronavirus infections in Yogyakarta Province, with 34,440 cases, while Sleman regency has the highest number of positive points, with 66,563 cases. Yogyakarta city has the most significant number of deaths due to COVID-19 infection in the Yogyakarta Province area, with 572 patients. In contrast, Sleman regency has the highest fatalities in the Yogyakarta Province area, with 969 people. Five cities and regencies in the Yogyakarta Province area have the highest number of coronavirus infections, such as the following. Sixty-six thousand five hundred sixty-three were confirmed, 969 dead, and 61,218 recovered in the Sleman regency. Sixty-five thousand nine hundred ninety-seven confirmed, 836 died, and 62,017 recovered in Bantul regency. Yogyakarta city has 34,440 approved residents, 572 of whom have been killed and 32,073 rescued. Twenty-two thousand four hundred eighty-one confirmed, 234 died, and 20,765 recovered in the Kulon Progo regency. In the Gunung Kidul regency, 20,412 people have been confirmed, 349 have been killed, and 18,930 have been found (Yogyakarta, 2022). Several tourist attractions were temporarily closed due to the covid-19 pandemic, which has decreased the number of tourists visiting the Tourism village.

In anticipation of life and living situations that needed people's lives to adjust to health protocols to stem the transmission of COVID-19 in public places and society, the government also created a policy on the new normal phase (Nugroho, 2020). The rules

were enshrined in a Regulation of the Governor of Yogyakarta (D.I.Y.) No. 48 of 2020 required all visitors to wear masks, wash their hands or use hand sanitiser regularly, and maintain a physical separation from others.

As a result, since Yogyakarta reopened tourism, several visitors in Malioboro have been witnessed breaking health rules, such as removing face masks, not washing hands regularly, and not keeping physical distance from one another. The lack of public compliance with existing legislation, particularly provisions on health standards, was partly due to a lack of solid consequences. The government also required travellers visiting Yogyakarta to submit a health certificate of Rapid Diagnostic Test, or swab –Polymerase Chain Reaction, by the requirements of the D.I.Y. Governor Regulation 48 of 2020. However, there were no signs of police at the gates demanding visitors for such letters based on direct observation in Tamansari Water Palaces and Malioboro. Visitors were just obliged to check their body temperature and wash their hands. It is one example of the government's inconsistent policies (Sari, 2021). According to my secondary data, which I gathered from credible databases such as Google Scholar, it is vital to evaluate the marketing communication strategy in Tamansari, as previous research released no case study of marketing communication in Tamansari Village.

This study is expected to contribute to the academic study of marketing communication strategy, particularly in attracting tourists to Tamansari tourism village due to the government's implementation of Covid-19 travel restrictions. Given the lack of research on marketing communications strategies focusing on tourism attractions in Yogyakarta, the study will provide new wealth in marketing communication research. Because of the covid-19 pandemic, Tamansari tourism village implemented covid-19 policies and regulations for visitors, such as washing hands regularly, wearing masks, using hand sanitiser, being vaccinated, keeping your distance, and avoiding crowded areas.

B. Research Problem

Based on the above study background, the problem research can be formulated by the following questions:

1. What are the steps of marketing communication strategy in Tamansari?
2. What are the factors that support marketing communication in Tamansari?

C. Aim of the Research

1. To understand the steps of marketing communications.
2. To analyse the factors that support and hinder marketing communication.

D. Lack of Research

The people of the village are promoting, managing, and developing the Tamansari on their own; and the majority of village is experienced in developing and promoting during the pandemic because all media promotion was done online. Furthermore, both the government and the Kraton did not fully support the Tamansari in terms of promotion.

E. Literature Review

1. Concept of Marketing Communication

The name "Integrated Marketing Communication" (I.M.C.) comes from the word "promotion." Although "promotion" connotes current one-way information, Integrated Marketing communication promotes two-way interaction. As a result, promotion is regarded as a form of mass communication, whereas Integrated Marketing Communication (I.M.C.) was commended as more personal. Market-driven businesses that establish and sustain relationships with their customers emphasise integrated marketing. It's led to a renewed focus on relationship marketing, forging, maintaining, and building long-term relationships with individual customers and other stakeholders for mutual benefit (*COMMUNICATIONS INTEGRATED MARKETING*, n.d.). Integrating all brand promotion techniques to promote a specific product or service among target customers is an integrated marketing communication. All marketing communication parts work together

in an integrated marketing communication to enhance sales and reduce costs. The following are some of the numerous components of Integrated Marketing Communication:

1. As the name implies, the foundation stage thoroughly examines the product and target market. Understanding the brand, its offers, and end-users is critical for marketers. You must understand the target customers' needs, attitudes, and expectations. Keep a close eye on what your competitors are doing.
2. The Corporate Culture- The characteristics of products and services should correspond to the company's work culture. Every company has a vision, and it's critical for marketers to keep this in mind when developing products and services. Let's look at an example to help us comprehend.

Organisation A's mission is to promote a clean and green environment. Naturally, its products must be environmentally benign and biodegradable, keeping with the organisation's mission, such as:

1. Brand Focus- Brand Focus represents the brand's corporate identity.
2. Consumer Experience- Marketers must concentrate on the consumer experience or how customers feel about a product. A consumer is more likely to pick up a product with appealing packaging. Customers want products to meet and surpass their expectations.
3. Communication Tools- Examples of communication tools are advertising, direct selling, and promotion using social media sites such as Facebook, Twitter, and Orkut.
4. Promotion Tools- Trade promotions, personal selling, and other promotional tactics promote brands. Organisations must improve their relationships with both internal and external clientele.

5. Integrated Tools- Businesses must track customer feedback and reviews regularly. You'll need specialised software, such as customer relationship management (CRM), to assess the efficacy of various integrated marketing communications tools. Integrated marketing communication allows all marketing mix components to operate in unison to promote a product or service among end-users effectively.

2. Element of Marketing Communication

Understanding the importance of the many components of integrated marketing communication allows a company to advertise its services in unconventional and unique ways in a good light, giving competitors a rough time. These serve as a draw for customers. Different components of integrated marketing communications work together to build a holistic marketing plan with varying degrees of efficiency.

1. Advertisement

Advertisement is communication about a brand, organisation, product, service, or idea that a sponsor designates. The phrase "paid" refers to the amount of space or time given to deliver an advertising message to customers. The "nonpersonal" component requires simultaneously communicating the message to a more significant number of people. In the vast majority of cases, the media is engaged. Advertisers must estimate how their target audience will respond and interpret it accurately despite the lack of speedy input. There are a few different types of advertising:

- a. Online advertising is a sort of advertising that uses the Internet to communicate a message. It's good for focusing on a specific population. Advertising, for example, accounts for 60% of Google's revenue.

- b. Television commercials aim to spread knowledge and develop public awareness through mass media. Nestlé brands, for example, may utilise television commercials to promote new product introductions or promotions.
- c. Print Advertising- This is a sort of marketing in which advertisements are printed on paper in newspapers, magazines, brochures, and other publications. Print ads have a wider reach but a short shelf life and are more expensive. It is increasingly losing its effectiveness as a kind of marketing. Amul, for example, might advertise its new product in the newspaper.

2. Sales Promotion

Reproduced promotion improves immediate sales; promotions are marketing operations that provide added value or incentives to salespeople, distributors, or even customers. It helps grab clients' attention by inviting them to participate in any transaction and offering various rewards. It is a temporary incentive to encourage consumers to try or purchase a product or service. It's a higher-level push strategy for boosting product sales. Here are some examples of sale promotions:

- a. Consumer-Oriented Deal: This sale is active toward the customer to boost short-term sales. Brands may employ sales promotion methods, including discounts, coupons, premium giveaways, sample giveaways, contests, two-for-one deals, rebates, loyalty programs, and free shipping.
- b. Trade-oriented sale focuses on marketing intermediaries such as distributors, wholesalers, and retailers to boost sales. Examples are sales contests, trade shows, allowances for goods, and other promotional strategies.

3. Personal selling

Personal selling is the most advanced form of advertising. It's a type of person-to-person selling in which a salesperson persuades a customer to purchase a product or service. This marketing method can adapt the message to the buyer's needs. The goal is to build a long-term relationship with the customer.

Businesses relied on personal selling for marketing communication in the past when media such as television, radio, and online platforms were not as expected. In other cases, this technique is slightly more expensive because it requires paying a commission to the salesperson for each item sold. Because you can only communicate with one potential customer at a time, it is a slow process. The following are the several types of personal selling:

- a. Order takers—Order takers are the persons who receive requests and questions from customers. To put it another way, the buyer approaches the salesperson directly. They operate as telemarketers or retail sales assistants, mainly determining customer needs and referring them to the appropriate inventory. You go to a McDonald's, and the cashier accepts your food order.
- b. Order creators are skilled at persuading clients to promote a business idea, which leads to sales. They aren't in charge of finalising any agreements, though. A pharmaceutical business, for example, might call a doctor and persuade him to prescribe one of their products.
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4. Direct Marketing

Direct marketing is known to communicate directly with your target audience/customer to elicit a response, transaction, or purchase. It includes a variety of operations such as direct mailing, faxing, phone marketing, and telemarketing through various media. Customers' contact information is stored in a database so catalogues and other marketing materials may be delivered to them, making it easier for them to shop online. In recent years, direct marketing has become increasingly important. Over ever, shoppers rely on credit cards and online purchases, making it essential for marketers to connect with customers directly and assist them with their purchases. This method is particularly effective for firms that use promotional codes, discount coupons, and special deals as marketing strategies or if your company relies heavily on repurchases. At critical events, you can keep customers by sending them discount coupons, brochures, postcards, or letters. For example, Under Armour, one of the most well-known companies in the performance gear industry, makes most of its money by selling its products at sports stores and on its website.

5. Public Relations

Public relations are known for evaluating public opinion, creating company policies and procedures in the public interest, and implementing a plan of action to increase public recognition and acceptance of a brand. It uses promotional strategies such as publicity, fundraising, participation in community activities, sponsorship of special events, and so on to boost its brand image. It's a powerful communication tool that can replace traditional marketing and advertising. It's a two-way communication system that tracks feedback and adjusts its message accordingly to maximise effectiveness. It can also reach out to hard-to-reach customers wary of personalised marketing. Pepsi, for example, used augmented reality in movie theatre restrooms. The hashtag

#livefornow was applied to promote it, and the Halloween rank helped it reach a wider audience.

6. Internet Marketing

Internet marketing is achieving marketing objectives through the Internet and related digital technologies. Interactive media allows users to change the shape of the content they receive in real-time, allowing information to flow back and forth. The Internet is a multifaceted promotional tool that can be used excellently because of its interactive nature. All other components of integrated marketing communications are committed over the Internet.

With the touch of a button, mobile phones have become a potent instrument for reaching out to many people. Brands develop novel ways to reach customers, such as custom applications for their company. Starbucks, for example, created iPhone apps that let consumers find the nearest Starbucks store, find recipes, get nutritional information, and manage their gift cards. Integrated Marketing Communication (I.M.C.) allows you to reach out to your clients effectively regardless of their platform. Integrated marketing communication enables all promotional marketing mix elements to effectively advertise a product or service to end users (Henia, 2021). The steps involved in Marketing Communication are:

a. Identify the Target Audience

The target audience includes potential buyers of a company's products, current users, influencers, groups, and the general public. The composition of the target audience determines the message, mode, place, and form of communication.

b. Set Marketing Communication Objectives

What do companies expect to achieve from the Marketing Communication process? Potential marketing communication objectives include:

- 1) Increase awareness- Making the target audience aware of the existence of the brand or product.
- 2) Build brand loyalty- Enabling the target audience to recognise or recall the brand so that they make a purchase.
- 3) Understand the product: Helping the target audience understand the product and how it solves a customer's need.
- 4) Conviction- Developing the perception of the product in the minds of the target audience.

c. Design Communication

Designing marketing communication requires answering three key questions:

- 1) What to communicate?
- 2) How to communicate?
- 3) Who should communicate?

d. Select Communication Channels

Personal or nonpersonal marketing communication channels might be used. When the products are pricey or dangerous, personal influence can help (such as stock recommendations). People frequently seek their friends for suggestions for a decent hotel, lawyer, doctor, accountant, or financial counsellor. It's because they believe in guidance. Celebrities endorsing a brand can also be considered personal marketing communication channels. Positive word of mouth can result in organic

growth. Examples include online marketing, social media, personalised microsites, email marketing, and other private marketing communication methods.

Nonpersonal marketing communication channels such as advertising, sales promotions, events, and public relations are used to disseminate the word. Companies sponsor events and charity shows to reach a diverse target audience.

Integrated personal and nonpersonal marketing communication channels aid in message maximisation. Opinion leaders and influencers receive messages through nonpersonal routes and then disseminate them to communities and groups in the target audience. Integrated marketing communication aids in the creation of momentum for a product and informs consumers and population groups that are not reached by mass media.

e. Establish a marketing communication budget

There are four approaches to establishing the marketing communication

- 1) Affordable method- Setting the budget that a company can afford.
- 2) Percentage of sales method- Setting budgets based on a percentage of sales.
- 3) Competitive parity method- This depends on how much a competitor spends on marketing communication and bases the budget on it.
- 4) The objective and task methods include setting the goal, identifying the task involved, and evaluating its costs (Paperlite, 2019).

3. Tourism Attraction

1. Concept of Tourism

According to the United Nations World Tourism Organization (UNWTO), tourism is a social, cultural, and economic phenomenon involving individuals travelling to nations or areas outside their typical environment for personal or professional reasons. Visitors (tourists or excursionists; residents or non-residents) are noted as visitors, and tourism refers to their activities, including tourism expenditure (U.N., 2018).

Tourism occurs when individuals go from home to their destination to experience stunning landscapes or historical attractions. Otherwise, tourism would cease to be tourism, and a tourist would cease to be a tourist. For example, if a person lives and works in Beijing, he cannot be considered a tourist who visits the Forbidden City. The following people should be regarded as visitors. As a result, a tourist must travel from his residence to a specific destination. The geographical movement from his home to his goal is critical to his travel ambition.

Furthermore, a visitor will eat tourism products while travelling. On the other hand, he contributes to its production by being able to choose his destination, route, and service based on his preferences. What can aid in enhancing the tourism product's design and quality? Hence, People travel for pleasure, health, or other reasons. People are travelling in any representative position. People travel for business reasons. Persons were arriving on a sea trip, even staying for less than 24 hours.

The following are not to be considered tourists but rather travellers merely. Persons are arriving to take up residence in the nation or engage in any business activity; Persons are coming to take up home in the country. In schools, students and young people. Any

person who is a citizen of one country yet works in another. Travellers who move through a country without stopping, even if the voyage is longer than a day.

In tourism, we have mentioned that people are only tourists if they stay in a location that is not their typical surroundings. It refers to day-trippers who are not considered tourists, defined as individuals who spend at least one night in an area. An excursionist is another term for a day-tripper. Day-trippers contribute to the economy by spending money in the tourism sector. Thus, it's critical to track how much they spend. On the other hand, Day tourists significantly contribute to the tourism sector, and some regions and organisations prefer to include them in statistics.

2. Types of Tourism

The United Nations World Tourism Organization divides tourism into domestic, inbound, and outward.

1. Domestic tourism refers to residents who travel within their own country. There are no formalities required for this type of travel.
2. Inbound tourism—Inbound visitors are non-residents who travel to another country. Consider the case of a British visitor to India.
3. Outbound tourism takes place when inhabitants of one country travel to another. Consider the case of an Indonesian visiting Australia (U.N., 2018).

Holiday, commercial, and standard interest tourism are diverse forms of tourism. Incentives, conferences, and business travel are all types of business tourism. We have day trips or excursions that do not require an overnight stay and tourism, which frequently refers to voyages or stays at sites lasting at least 24 hours. We now have a strong understanding of the unique qualities of tourism and what a tourist should expect

to encounter while travelling. Tourism is, in fact, a complex and comprehensive system in which tourists play a significant part.

On the one hand, tourism has the potential to enhance travellers' experiences, broaden their horizons, and broaden their knowledge. On the other hand, tourists can improve the tourism environment, strengthen the image of destinations, propel the tourism industry forward, and energise the entire tourism system. In a nutshell, tourism would not exist without tourists. Other elements have an impact on the outcome. Tourism is in high demand. Economic, societal, and cultural issues all play a role. Tourism can also be listed into several types: Cultural tourism includes urban tourism, which involves visiting historical or intriguing cities such as Berlin, London, Paris, Delhi, Rome, Prague, Beijing, Kyoto, and Warsaw and learning about their cultures. This sort of tourism can also include specific cultural experiences, such as art museum tourism, which involves visiting many art museums during a tour, or opera tourism, which consists in attending multiple operas or concerts.

- i. Dark tourism- It's going to places linked with death and sorrow.
- ii. Eco-tourism- Safaris (Kenya), Rainforests (Belize), and hiking (Lapland) are examples of environmentally friendly tourism, as are national parks.
- iii. Educational tourism- One example is travelling to an educational institution, a forest retreat, or another location to take personal interest classes, such as cooking classes with a celebrity chef or crafts workshops.
- iv. Heritage tourism- historical (Athens, Cracow) or industrial sites (ancient canals, trains, battlegrounds, etc.)

Health tourism- Typically, being away from cities relieve stress and for some 'fun in the sun.' Frequently to "health spas." There are two types of health tourism: medical tourism and wellness tourism. Medical Tourism can be done by visitors when they have recovered from their illnesses. It can also be used for prohibited things (in terms of medical practices) in one's own country, such as abortion and euthanasia. For example, Dignitas in Switzerland provides euthanasia for non-citizens, for specialised medical treatment that isn't available in one's home country, and for free or low-cost healthcare services.

- v. Wellness tourism- Travel to increase health and well-being through physical, psychological, or spiritual activities is wellness tourism. Travelling to advance health and well-being through physical, psychological, or spiritual activities is wellness tourism. A tourist in both the pre-and post-ailment stages can complete it.
- vi. Inclusive tourism- Tourism targeted at those with impairments or functional limitations. In certain areas, it's referred to as "Tourism for All." Destinations frequently use the principles of Universal Design and Universal Destination Development.
- vii. Perpetual tourism- Wealthy people are constantly on vacation; some do so to avoid tribute in any country.
- viii. Adventure tourism- Adventure tourism, such as mountaineering and hiking, or tourism involving travel to mountainous locations (tramping)
- ix. Agritourism- It's a type of farm-based post-harvest tourism that helps the local agricultural economy.

Ancestry (also known as genealogical tourism) travels to trace one's ancestors, visit their birthplaces, and occasionally meet distant relatives.

- x. Sport tourism- Skiing, golfing, rugby, and scuba diving are popular vacation activities. Vacationing at the winter home of the tourist's favourite baseball team and watching them play every day also falls into this category(Dilrabo, 2020).

3. Pentahelix Tourism

The Pentahelix model is known as the academy, business, community, government, and media (ABCGM) model and describes collaboration with stakeholders. According to history, the Pentahelix model has been widely adopted and successfully developed in the tourism industry. Figure 1: shows the Pentahelix model:

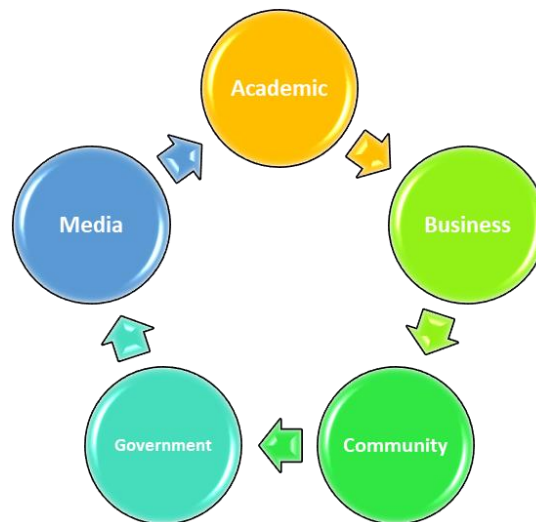


Figure 1: Pentahelix Module

- a) Academics have a role in preparing professional tourism human resources under social needs, industry, and the attractiveness and social character of the local community (Sugiama, 2013), as shown in Figure 1.
- b) Businesses can generate markets, services, jobs, communities, and tourism businesses.

- c) Communities can be involved in tourism development planning, management, and decision-making, as well as exploring and preserving tourism by developing local culture and the natural environment.
- d) The government creates tourism regulations and policies as a facilitator, creating a favourable business, preserving tourism resources as a national asset, and encouraging investors.

The media can disseminate tourism information, promote tourism, and serve as a check and balance mechanism between tourism and stakeholders.

4. Covid-19

a. Emergence of Covid-19

On December 31, 2019, suspicious pneumonia cases were detected in Wuhan, Hubei Province, China. The causative agent encountered a novel coronavirus (2019-nCoV) on January 7, 2020, and the disease was dubbed COVID-19 by the WHO. The virus has spread throughout China's Wuhan region and has entered over 210 countries and territories. Though experts believe the virus is spread from animals to people, there are conflicting stories about the virus's origin.

There are no specific treatment choices for the virus. Thus, the only options are anti-HIV medications and antivirals like Remdesivir and Galidesivir. It is suggested that infected people be quarantined and that good hygiene practices be followed to keep the infection contained. Globally, the virus has had a tremendous socioeconomic impact. Due to increased trade war pressure, China is likely to suffer a higher economic setback than other countries due to the epidemic.

A novel Coronavirus (2019-nCoV) was discovered in Wuhan, China, in December 2019, approximately seven years after the MERS 2012 outbreak. The disease expanded quickly and spread to nearby countries. However, due to the rapid dissemination of information and the growing scope of occurrences, tourists were quickly quarantined and screened, effectively halting the spread of the sickness. Restricted most of the infection to China, but a second cluster detected a cruise ship anchored in Japan, the Diamond Princess.

b. Impact of Covid-19

Because of the Covid-19 outbreak, tourism is in a global catastrophe. After the virus initially surfaced in Wuhan, Hubei Province, China, attempts were made to combat the Covid-19 epidemic. China's government forbids its nationals from going outside of the country. Used this strategy to stop the virus from spreading by interfering with the community's mobility, which included travel restrictions and behavioural and therapeutic therapies. Similar restrictive measures can be seen in other regions of the world, where governments are pursuing preventative actions such as restricting citizen distance in the "social distancing" phenomenon. Travel and tourism are among the most affected sectors as the world grapples with unprecedented global health, social, and economic disasters due to the COVID-19 epidemic, with planes grounded, hotels closed, and restrictions imposed in every country.

The situation is evolving five months into the crisis, and the outlook is still bleak. Recovery will now begin later and be slower than previously anticipated. Travel restrictions and containment measures are likely to last longer, and they will be gradually relaxed, with the threat of reversal if fresh waves emerge. Even

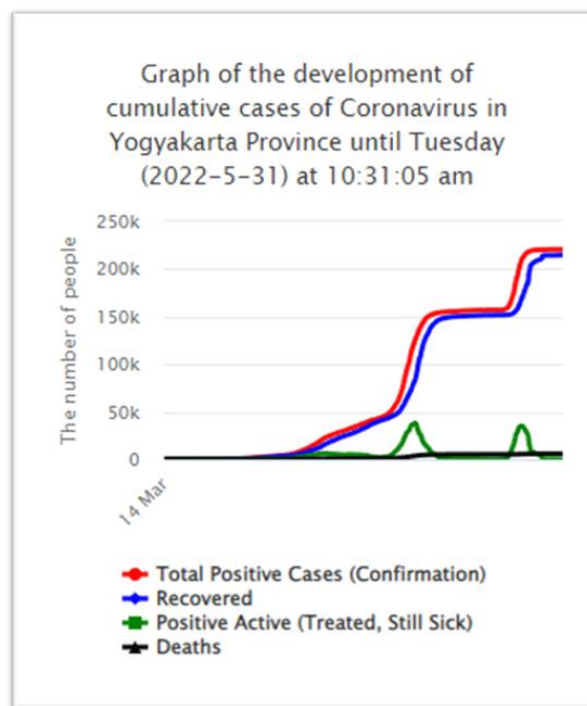
when tourism supply chains reopen, new health rules imply that enterprises will be limited in their capability. Given the interconnected repercussions of the economic and health crises and the progressive relaxation of travel restrictions, demand-side recovery will take time.

In contrast, consumer confidence and travel characteristics will be more significantly impacted the more prolonged the epidemic lasts. It will have ramifications for many countries' economies. Governments scrambled to return travellers home, which involved hundreds of thousands of citizens in all parts of the world in the case of essential outbound markets. Because of the outbreak covid-19 in the country where they are vacationing, all embassies advise their people to come home. Within countries, the virus impacted practically every aspect of the hospitality industry. Cancelled events, shuttered hotels, and closed attractions immediately moved other supply chain elements, including food and laundry services. Restaurants were forced to shut down as well; however, in some nations, a switch to take-out/delivery sales allowed some to stay open (Gössling et al., 2020).

The outbreak negatively influenced both Indonesia's health and economic prosperity. This economic harm is more significant than that caused by the financial crisis in 1997-1998. Every industry has been affected by the pandemic. In the first quarter of 2020, Gross Domestic Product (G.D.P.) growth is slowing. In the first quarter of 2019, national economic growth declined by 2% compared to the fourth quarter of 2019. (2.97 per cent). 4.997% of Yogyakarta's economy, on the other hand, is down 0.17 per cent in the first quarter of 2020. The delay

was caused by a pandemic that crippled all industries. These issues contribute to the need for post-pandemic planning(Laksana, 2021).

The Yogyakarta City Government reacted quickly to the crisis and created modified tourism laws to account for the potential COVID-19 pandemic. The first response came in mid-March 2020 when the Yogyakarta City government shut down tourism attractions in the city. It followed central government directives, which were prompted by an upsurge in COVID-19 cases. The following graph depicts the progression of cumulative coronavirus cases in Yogyakarta Province from the start of the COVID-19 pandemic in Yogyakarta Province until Tuesday (2022-5-31) at 10:31:05 am (to display a value or number along with a date).



Sources:<https://m.andrafarm.com/andra.php?i=daftar-co19-provinsi&en=ENGLISH&noneg=5&urut=2&asc=0110000000>

Yogyakarta city now has the most significant number of confirmed coronavirus infections in Yogyakarta Province, with 34,440 cases, while

Sleman regency has the highest number of positive points, with 66,563 cases. Yogyakarta city has the most significant number of deaths due to COVID-19 infection in the Yogyakarta Province area, with 572 patients.

In contrast, Sleman regency has the highest fatalities in the Yogyakarta Province area, with 969 persons. Five cities and regencies in the Yogyakarta Province area have the highest number of coronavirus infections, such as the following. Sixty-six thousand five hundred sixty-three were confirmed, 969 dead, and 61,218 recovered in the Sleman regency. Sixty-five thousand nine hundred ninety-seven confirmed, 836 died, and 62,017 recovered in Bantul regency. Yogyakarta city has 34,440 approved residents, 572 of whom have been killed and 32,073 rescued. Twenty-two thousand four hundred eighty-one confirmed, 234 died, and 20,765 recovered in the Kulon Progo regency.

In the Gunung Kidul regency, 20,412 people have been confirmed, 349 have been killed, and 18,930 have been found (Yogyakarta, 2022). In anticipation of life and living situations that needed people's lives to adjust to health protocols to stem the transmission of COVID-19 in public places and society, the government also created a policy on the new normal phase (Nugroho, 2020). The rules were enshrined in a Regulation of the Governor of Yogyakarta (D.I.Y.) No. 48 of 2020 required all visitors to wear masks, wash their hands or use hand sanitiser regularly, and maintain a physical separation from others.

After the determination of the emergency response status of non-natural disaster on March 20, 2020, by Gub D.I.Y. then, followed by the President on April 14, 2020, the destination was a National Disaster. Tourism Activities

immediately dropped, and although Penghageng Tepas Pariwisata Taman Sari was forced to open visitors enthusiastically, there were not even zero visits. Tamnsari officially closed in April 2020, so for approximately five months, there are no tourist activities that can be imagined the economic impact on tourist actors in Taman Sari (Guides, Traders, Parking, Toilets, etc.) (Sari, 2021). Normal tourist conditions exist on Weekdays: 4 local tourists Bendel 1 Bendel of Foreign Tourists in 1 year 600,000 visitors during the pandemic period from March-June visits opening hours 09.00-15.00 hrs assumption based on Kraton Yogyakarta Official Calculations. During the pandemic from March to July, Tourism-based Economic activities were empty with a suspension of debt repayment, and save borrowing was stopped.

F. Methodology

1. Research Method

This study uses a descriptive qualitative method. Descriptive research begins by examining the reality of a group of people, an object, a set of circumstances, a system of ideas, or a series of events. Descriptive research entails evidence and correct evaluation (Rosilawati et al., 2021). With a descriptive qualitative approach, this research interviews two experts from the Tamansari tourism village attraction area.

This study has selected a case study of Tamansari because Tamansari has been affected by Covid19. This research used a qualitative approach to gain a deep understanding and different perspectives on the impact of Covid19 on tourism attractions in Tamansari. The study depends on several data sources to discover the impact of Covid19 on tourism attractions in Tamansari. These sources include secondary and primary data. The secondary data has been collected from reputable databases such as Scopus, Google Scholar, and

ProQuest journal. Whereas collecting preliminary data will be conducted by interviewing two experts around Tamansari.

2. Research Setting

This study will be conducted at Tamansari Tourism Village. The Tamansari tourist village is in the Patehan village, Kraton district. Toponymically, the name Tamansari is said to have come from Pesanggrahan Tamansari. The Tamansari tourist village is very strategic because its location is in the Tamansari Tourism Object (Water Castle) and a large area of the Yogyakarta Sultanate Palace. Therefore, the Tamansari tourism village is a buffer for the Tamansari Tourism Object area and the Yogyakarta Palace.

The Tamansari tourism village is based on the potential of Culture and Heritage. It is supported by the attractions of batik printing and batik painting as well as a unique appeal, namely the area known as a cyber village, where in one R.T. area, the residents are connected to the internet network so that community meetings can be held online. On the other hand, the Tamansari tourist village is supported by the movement carried out by residents to manage a beautiful, green, and clean environment by making gardens in the corners of the town and planting various rare plants. The Tamansari tourist village is becoming more and more enjoyable to visit because there is an integration between art and culture, heritage, the environment, and information technology.

The creativity of the Tamansari residents does not stop there. Still, now many residents make their yards and houses a place for research areas and locations to drink coffee while enjoying the village atmosphere and the community's daily social routines to create a unique and specific atmosphere for tourists visiting Tamansari.

a. Interview

In this study, in-depth information research was carried out with informants using prespecified questions key points. The primary objective of collecting this data is to learn about the informant's perspective on the sequence in question. In-depth interviews are a method of collecting data or information that involves meeting informants face to face to gather detailed information. The interviewer used this technique in a face-to-face interview. Researchers can gain a clear understanding of marketing communication strategy during the covid-19 on tourism attraction in Tamansari village by conducting this in-depth interview technique.

In this study, researcher used triangulation of sources to improve data acquisition and identified several stakeholders from within and outside leadership. The informants were chosen on the assumption that they could assist and facilitate the data collection process. The preliminary data will be gathered by interviewing two experts in Tamansari area.

- a) Head of Tourism Attraction Division of the Yogyakarta tourism office. The responsibility is to aid in the formulation and implementation of policies, management, guidance, evaluation, monitoring, and reporting in the field of tourism services. Her position as the Head of Tourism Attractions indicates that she is well-versed in the tourism destination of Yogyakarta, particularly the Tamansari tourism village.
- b) Chairman of Tamansari Tourism Village. The duty is to ensure that the Tamansari tourism village is properly monitored. Preparing the formulation facilities, coordination, monitoring, and evaluation of the development of tourism strategies, tourism marketing communications and tourism markets.

Table 1.1 Research Informants

No.	Informants	Name
1	Head of Tourism Attraction at Yogyakarta Government Tourism Office	Ms Yurnelis Piliang S.I.P., M.P.A,
2	Chairman of Tamansari Tourism Village	Mr Deritiawan Ibnu Titiyanto, S.Pd.I

b. Documentation

Documentation is the process of collecting data by taking data from records, documentation, memos, administration in accordance with the problem under study. In this study, documentation was obtained from the agencies studied in the form of data and photos of activities. Related to this research, researchers will collect documents related to strategic activities in the marketing communications of the Tamansari Tourism Village and Daerah Istimewa Yogyakarta Tourism Office during Covid-19 on tourism attraction in 2021 in the form of photos, videos, notes, and memos by carrying out its activities.

c. Sampling Technique

The sampling technique is the process by which the entities of the sample have been selected for a certain studies (Taherdoost, 2018). Purposive is a sampling technique used by the researchers in this study. According to (Hidayat, 2018) Purposive sampling is one of the non-random sampling techniques where researchers determine sampling by determining special characteristics that are in accordance with the research objectives i so that they are expected to answer research problems. Based on the explanation of purposive sampling, there are two things that are very important in using the sampling technique, namely random-sampling and determining specific characteristics according to the research objectives by the researcher himself. The informants who play an important role at the Tamansari

Tourism Village are the focus of this research on the sampling technique used.

There are two respondents in this study.

3. Technique for Data Analysis

The mix of words that make up all qualitative data is still general. Using the data analysis tools will enable all these word combinations to be processed more focused and precise on the many parts of the study's goals. According to Miles and Huberman (Miles and Huberman, 2008), interactive analysis techniques became the analytical instrument used in this study; it explained that data analysis techniques consist of three elements: data reduction, data presentation, and conclusion testing.

a. Data Reduction

The first level of the data analysis technique stage is data reduction, which is accomplished by classifying, reorganising, centralising, simplifying, and altering the raw data seen during the research process. The information data will be minimised by combining data from field observations and collected through interviews with diverse informants. There are three steps to the reduction process:

- i. The first stage; is editing, data categorisation, and summarisation
- ii. Second stage; recording of data themes and patterns
- iii. Third stage; the concept of theme and data pattern

b. Data Presentation

Data presentation is a collection of organised information that allows for conclusions and responses to be taken. At this point, the researcher will group the data by connecting the data groups.

c. Withdrawal or submission of conclusion

This element implements the inductive principle by reviewing the available data patterns or the tendency to display the data that has been compiled. Besides, a test or verification on concluding will be performed by looking at the questions again and conducting a brief review of the field notes to gain a more precise understanding.