

## **ABSTRAK**

Strategi Pemulihan Pariwisata Daerah Perbatasan Indonesia–Singapura di Masa Pandemi Covid-19

(Studi Kasus : Kawasan Wisata Lagoi, Kecamatan Teluk Sebong, Kabupaten Bintan, Provinsi Kepulauan Riau)

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Salah satu destinasi yang merasakan dampak dari pandemic Covid-19 ialah Kawasan Wisata Lagoi. Dalam upaya pemulihan perekonomian akibat pandemic Covid-19, pada Bulan Juni 2020 pemerintah mengeluarkan kebijakan kenormalan baru yang dimana pembukaan kembali berbagai aktivitas termasuk Kawasan wisata dengan menerapkan SOP wisata di masa pandemic Covid-19. Oleh karena itu penelitian ini mengidentifikasi bagaimana kondisi jumlah pengunjung sebelum dan saat terjadi pandemic Covid-19, memverifikasi bagaimana penerapan pedoman CHSE (Kebersihan, Kesehatan, Keselamatan, dan Kelestarian Lingkungan) wisata di masa pandemi Covid-19, serta mengkaji strategi pemulihan pariwisata di masa pandemi Covid-19. Metode analisis yang digunakan adalah deskriptif dan SWOT. Hasil penelitian ini adalah kondisi jumlah pengunjung Kawasan Wisata Lagoi 1 tahun di masa pandemi Covid-19 mengalami penurunan sebesar 81,49% jika dibandingkan dengan jumlah pengunjung pada saat 1 tahun sebelum terjadi pandemi Covid-19, selain itu secara keseluruhan Kawasan Wisata Lagoi sudah menerapkan aturan CHSE, sedangkan hasil analisis SWOT strategi pemulihan wisata di masa pandemic Covid-19 yang dapat diterapkan pada Kawasan Wisata Lagoi adalah strategi SO (Kekuatan-Kelemahan) berupa : mempertahankan SDA & SDM serta meningkatkan penerapan proses agar dapat menjadi kawasan wisata percontohan di masa pandemi Covid-19, melakukan promosi wisata melalui media digital dan meningkatkan citra kawasan guna membangun kepercayaan pasar wisata.

Kata Kunci : Pandemi Covid-19, Pariwisata, Strategi Pemulihan

## **ABSTRACT**

### **Tourism Recovery Strategy for the Indonesia–Singapore Border Region During the Covid-19 Pandemic**

(Case Study: Lagoi Tourism Area, Teluk Sebong District, Bintan Regency, Riau Islands Province)

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One of the destinations that has felt the impact of the Covid-19 pandemic is the Lagoi Tourism Area. In an effort to recover the economy due to the Covid-19 pandemic, in June 2020 the government issued a new normal policy in which the reopening of various activities including tourist areas by implementing tourist SOPs during the Covid-19 pandemic. Therefore, this study identifies the condition of the number of visitors before and during the Covid-19 pandemic, verifies how to apply the CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) guidelines for tourism during the Covid-19 pandemic, and examines tourism recovery strategies during the pandemic. Covid-19. The analytical method used is descriptive and SWOT. The results of this study are the condition of the number of visitors to the Lagoi Tourism Area for 1 year during the Covid-19 pandemic decreased by 81.49% when compared to the number of visitors during the 1 year before the Covid-19 pandemic, besides that overall the Lagoi Tourism Area has implemented rules CHSE, while the results of the SWOT analysis of the tourism recovery strategy during the Covid-19 pandemic that can be applied to the Lagoi Tourism Area are the SO (Strength-Weakness) strategy in the form of: maintaining natural resources & human resources and increasing the implementation of prokes so that it can become a pilot tourism area during the Covid-19 pandemic , conduct tourism promotion through digital media and improve the image of the region in order to build tourism market trust.

Keywords: Covid-19 Pandemic, Tourism, Recovery Strategy