CHAPTER I

PRELIMINARY

A. Background

The development of world tourism from year to year shows a very rapid development. Due to changes in the socioeconomic structure of countries in the world and the more people who have higher incomes. Indonesia is one of the countries that has the potential for abundant natural resources, biodiversity to historical / cultural heritage. The abundance of natural resources that exist can increase economic growth in an area. The legal basis for tourism development in accordance with the principles of development is Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism (Article 6: Tourism development is carried out based on the principles referred to in Article 2 which is realized through the implementation of a tourism development plan by taking into account diversity, cultural uniqueness and nature, as well as human needs for traveling).

Regional Original Income (PAD) is one illustration of regional financial potential. There are various sectors that can be developed for increase local revenue, including in the tourism sector. This is also confirmed by the statement from tourism is one of the uses of natural resources that can have high economic value for an area that manages natural resources into a tourist spot that can attract visitors both from within and from abroad. The development and utilization of tourism optimally is able to increase economic growth. Considering this, good handling is needed in efforts to develop tourism objects in Indonesia. Tourism actors begin to take development actions by researching, observing tourism objects in Indonesia, in the Province of D.I. Yogyakarta itself is a special area within the Unitary State of the Republic of

Indonesia which still maintains a sultanate-shaped governance in its regional government. The popularity of Yogyakarta seems to never fade, radiating its charm in the fields of tourism, education or culture. The city of Yogyakarta is indeed quite a big name and can even be equated with the popularity of the island of Bali. Yogyakarta consists of 5 districts that have been formed since 1950. One of them is Bantul Regency which is also famous for its various interesting tourist objects to visit including: Parangtritis Beach, Parang Wedang Hot Spring, Kotagede Great Mosque, Cerme Cave, Imogiri Yogyakarta Tomb , Beach Parangkusumo, Selarong Cave, and Samas Beach, located in Senden District, Bantul Regency, Yogyakarta.

Bantul Regency is a perfect reflection of the integration between the modern world and traditional culture, no wonder many tourists from within and outside the country visit Bantul Regency. There are 24 natural tourist objects recorded, 35 artificial tourist objects, 24 craft tourism objects. Judging from the large number of tourist visits, it is very potential to build hotels and restaurants in Bantul Regency. Special interest tourism (outbound and roaming tours). In addition, it is possible to organize tour packages. The many tourist attractions in Bantul make it difficult for tourists to spend a full day spending the night around Bantul. Based on data from the Bantul Regency Tourism Office in 2019 regarding the development of the number of visitors according to the tourist attractions of Bantul Regency in 2013 - 2018, it is known that every year the number of visitors has increased. In 2018 the number of visitors reached 4,204,422. The period of time that tourists spend in an area is one of the most important factors affecting tourist spending.

Figure 1.1 Development of Tourist Visits in Bantul Regency in 2015-2019

Source : Bantul Regency Tourism Office

Based on the 2018 D.I. Yogyakarta Tourist Spending Analysis Report, it was noted that the total expenditure of domestic tourists in Bantul Regency was IDR 273,962 per day while foreign tourists amounted to (USD) 119.39 dollars per day.

Table 1.1 Yogyakarta Tourist Expenditure Analysis Report 2018

No	Domestic Tourists	Foreign Tourists
1.	IDR 273.962 per day	(USD) 119.39 dollar per day

Source : Bantul Regency Tourism Office

As for this year, tourist visits in Bantul Regency have decreased due to the impact of the policy to limit activities outside the home in anticipation of the spread of coronavirus transmission in 2019 or COVID-19 (Secretary of the Bantul Annihayah Tourism Office). As explained in the Minister of Health Regulation (Permenkes) Number 9 of 2020, it is stated that the PSBB is a limitation on certain activities of residents in an area that is suspected of being infected with Corona Virus Disease 2019 (COVID-19).

Regulations for not doing activities outside the home have an impact on decreasing the level of tourist visits in Bantul Regency, this can be seen from the data below :

Table 1. 2 Number of Visitors of Tourism in Bantul Regency, 2019 and 2020

Tourism Object	2019	2020
Parangtritis Beach	2808134	1463420
Samas Beach	316987	143966
Cemara Cave	52218	19255
Pandansimo Becah	137200	63330
Kuwaru Beach	32668	13501
Selarong Cave	38700	20000
Cerme Cave	6828	3403
Total	3392735	1726875

Source : Toursm Service of Bantul Regency

In a workshop with the theme "Economic Defense in the Pandemic Period through the Ornamental Fish and Tourism Sector" which was held by Kajii Tourism Village, Gilangharjo, Pandak, Bantul on Saturday morning, September 26, 2020, Head of the Marine Food and Fisheries Agriculture Office, Mr. Yus Warseno said opportunities that can be carried out in the fisheries sector, such as the rice mina program, giant prawns, the use of water hyacinth plants, and others. He also said that at the central government level, many programs could be accessed for the development of ornamental fish in Kadisoro. Besides that, Mr. Kwintarto as one of the presenters said that the development of ornamental fish in Kadisoro is one of the supporters of tourism in Bantul Regency. Therefore it is necessary to increase the capacity of human resources and institutional tourism villages, besides that innovation and creativity should also be increased. Pokdarwis and Tourism Village are places to increase the value of ornamental fish management in Kadisoro.

In commemoration of World Tourism Day which falls on September 27, 2020, the Bantul Tourism Office will hold a series of tourist events and art performances.the purpose of this event is to increase insight and knowledge about tourism, develop package models and tourism promotion in Bantul, create tour packages and marketing strategies that are in accordance with current conditions, and increase tourist visits and length of stay (Head of Marketing for the Bantul Tourism Office, Gupiyanto) in the event the Head of Marketing for the Bantul Tourism Office also explained that Bantul Regency's programs and strategies during the COVID-19 pandemic in increasing tourists were educating the public regarding cleanliness, health, safety and environment (CHSE) in the tourism sector. In commemoration of World Tourism Day which was held at Yogyakarta International Airport, it showed the existence of Bantul tourism that was able to survive this pandemic.

In addition, the Head of the Bantul Regency Tourism Office in the "Tourists Meeting" held at Radja Resto and Meeting Room said that tourism actors could fulfill the legality of their business by arranging permits and if they would operate during the pandemic, submitted recommendations from the Tourism Office. The Head of Bantul Tourism Office will make efforts to facilitate the processing of permits for tourism service business owners and a portion of Hotel and Restaurant taxes will become the cash of PHRI BPC Bantul.

Based on the above findings, it shows that the tourism sector is one of the regional financial income potentials that has high economic value. One of them is in Bantul Regency, where the number of tourists continues to increase every year, except in the new normal era which has statistically decreased due to restrictions on activities outside the home. Based on the above problems, the researchers are interested in

conducting research at the Bantul Regency Tourism Office to find out the Tourism Marketing Strategy during the COVID-19 Pandemic.

B. Problem Formulation

Based on the explanation above on the background, the formulation of the problem that will be researched by the author can be drawn, namely: What is the strategy in increasing tourist visits in Bantul Regency in the era of the COVID-19 Pandemic?

C. Research Objectives

The purpose of this study is to explain the strategy for increasing tourist visits in Bantul Regency in the era of the COVID-19 pandemic, besides that this research is also expected to make tourism actors / tourists understand the protocol or policy applied.

D. Theoretical Benefits

1. Theoretical Benefits :

   a) Increase knowledge about tourism development strategies

   b) Being a study material for a comparative study in the context of further research.

2. Practical Benefits :

   a) For Researchers: To gain insight into tourism development strategies and be able to apply existing theories.

E. Literature Review

In the process of compiling this research, several previous studies are needed related to "Bantul Regency Tourism Office Marketing Strategy in the New Normal Era". with the hope that researchers can see the differences between previous studies.

In addition, researchers hope to pay attention to the advantages and disadvantages of previous research and current research.

First Ni Made Ary Widiastini, Nyoman Dini Andiani and Triana Sari (Ni Made Ary Widiastinil, 2012) Explained in the title "Tourism Marketing Strategy in Buleleng Bali" that The most important factor in tourism marketing is increasing the participation of local governments, diversifying products and improving the quality of tourism services. This study explains that the low tourist visits in Buleleng district are caused by the weak marketing system. Therefore, it is necessary to develop a marketing model for tourist objects and attractions as well as tourist facilities in an effort to increase the number of tourist visits in Buleleng Regency.

Second, Nashtiyah (NASHRIYAH, 2008) also explained in a study entitled "Tourism Marketing Strategy of the Semarang City Culture and Tourism Office". This research aims to determine the extent of the strategic plans carried out by the Semarang City Tourism and Culture Office in developing and marketing Semarang City tourism and the results that have been achieved from strategic plans have been done. This study used descriptive qualitative method. Data collection techniques by interview, document study, observation and literature.

Third, research from Achmad Julian Nanda entitled Tourism Development Strategy in Bantul Regency This research is motivated by the existence of a government program that moves the tourism sector as an addition to foreign exchange in the non-oil and gas sector. And its application as an area in which each area is authorized by the Central Government to implement policies in its area, Bantul Regency, which has the potential and various tourist objects, makes efforts to develop the existing tourism sector.

Fourth, Yulin Hardima Putri explained in study entitled "Surakarta City Tourism Object Marketing Strategy Through the Solo Destination Application" (Putri, 2020) The results of this study indicate that the marketing strategy used and carried out by the Office of Tourism and the Office of Information Communication in Surakarta to promote tourism objects in the city of Surakarta through the Solo Destination application with the marketing communication model by Philip Kotler.

Fifth, research conducted by Afrianti Nur Sa'idah entitled "Tourism Development Strategies in Increasing Local Revenue in Bandar Lampung City" (Sa'idah, 2017) This research focuses on how to strategy tourism development from the Bandar Lampung City Tourism Office in increasing Bandar Lampung City PAD and how to review Islamic economic perspectives on tourism development strategies in increasing Bandar Lampung City PAD.

Sixth, The study entitled Ecological Tourism Strategies in the Challenges of the COVID-19 Pandemic, which was researched by Gita Paramita Djausal, Alia Larasati and Lilih Muflihah (Gita Paramita Djausal, 2020) explained that there are two main issues during the pandemic, health issues and limited mobility of tourists.

Seventh, Research conducted by Dian Herdiana with the research title Recommendations for Tourism Recovery Policy Post-Corona Virus Disease 2019 (COVID-19) in Bandung (Herdina, 2020) explained this research is intended to describe the impact of COVID-19 on tourism in the city of Bandung which is one of the tourism city in the province of West Java, this research is also intended to recommend what policy should be made by the government of

the Bandung City to restore tourism to the condition before the COVID-19 outbreak.

Eighth, Research with the title Surakarta City Tourism Marketing Strategy Through City Branding (Study at the Surakarta City Culture & Tourism Office) which was studied by Praditiya Budi Laksana, Riyanto, and Abdullah Said (Praditiya Budi Laksana) This research uses a qualitative approach, a qualitative approach is used in order to get as complete information as possible about the strategy tourism marketing through city branding efforts carried out by the city government of Surakarta.

Ninth, (Anwari Masatip, 2020) Research conducted by Anwari Masatip, Ita Maemunah, Dina Rosari, Christina Anggreani entitled Marketing Strategy Analysis of the Inna Parapat Hotel in a COVID-19 Pandemic Situation explains that During the COVID-19 pandemic, the marketing strategy was a very important thing to do. To obtain optimal results, marketing strategies have a broad scope including strategies in dealing with competition, pricing strategies, product strategies, service strategies and so on.

The last is research by Fathurrahim (Fathurrahim, 2020) with the title NTB "Tourism in the COVID-19 Industry Circle" West Nusa Tenggara tourism to be able to rise again due to this pandemic is to take policies that lead to the use of technology systems and changes in people's behavior.

Table 1. 3 Literature Review

No	Title	Author	Analysis
1.	TOURISM MARKETING STRATEGY IN BULELENG DISTRICT, BALI	Ni Made Ary Widiastini1, Nyoman Dini Andiani2, Trianasari3	The most important factor in tourism marketing is increasing the participation of local governments, diversifying products and improving the quality of tourism services.
2.	TOURISM MARKETING STRATEGY IN THE CULTURE AND TOURISM DEPARTMENT OF SEMARANG CITY (2006 - 2007)	Nashtiyah	The marketing strategy carried out by the Semarang City Culture and Tourism Office has shown results even though it is not optimal. Judging from the increase in tourist visits to the city of Semarang, the target has been achieved, namely an increase in visits of 10% per year.
3.	TOURISM DEVELOPMENT STRATEGY IN BANTUL DISTRICT (CASE STUDY IN THE DEPARTMENT OF CULTURE AND TOURISM, BANTUL DISTRICT, 2009-2011)	Nanda, Achmad Julian	There is a need for continuous guidance from the tourism development section, especially in human resource development so that they are able to support the Culture and Tourism Office in supporting Regional Original Income (PAD).
4.	MARKETING STRATEGY OF TOURISM OBJECT IN THE CITY OF SURAKARTA THROUGH SOLO DESTINATION APPLICATION	Yulin HardimaA Putri	The results of this study indicate that the marketing strategy used and carried out by the Office of Tourism and the Office of Information Communication in Surakarta to promote tourism objects in the city of Surakarta through the Solo Destination application with the marketing communication model by Philip Kotler.
5.	STRATEGY ANALYSIS OF TOURISM DEVELOPMENT IN INCREASING REGIONAL ORIGINAL REVENUE (PAD), BANDAR LAMPUNG CITY (Study at the Bandar Lampung City Tourism Office)	Arfianti Nur Sa'idah	The results obtained from this study are the tourism development efforts carried out by the Bandar Lampung City Tourism Office, it can be said that not all

			are carried out optimally because currently there are no tourist objects that are managed independently by the Tourism Office but are still managed privately by the community.
6.	ECOLOGICAL TOURISM STRATEGY IN THE CHALLENGES OF THE COVID-19 PANDEMIC TIME	Alia Larasati	The tourism sector was affected during the COVID-19 pandemic. This is due to the lack of community mobility to prevent the spread of the virus. Management of ecological tourism destinations should support environmental preservation
7.	POLICY RECOMMENDATIONS FOR POST CORONA VIRUS DISEASE 2019 (COVID-19) TOURISM RECOVERY IN BANDUNG	Dian Herdiana	This article is also intended to recommend what policy should be made by the government of the Bandung City to restore tourism to the condition before the COVID-19 outbreak
8.	SURAKARTA TOURISM MARKETING STRATEGY THROUGH CITY BRANDING (Study at the Surakarta City Culture & Tourism Office)	Praditiya Budi Laksana, Riyanto, Abdullah Said	The results of this study reveal that the city of Surakarta in implementing the city branding strategy is not systematically planned, so that city branding is only understood narrowly, namely only in the visualization aspect.
9.	Marketing Strategy Analysis of the Inna Parapat Hotel in a COVID-19 Pandemic Situation	Anwari Masatip1, Ita Maemunah2, Dina Rosari3, Christina Anggreani4	The purpose of this study is to determine and analyze the most appropriate strategy in the COVID-19 Pandemic situation.
10.	NTB TOURISM IN A CIRCLE OF COVID-19	Fathurrahim	West Nusa Tenggara must be given time to adapt in the midst of the COVID-19 pandemic. This article also contains several policy solutions for recovery in the tourism sector, including the re-design of the use of technology in the tourism sector and restructuring changes in people's behavior.

The most basic difference in the research to be carried out is in the focus of the study, namely the steps or strategies taken by the Tourism Office in increasing the number of tourist visits during the pandemic period. Previous research has focused more on how to deal with the spread of corona when tourism begins to reopen for the general public, while this research focuses on strategic steps in increasing the number of tourists who will come.

F. Theoretical Framework

1. Marketing Strategy

According to the Big Indonesian Dictionary, Marketing Strategy is a plan to increase influence on the market, both in the short and long term, which is based on market research, appraisal, product planning, promotion and sales planning, and distribution.

A marketing strategy can also be called an effort to increase the number of sales of a product or service in order to achieve predetermined targets. According to Marrus (Sunarti, 2015), strategy is described as a process of determining top leaders' plans that focus on the long-term goals of the organization, along with the preparation of ways or efforts to achieve these goals. Marketing strategy according to Kotler (Kotler, 2012), is a marketing logic in which the company hopes to create value for customers and be able to achieve profitable relationships with customers. According to Sofjan Assauri (Assauri S., 2007), as stated in his marketing management book, it is explained that a marketing strategy is a comprehensive, integrated and unified plan in the field of marketing that provides

guidance on activities to be carried out to achieve the marketing objectives of a company.

According to Muhammad Syakir Sula (Syakir, 2006), a marketing strategy is a statement (either explicitly or implicitly) about how a brand or product line achieves its goals. According to Chandra (Chandara, 2002), marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its product or product line in a particular target market. Marketing programs include marketing actions that can affect demand for products, including in terms of changing prices, modifying advertising campaigns, designing special promotions, determining distribution channel choices, and so on. The marketing strategy is to select and analyze the target market which is a group of people the company wants to achieve and creates a suitable marketing mix that can satisfy the target market (Alma, 2010). According to (Swastha, 2008), the marketing strategy is an overall system of business activities through planning, pricing, promoting, and distributing goods and services that satisfy and meet the needs of buyers.

Meanwhile, according to (Charles E, 2010), marketing strategy is the whole concept of how a company manages itself and all activities with the intent and purpose of running the business successfully, competing, obtaining consumption and making returns to shareholders. According to Corey (Dolan, 1991) marketing strategy consists of five interrelated elements. The five elements are: Market selection, product planning, pricing, distribution systems, and marketing communication (promotion).

a) Marketing Strategy Processes

According to Kolter (Wening, 2014) the marketing strategy planning process has several stages, namely :

1) Business mission, It is the purpose of the existence of a corporate organization.

2) External environment analysis, A company or organization must analyze the external factors that can affect the business.

3) Internal environment analysis, A company or organization must analyze the internal factors that can affect the business.

4) Formulating targets after the business unit, Analyzing both the external and internal environment, the business unit can move further to formulate goals and objectives for the planning period.

5) Implementation of target strategies, This stage focuses on the goals to be achieved by a business.

6) Implementing the program after the business unit develops main strategies to achieve a goal.

7) Implementation, It is the application of the entire target planning process that has been determined from the results of both internal and external analyzes to achieve goals.

b) SWOT Analysis

According to (David, 2006) understanding of several elements in the SWOT analysis consisting of strengths, weaknesses, opportunities and threats, namely :

1) Strength

   - Have a superior product

   - Strategic location

- Competitive prices

2) Weaknesses

- Has no clear strategic planning direction

- Lack of utilization of technology systems in the company

3) Opportunities

- Technology advances

- Community needs

- Wide market share

4) Threat

- Consumers have the freedom to choose

- The emergence of new competitors

- Other products are more competitively priced

c) Types of Marketing Strategies

There are 3 types of marketing strategies that are usually used in an effort to attract consumers: undifferentiated marketing strategies, differentiated marketing strategies and concentrated marketing strategies. (Assauri S., 2008) :

1) Marketing strategy that does not differentiate between markets (Undifferentiated marketing)

This type of strategy considers the market as one whole, so the company only pays attention to general needs. Products that are produced and marketed are usually only one product and try to attract consumers with only one marketing plan.

2) Marketing strategies that differentiate markets (Differentiated marketing)

This marketing strategy is a type of marketing that has specific goals and targets, producers offer a wide variety of products tailored to the needs and desires of different consumer groups with specific marketing programs expected. The purpose of this marketing strategy is to gain the trust and satisfaction of a particular group.

3) Concentrated marketing strategy

This marketing strategy focuses on marketing the product into several market segments by considering the limited resources available.

2. Marketing Mix

The marketing mix is the variables used by the company as a means to meet or serve the needs and desires of consumers. The variables contained are product, price, and promotion.

This element determines the direction of the company's marketing strategy. The strategy is a long-term plan that is used as a guide for marketing personnel activities. Assauri(2012, p:121)

a) Product

A product is anything that is offered to a market to satisfy a want or need. Everything that includes tangible goods, services, events, places, organizations, ideas, or a combination of the things just mentioned.

Product according to Kotler and Armstrong (1996: 274) is anything that is offered to the market to get attention, be purchased, used and that can satisfy the wants and needs of consumers.

According to Stanton, (1996: 222) is a collection of tangible and intangible attributes, including packaging, color, price, quality, and brand plus services and sales reputation.

According to Tjiptono (1999: 95) conceptually the product is a subjective understanding of the producer on something that can be offered as an effort to achieve organizational goals through fulfilling the needs and desires of consumers, following the competence and capacity of the organization as well as purchasing power.

b) Cost

Price is a very important part of marketing a product because the price is one of the marketing elements, namely product, price, promotion. Price is one of the determinants of the success of a company because the price determines how much profit the company will get from selling its products in the form of goods or services..

   1) Pricing Goals
      - Get the maximum profit by setting a competitive price, the company will get optimal profits

- Maintaining the company, from the profit margin the company gets will be used for company operational costs

- Managing Return On Investment (ROI), the company wants a return on investment from the investment invested in the company so that setting the right price will accelerate the achievement of return on capital / ROI

- Mastering Market Share, by setting a low price compared to competing products, can distract consumers from competing products on the market

- Maintaining the status quo, when the company has its market, it is necessary to have the right price setting to maintain the existing market share

c) Promotion Mix

According to Kotler and Armstrong (2008: 116), "the promotion mix is a specific blend of advertising, sales promotion, public relations, personal selling, and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships". The definition of the five main promotional tools (Kotler and Armstrong, 2008: 117) are as follows :

1. Advertising : Any paid form of non-personal presentation and promotion of ideas, goods or services with a specific sponsor.]

2. Sales Promotion: Short-term incentives to encourage the purchase or sale of products or services.

3. Public Relations: Build good relationships with various groups to get the desired publicity, build a good corporate image, and handle or respond to rumors, news, and unpleasant events.

4. Personal Selling : Presentasi pribadi oleh wiraniaga perusahaan untuk tujuan menghasilkan penjualan dan membangun hubungan pelanggan.

5. Direct Marketing: Direct relationships with carefully targeted individual consumers to get an immediate response and build lasting customer relationships.

This Promotional Mix is used to communicate the company's activities to consumers. Effective communication will change consumer behavior and will reinforce previously changed behavior.

3. Tourism

The tourism industry continues to develop in line with developments in transportation technology and information, which is marked by the increasing number of tourist destinations in Indonesia and other countries. The tourism industry is currently in a very tight competition. (Dr. I Gusti Bagus Rai Utama, 2017). Law Number 10 of 2009 states that tourism is everything related to tourism, including the exploitation of tourist objects and attractions as well as businesses related to tourism. Explanation of tourism according to James (Splane, 1991), is a travel activity from one place to another which is temporary. People who carry out these activities have a goal of knowing a new place, gaining insight, making pilgrimages, fulfilling tasks and so on. Meanwhile, according to Prof. Salah Wahab (Wahab, 1995), explains that the notion of tourism should have three elements, namely:

1) Human

   People on a tour.

2) Space

   The area or scope in which humans travel.

3) Time

   Time spent traveling and staying in the tourist destination.

Prof. Huzieker and Prof. K. Krapf (Krapf, 1942), explains that tourism is the whole of the symptoms caused by a trip and the settlement of foreigners and the provision of temporary housing, where it is not permanent and does not get income from the activities it carries out. . This explanation is an understanding that can be officially accepted by The Association International des Experts Scientifique du Tourisme (AIEST). According to Oka A. Yoeti (Yoeti,

Introduction to Tourism Science, 1983), tourism is a temporary trip organized from one place to another with the aim not to earn a living in the place visited, but solely to enjoy the trip for sightseeing and recreation. According to the explanation of Yoeti Tourism (Yoeti, Planning and Tourism Development, 2008), adding that tourism must have 4 (four) conditions, namely:

1) First, a trip made from one place to another

2) Second, the purpose of having fun

3) Third, have money spent

4) Fourth, the travel time is at least 24 (twenty four) hours

a) Types of Tourism

Based on the geographical location, tourism is divided into three types, namely :

1) Local Tourism

Tourism which has a relatively narrow scope compared to other types of tourism. For example: Tourism in the city of Yogyakarta, Semarang and others.

2) Regional Tourism

Tourism which has a wider scope than local tourism but is narrower when compared to national tourism. For example Tourism West Sumatra, NTB and others.

3) National Tourism

Tourism activities that develop within the territory of a country, in addition to domestic tourism activities, also develop foreign tourism, which includes in bound tourism and out going tourism. (Wibowo, 2008)

4. COVID-19

Coronavirus Disease 2019 (COVID-19) is a new type of disease that has never been previously identified in humans. The virus that causes COVID-19 is called Sars-CoV-2. Corona viruses are zoonotic (transmitted between animals and humans) (dr. Fathiyah Isbaniah & et al, 2020). COVID-19 is a disease caused by a new coronavirus strain. "CO" is taken from corona, "VI" virus, and "D" disease. Previously, the disease was called the '2019 novel coronavirus' or '2019nCoV.' The COVID-19 virus is a new virus that is related to the same virus family as Severe Acute Respiratory Syndrome (SARS) and several strains of the common cold. (NYHQ), 2020). Corona virus disease 2019 (corona virus disease / COVID-19), a new name given by the World Health Organization (WHO) for patients with the 2019 corona virus infection, was first reported from the city of Wuhan, China at the end of 2019. and making the threat of a new pandemic of this disease is known for sure, which is included in the ribonucleid acid (RNA) virus, namely the new type of corona virus, the betacorona virus and one group with the corona virus which causes severe acute respiratory syndrome (SARS) and middle east respiratory syndrome (MERS CoV) (Diah Handayani, 2020). Coronavirus is an RNA virus with a particle size of 120-160 nm. This virus mainly infects animals, including bats and camels. Prior to the COVID-19 outbreak, there were 6 types of coronavirus that could infect humans, namely alphacoronavirus 229E, alphacoronavirus NL63, betacoronavirus OC43, betacoronavirus HKU1, Severe

Acute Respiratory Illness Coronavirus (SARS-CoV), and Middle East Respiratory Syndrome Coronavirus (MERS-CoV).) (Riedel S, 2019).

a) Impact of COVID-19

In addition to the health effects, the COVID-19 virus which attacks almost all parts of the world also has an impact on economic aspects and restrictions on social activities. To force the Indonesian government to issue Government Regulation Of The Republic Of Indonesia Number 21 Year 2o2o Which Reads Government Regulation Concerning Large Scale Social Restrictions In Accelerating The Handling Of Corona Virus Disease 20 1 9 (COVID-19). Which causes social and economic activity to be disrupted.

5. **Policy Implementation**

Implementation (implementation) according to the Popular Scientific Dictionary means the implementation of public policy implementationas "getting the job done and doing it". Policy implementation is a crucial process in public policy, because it is not only related to the mechanism of translating political decisions into routine procedures through the bureaucracy, but also regarding conflicts, decisions and who gets the policy. (wahab, 1997). In simple terms, the implementation of the policy itself can be interpreted as the translation of a policy statement into action (cooper, 1995). on the other hand (Horn, 1975) describes implementationpolicy actions undertaken bygovernment and private both individuallynor the group it is meant forachieve the goals as formulatedin policy.

According to Nugroho (Nugroho R. , 2003), policy implementation is in principle is a way for a policy to achieve its goals (nothing more and nothing less). (Nugroho, 2017) also explained that there were two elections types of public

policy implementation models, namely a top-down patterned implementation (top-down) and from bottom to top (bottom up). Edward III model implementation is a "top" model of implementation down ". From the opinions of experts who havestated that, it can be drawn aconclusion, which is the bottom line of positioningpolicy implementation as an achievement goals rather than activities for public interest (public) with involving various parties.

a) Influencing Factors Public Policy Implementation

Referring to the opinion of George C. Ed ward III (1980: 10) there are 4 variables affect success or failure implementation of policies, namely :

1) Communication

Communication is defined as a delivery process communicator information to the communicant

2) Resources

The resources in question are resourcesman, finance, tool (building, equipment, land,and other spare parts), and information and authority

3) Attitudes

Meanwhile, the disposition (attitude) is the willingness, desire and tendency of policy actors to carry out the policy seriously, so that its objectives can be realized

4) Bureaucracy

Bureaucratic structure includes elements of organizational structure, division of authority, relations between agencies, and organizational relationships with outside organizations

G. Conceptual Definition

1. **Marketing Strategy**

   Marketing strategy is an effort to influence the market in order to get the specified goals, both long-term plans and short-term plans. This strategy is oriented towards satisfaction and good relations with customers.

2. **Marketing Mix**

   Marketing mix is the variables used by the company as a means to meet or serve the needs and desires of consumers. The variables contained in it are product, price, and promotion.

3. **Tourism**

   Tourism is an activity of moving from one place to another in a short time. This activity has the aim of getting information, seeing new places, and as a way to improve health.

4. **COVID-19**

   COVID-19 is a new type of virus that attacks the respiratory tract, COVID-19 was found in Wuhan Province, China in 2019. This virus has spread to all parts of the world and has disrupted all so cial and global economic activities.

5. **Policy Implementation**

   Policy implementation is an effort or action to implement the rules made by the government or the private sector which aim to achieve a goal for the common interest.

H. Operational Definition

The operational definition is a definition with the aim of being able to answer problems in research and to make it easier for researchers to analyze data. This

definition refers to the Marketing Management theory put forward by Assauri, namely a strategy that does not differentiate between markets, which differentiates between markets and concentrated marketing strategies. According to Muhammad Syakir Sula (Syakir, 2006), a marketing strategy is a statement (either explicitly or implicitly) about how a brand or product line achieves its goals. On the other hand According to Chandra (Chandara, 2002), marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its product or product line in a particular target market This research tries to measure using indicators by describing the Tourism Marketing Strategy in the COVID-19 era.

Table 1. 4 Operational Definition

Variable	Indicators	Parameters
Marketing mix	Product	- Trying to attract consumers with a marketing plan
	Cost	- Standardization of price competition
	Promotion Mix	- Focuses product marketing into several market segments - Special promotion to gain consumers interest - Marketing mix which includes product, price promotion location, process, people and services has a significant influence in decision making - To gain the trust and satisfaction of a certain group
	Business Environment	- Competition among companies in the industry, the threat of the product, the bargaining power of buyers, the influence of stakeholder power

I. Research Methods

1. Type of Research

The research method used in this research is qualitative research. Where the results of this study come from sources collected at the research site. This research was obtained from an interview with sources, documents, notes and observations in the field (Arikunto, 2006). The approach in this study is more focused on the ethnographic approach, which is a more in-depth approach with a much larger number of respondents, so that the information obtained is more valid and accountable.

2. Research Location

In the research process of the Tourism Office's Marketing Strategy in the COVID-19 Era, the researcher will research in the Bantul Regency Tourism Office. As well as seeking information from all levels or related staff.

3. Types of Data

The type of data used and collected in this study is qualitative data, namely data that is not in the form of numbers.

a) Primary Data

Primary data is data obtained or obtained directly from the research location. Primary data can be obtained through direct interviews with resource persons and conservation in the Bantul Tourism Office.

b) Secondary Data

Secondary data is a type of indirect data collection, this type of data can be obtained from information contained in documents, books, scientific journals, theses, and news related to the Tourism Office's Marketing Strategy research in the COVID-19 era.

4. Data Collection Techniques

The data collection technique is a mandatory requirement which will later become the basis of the research instrument. The research instrument is a set of equipment that will be used by researchers to collect research data (Kristanto, 2018).

a) Interview

The interview is a data collection technique to seek direct information from predetermined sources. Interviews were conducted face-to-face with a question and answer system between the interviewer and the respondent. In simple terms it can be said that the interview is an event or a process of interaction between the interviewer and the source of information or the person being interviewed through direct communication (Prof. DR. A. Muri YUsuf, 2014).

b) Documentation

Documentation is a data collection technique that can be obtained through facts stored in the form of letters, daily notes, photo archives, meeting results, souvenirs, activity journals and so on. This documentation data can be used to obtain information in the past. Meanwhile, according to Hamidi (2004), the documentation method is information that comes from important notes from either an institution or organization or from individuals.

c) Observation

Apart from interviews and documentation, observation is also an important part of data collection techniques. Observation can also be used to prove the truth of the interview results. The key to successful observation as a data collection technique is very much determined by the observer himself.

5. Data Analysis Techniques

Data analysis is the process of organizing and sorting data into patterns, categories and basic description units so that themes and places can be found to formulate working hypotheses as suggested by the data (Moleong, 2004). In data analysis techniques in qualitative research, the steps are as follows :

a) Data Reduction

Data reduction is a form of in-depth analysis of the data obtained and focuses on things that are important and discards data that is considered unimportant. This data reduction will certainly make it easier for researchers to analyze the data obtained so that they can get conclusion.

b) Presentation of Data

Data presentation is an activity to classify data that has been reduced. Data grouping is stated in the form of descriptions with narrative text, which can also be in the form of diagrams, tables, matrices, charts and others.

c) Conclusion Drawing

Conclusion drawing is an analytical activity that is focused on the interpretation of the data that has been described. The final conclusion of this research will be the essence of a series of observations, interviews and documentation.

6. Data Validity Technique

Data validity techniques are one of the important factors in conducting a study, because qualitative research information must be justified for its validity and can be proven its validity. This research uses the method triangulation, this method is used if the data or informants obtained from research subjects or informants are questionable.