

**PERAN PEMERINTAH DAERAH DALAM MENGELOLA KRISIS
PANDEMI COVID-19 PADA KAWASAN WISATA
DI KABUPATEN BOGOR
(ANALISIS KONTEN PADA MEDIA MASSA NASIONAL)**

SKRIPSI

**Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata**



Oleh

Idzni Azhani Firdaus

1808033

**PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2022**

Idzni Azhani Firdaus, 2022

*PERAN PEMERINTAH DAERAH DALAM MENGELOLA KRISIS PANDEMI COVID-19 PADA KAWASAN
WISATA DI KABUPATEN BOGOR (ANALISIS KONTEN PADA MEDIA MASSA NASIONAL)*

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

LEMBAR HAK CIPTA

**PERAN PEMERINTAH DAERAH DALAM MENGELOLA KRISIS
PANDEMI COVID-19 PADA KAWASAN WISATA
DI KABUPATEN BOGOR
(ANALISIS KONTEN PADA MEDIA MASSA NASIONAL)**

Oleh
Idzni Azhani Firdaus
1808033

Sebuah skripsi yang diajukan untuk memenuhi syarat memperoleh gelar Sarjana
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Pendidikan Ilmu Pengetahuan Sosial
Universitas Pendidikan Indonesia

© Idzni Azhani Firdaus, 2022
Universitas Pendidikan Indonesia
Januari 2022

Hak cipta dilindungi Undang-Undang.
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian, dengan dicetak
ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis

LEMBAR PENGESAHAN

**PERAN PEMERINTAH DAERAH DALAM MENGELOLA KRISIS
PANDEMI COVID-19 PADA KAWASAN WISATA
DI KABUPATEN BOGOR
(ANALISIS KONTEN PADA MEDIA MASSA NASIONAL)**

Skripsi ini disetujui dan disahkan
oleh:

Pembimbing I



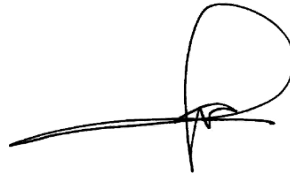
H.P. Divah Setivorini, M.M
NIP. 19761031 200812 2 001

Pembimbing II



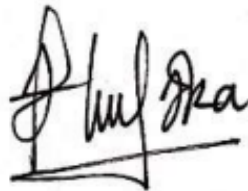
Rijal Khaerani, S.Pd, M.Stat
NIP. 19850821 201903 1 006

**Mengetahui,
Ketua Program Studi
Manajemen Pemasaran Pariwisata**



Yeni Yuniawati, S.Pd., MM
NIP.19810608 200604 2 001

**Tanggung Jawab Yuridis
Ada Pada Penulis**



Idzni Azhani Firdaus
NIM. 1808033

SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “Peran Pemerintah Daerah Dalam Mengelola Krisis Pandemi Covid-19 Pada Kawasan Wisata Di Kabupaten Bogor (Analisis Konten Pada Media Massa Nasional)” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Januari 2022

Yang Membuat Pernyataan



Idzni Azhani Firdaus

NIM 1808033

UCAPAN TERIMAKASIH

Atas izin dan rahmat dari Allah SWT penulis akhirnya bisa menyelesaikan skripsi ini dengan dukungan dari berbagai pihak. Maka dari itu, penulis ingin mengucapkan terima kasih yang sebesar-besarnya kepada:

1. Allah SWT atas rahmat dan perlindungan-Nya yang diberikan kepada penulis sehingga skripsi ini bisa terselesaikan dengan baik.
2. Nabi Muhammad SAW karena dengan syafaatnya penulis bisa dimudahkan dalam menyelesaikan skripsi ini.
3. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., MA., selaku Rektor Universitas Pendidikan Indonesia.
4. Bapak Dr. Agus Mulyana M. Hum., selaku Dekan Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia.
5. Ketua Prodi Manajemen Pemasaran Pariwisata Ibu Yeni Yuniawati, S.Pd., M.M.
6. Ibu H.P. Diyah Setiyorini, M.M., selaku dosen pembimbing pertama yang sangat membantu penulis menyelesaikan skripsi ini. Dengan kesabaran dan semangatnya membuat penulis selalu termotivasi untuk memberikan yang terbaik.
7. Bapak Rijal Khaerani, S.Pd, M.Stat., selaku dosen pembimbing yang selalu optimis dan berusaha memberikan yang terbaik bagi penulis dalam penyelesaian skripsi ini.
8. Bapak Oce Ridwanudin, SE., M.M., selaku dosen pembimbing akademik dan Koordinator Akademik Program Studi Manajemen Pemasaran Pariwisata.
9. Seluruh dosen dan staf administrasi Program Studi Manajemen Pemasaran Pariwisata FPIPS UPI atas segala ilmu dan bantuan yang telah diberikan kepada penulis.
10. Ibu, Abang, Brina dan Yuriko selaku keluarga yang selalu memberikan semangat serta do'a untuk penulis, sehingga skripsi ini bisa terlaksana dengan baik.

11. Syanenda, Irsyad, Zayyaan, Emir, Fadil dan Fariq selaku sepupu yang selalu menghibur disaat proses penyelesaian skripsi ini.
12. Sahabat di Indonesia dan Malaysia serta orang-orang terdekat yang telah mendukung selama ini sehingga penulis dapat menyelesaikan skripsi dengan lancar.
13. Semua teman-teman Manajemen Pemasaran Pariwisata angkatan 2018 atas pengalaman berharganya selama masa perkuliahan.
14. Teman AIMS-ku di Korea Selatan atas kenangan dan kebersamaannya selama masa perkuliahan.
15. Seluruh pihak yang tidak bisa disebutkan satu persatu namun selalu membantu penulis dalam menyelesaikan skripsi ini

Semoga Allah SWT senantiasa memberikan pahala dan balasan yang berlipat atas kebaikan, bantuan, do'a dan motivasi yang telah diberikan kepada penulis dalam penyelesaian skripsi ini.

Bandung, Januari 2022

Idzni Azhani Firdaus

ABSTRAK

Idzni Azhani Firdaus, 1808033, “Peran Pemerintah Daerah Dalam Mengelola Krisis Pandemi Covid-19 Pada Kawasan Wisata Di Kabupaten Bogor (Analisis Konten Pada Media Massa Nasional)”, di bawah bimbingan H.P. Diyah Setiyorini, MM dan Rijal Khaerani, S.Pd, M.Stat

Pandemi COVID-19 menjadi sebuah kasus krisis kesehatan yang mempengaruhi industri pariwisata di banyak destinasi Indonesia, salah satunya Kawasan Wisata Kabupaten Bogor. Krisis ini membatasi pergerakan wisatawan yang menyebabkan aktivitas pariwisata terhenti seketika. Dengan demikian, perlunya peran pemerintah daerah untuk mengelola dan menangani krisis agar aktivitas pariwisata bisa tetap bertahan dengan menyesuaikan keadaan. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis konten pada media massa *online* kompas.com, detik.com dan tribunnews.com untuk melihat bagaimana kinerja pemerintah daerah dalam menghadapi krisis yang mengganggu sektor pariwisata ini. Untuk membantu proses analisis data, digunakan teori terkait manajemen krisis pariwisata yang mengadaptasi teori praktik sosial materi, kompetensi dan makna. Hal ini membantu proses pengkategorian data sehingga lebih terstruktur. Hasil penelitian menunjukkan bahwa pemerintah daerah memiliki peran yang sangat penting dalam mengelola krisis pandemi di Kabupaten Bogor, hal ini dikarenakan pemerintah melihat setiap kasus yang terjadi dari sisi materi, kompetensi dan makna yang ada. Seperti halnya memberikan fasilitas yang diperlukan, pembuatan kebijakan yang efektif, mengembangkan *skill* yang diperlukan, melihat respon masyarakat atas kebijakan yang dibuat dan sebagainya. Materi yang diperlukan untuk mengelola krisis pariwisata terdiri dari *Assessments, Training, Certification, Facilities/Equipment* dan *Testing*. Kemudian kompetensi yang dibutuhkan adalah *Communication, Plans Creation, Structure, Team Work, Functional Skills, Psychological Resistance* dan makna yang terkandung dari kasus ini terkategori atas *Behavioral, Cognitive, Emotional, Physical, Relation* dan *Spiritual*.

Kata kunci: Manajemen Krisis Pariwisata, Teori Praktik Sosial, Pemerintah Daerah, Destinasi Wisata

ABSTRACT

Idzni Azhani Firdaus, 1808033, “Peran Pemerintah Daerah Dalam Mengelola Krisis Pandemi Covid-19 Pada Kawasan Wisata Di Kabupaten Bogor (Analisis Konten Pada Media Massa Nasional)”, *under the guidance of H.P. Diyah Setiyorini, MM and Rijal Khaerani, S.Pd, M.Stat*

*The COVID-19 pandemic has become a case of a health crisis that has affected the tourism industry in many Indonesian destinations, one of which is the Bogor Regency Tourism Area. This crisis restricts the movement of tourists, which causes tourism activities to stop instantly. Thus, the role of local governments is needed to manage and deal with the crisis, so that tourism activities can survive by adjusting to the situation. This study uses a qualitative approach with content analysis methods on online mass media which are *kompas.com*, *detik.com* and *tribunnews.com* to see how the performance of local governments dealing with the crisis that disrupts the tourism sector. To assist the data analysis process, theories related to tourism crisis management were used which adapted the theory of social practice of material, competence and meaning. This helps the process of categorizing data so it is more structured. The results of the study show that local governments have a very important role in managing the pandemic crisis in Bogor Regency, because the government sees every case that occurs in terms of material, competence and meaning. Such as providing the necessary facilities, making effective policies, developing the necessary skills, seeing the public's response to the policies made and so on. The materials needed to manage the tourism crisis consist of Assessments, Training, Certification, Facilities/Equipment and Testing. The competences needed are Communication, Plans Creation, Structure, Team Work, Functional Skills, Psychological Resistance and the meaning contained in this case is categorized into Behavioral, Cognitive, Emotional, Physical, Relational and Spiritual.*

Keywords: Tourism Crisis Management, Social Practice Theory, Regional Government, Tourist Destinations

KATA PENGANTAR

Segala puji dan syukur penulis panjatkan kehadirat Allah SWT karena atas berkat dan rahmat-Nya penulis dapat menyusun dan menyelesaikan skripsi berjudul “Peran Pemerintah Daerah Dalam Mengelola Krisis Pandemi Covid-19 Pada Kawasan Wisata Di Kabupaten Bogor (Analisis Konten Pada Media Massa Nasional)” sebagai salah satu syarat untuk memperoleh gelar sarjana pariwisata yang penulis tempuh selama mengikuti program studi Manajemen Pemasaran Pariwisata di Universitas Pendidikan Indonesia. Tentu saja hal ini tidak terlepas dari dukungan banyak pihak. Penulis mengucapkan terimakasih kepada dosen-dosen yang telah membantu penulis dalam menyusun skripsi ini hingga selesai. Penulis juga berterimakasih kepada keluarga serta rekan-rekan yang sudah memberikan banyak motivasi baik secara fisik maupun spiritual. Penulis menyadari adanya kekurangan dalam penyusunan skripsi ini. Maka dari itu, penulis sangat mengharapkan saran dan kritik yang sifatnya membangun agar memberikan manfaat yang lebih baik kedepannya. Selain itu, penulis berharap semoga skripsi ini dapat memberikan kontribusi yang positif kepada para pembaca.

Bandung, Januari 2022

Penulis

Idzni Azhani Firdaus

DAFTAR ISI

LEMBAR HAK CIPTA.....	i
LEMBAR PENGESAHAN	ii
SURAT PERNYATAAN	iii
UCAPAN TERIMAKASIH	iv
ABSTRAK	vi
ABSTRACT	vii
KATA PENGANTAR.....	viii
DAFTAR ISI.....	ix
DAFTAR GAMBAR.....	xii
DAFTAR TABEL	xiii
BAB I.....	1
PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah Penelitian.....	8
1.3 Tujuan Penelitian	9
1.4 Kegunaan Penelitian	9
1.5 Struktur Organisasi Skripsi	9
BAB II	11
KAJIAN PUSTAKA	11
2.1 Pandemi COVID-19 dan Industri Pariwisata.....	11
2.2 Manajemen Krisis dalam Pariwisata.....	14
2.2.1 Praktik Manajemen Krisis Pariwisata	15
2.2.2 Keterkaitan Antara Pemerintah dan Media	17

2.2.3 Analisis Konten Media	19
2.3 Kajian Teori Praktik Sosial dalam Manajemen Krisis Pariwisata	20
2.3.1 Teori Praktik Sosial	20
2.3.2 Teori Praktik Sosial dalam Manajemen Krisis Pariwisata	23
2.4 Kerangka Pemikiran	25
BAB III	27
METODE PENELITIAN	27
3.1 Desain Penelitian	27
3.2 Tempat Penelitian	27
3.3 Pengumpulan Data	28
3.4 Analisis Data	29
3.5 Isu Etik	31
3.6 Keabsahan Data	31
BAB IV	33
HASIL DAN PEMBAHASAN	33
4.1 Hasil Penelitian	33
4.1.1 Profil Portal Berita Online	33
4.1.2 Deskripsi Artikel yang Digunakan dalam Penelitian	34
4.1.3 Materi, Kompetensi, Makna dalam Manajemen Krisis Pariwisata Pandemi COVID-19	40
4.2 Pembahasan	52
4.2.1 Penjelasan Tabel Analisis Materi	52
4.2.2 Penjelasan Tabel Analisis Kompetensi	56
4.2.3 Penjelasan Tabel Analisis Makna	58
4.2.4 Praktik Sosial Manajemen Krisis Pariwisata di Kabupaten Bogor	60
BAB V	62

SIMPULAN, IMPLIKASI, DAN REKOMENDASI	62
5.1 Simpulan.....	62
5.2 Implikasi.....	63
5.3 Rekomendasi.....	63
DAFTAR PUSTAKA	65
LAMPIRAN.....	75

DAFTAR GAMBAR

Gambar 1 Angka Kematian Pasien COVID-19 di Asia Tenggara	4
Gambar 2 Kunjungan Wisatawan Mancanegara 2019 & 2020.....	4
Gambar 3 Data Pengguna Berita Online di Indonesia.....	7
Gambar 4 Tiga Elemen Praktik Sosial	21
Gambar 5 Kerangka Pemikiran	26
Gambar 6 Contoh Berita di Portal Berita Online.....	29
Gambar 7 Proses Coding Data	29
Gambar 8 Persentase Hasil Penelitian	41

DAFTAR TABEL

Table 1 Waktu Pemulihan Krisis Pariwisata (Bulan)	15
Table 2 Artikel Berita	35
Table 3 Analisis Judul Berita	39
Table 4 Analisis Materi	41
Table 5 Analisis Kompetensi	46
Table 6 Analisis Makna	50

DAFTAR PUSTAKA

- Abdullah, T. (2017). Penilaian Wisatawan akan Atribut Pariwisata di Kota Batu. *THE Journal: Tourism and Hospitality Essentials Journal*, 7(2), 91. <https://doi.org/10.17509/thej.v7i2.9015>
- Aburumman, A. A. (2020). COVID-19 impact and survival strategy in business tourism market: the example of the UAE MICE industry. *Humanities and Social Sciences Communications*, 7(1), 1–12. <https://doi.org/10.1057/s41599-020-00630-8>
- Akbulaev, N., & Aliyev, V. (2020). The effect of coronavirus sars-cov-2 in the tourism industry in Africa. *Journal of Environmental Management and Tourism*, 11(8), 1938–1947. [https://doi.org/10.14505/jemt.v11.8\(48\).06](https://doi.org/10.14505/jemt.v11.8(48).06)
- Aleshchanova, I. V., Frolova, N. A., & Zheltukhina, M. R. (2019). *Communication techniques in mass media discourse. January 2019*. <https://doi.org/10.2991/ismge-19.2019.2>
- Alexa. (2021). *kompas.com Competitive Analysis, Marketing Mix and Traffic*. An Amazon.Com Company. https://www.alexacom/siteinfo/kompas.com#card_overlap
- Ali, Y., Shah, Z. A., & Khan, A. U. (2018). Post-terrorism image recovery of tourist destination: a qualitative approach using Fuzzy-VIKOR. *Journal of Tourism Analysis*, 25(2), 129–153. <https://doi.org/10.1108/JTA-05-2018-0016>
- Alonso-Almeida, M. del M., & Bremser, K. (2013). Strategic responses of the Spanish hospitality sector to the financial crisis. *International Journal of Hospitality Management*, 32(1), 141–148. <https://doi.org/10.1016/j.ijhm.2012.05.004>
- Ananta, H., & Rizkon, A. (2020). Analisis dampak Covid-19 terhadap Sektor Pariwisata Sikembang Park Kecamatan Blado Kabupaten Batang. *Fakultas Ilmu Pendidikan, Fakultas Ilmu Sosial, Fakultas Bahasa Dan Seni, Universitas Negeri Semarang*, 17.
- Anggoro, A. S. (2012). *Detikcom: Legenda Media Online*. MocoMedia.
- antaranews.com. (2022). *DATA PERKEMBANGAN COVID-19 DI INDONESIA*. <https://www.antaranews.com/covid-19>
- Articles, A. (2020). *Theorising – Crises? What Crises? Conceptualising Breakdowns in Practice Theory*. 45, 1–8.
- Artyastiani. (2016). *Perbedaan Website Detik.com dan Metrotvnews.com*. Kompasiana. <https://www.kompasiana.com/artystiani/56e168cd8323bd92084cf916/perbedaan-website-detikcom-dan-metrotvnewscom>
- Bachri, B. (2010). Menyakinkan Validitas Data melalui triangulasi pada penelitian Kualitatif. *Jurnal Teknologi Pendidikan*, 46–62.
- Basu, K., & Marg, V. S. (2010). *Impact of Political Instability and Terrorism in the Tourism Industry of Three Middle-East Countries: an Econometric Exploration*.
- Baubion, C. (2013). OECD Working Papers on Public Governance No . 23 OECD Risk Management: Strategic Crisis Management. *OECD Working Papers on Public Governance*, 23.

- Berkman, E. T., & Wilson, S. M. (2021). So Useful as a Good Theory? The Practicality Crisis in (Social) Psychological Theory. *Perspectives on Psychological Science*, 16(4), 864–874. <https://doi.org/10.1177/1745691620969650>
- Bhaskara, G. I., Filimonau, V., Wijaya, N. M. S., & Suryasih, I. A. (2020). The future of tourism in light of increasing natural disasters. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-10-2019-0107>
- Blandford, A. (2017). *Exploring the Relevance of Social Practice Theory to Inform the Design of Technologies for Supporting More Physical Activity in Everyday Life GetAMoveOn Network Leveraging Technology to Enable Mobility and Transform Health Exploring the Relevance of Socia*. May.
- Bong, S., Sugiarto, Lemy, D. M., Nursiana, A., & Arianti, S. P. (2019). *Manajemen Risiko, Krisis & Bencana Untuk Industri Pariwisata Yang Berkelanjutan*. PT Gramedia Pustaka Utama.
- Bremser, K., Alonso-Almeida, M. del M., & Llach, J. (2018). Strategic alternatives for tourism companies to overcome times of crisis. *Service Business*, 12(2), 229–251. <https://doi.org/10.1007/s11628-017-0344-7>
- Carlsen, J. (2008). Post-Tsunami Tourism Strategies for the Maldives. *Tourism Review International*, 10(1), 69–79. <https://doi.org/10.3727/154427206779307312>
- Carrizosa, A. A., & Neef, A. (2018). Community-based tourism in post-disaster contexts: Recovery from 2016 cyclone winston in fiji. *Community, Environment and Disaster Risk Management*, 19, 67–85. <https://doi.org/10.1108/S2040-726220180000019004>
- Chan, J. C. (2013). the Role of Social Media in Crisis Preparedness ., *Rahs Think Centre*, 1–14. [http://www.oecd.org/governance/risk/The role of Social media in crisis preparedness, response and recovery.pdf](http://www.oecd.org/governance/risk/The%20role%20of%20social%20media%20in%20crisis%20preparedness,%20response%20and%20recovery.pdf)
- Chen, L. C., Liu, Y. C., & Chan, K. C. (2006). Integrated Community-Based Disaster Management Program in Taiwan: A case study of Shang-An Village. *Natural Hazards*, 37(1–2), 209–223. <https://doi.org/10.1007/s11069-005-4669-5>
- Cheng, M. (2016). Current sharing economy media discourse in tourism. *Annals of Tourism Research*, 60, 111–114. <https://doi.org/10.1016/j.annals.2016.07.001>
- Città, G., Gentile, M., Augello, A., Ottaviano, S., Allegra, M., & Dignum, F. (2019). Analyzing creativity in the light of social practice theory. *Frontiers in Psychology*, 9(JAN), 1–17. <https://doi.org/10.3389/fpsyg.2018.02752>
- CNBC. (2019). *BI: Pariwisata Bisa Jadi Penyumbang Devisa Terbesar Kedua*. CNBC INDONESIA. <https://www.cnbcindonesia.com/market/20190319084140-17-61460/bi-pariwisata-bisa-jadi-penyumbang-devisa-terbesar-kedua>
- Cresswell, J. W. (2007). *Educational Research: Planning, conducting and Evaluating Quantitative and Qualitative Research*. Prentice Hall Publishers.
- Department of Public Safety South Dakota. (2018). *Reactions to Crisis and Trauma*. <https://dps.sd.gov/application/files/3015/7972/9377/reactions-to-crisis-and-trauma.pdf>
- Disaster, N., & Authority, M. (2004). *Role of Media in Disaster Management Senior Specialist (Policies & Plans), National Disaster Management Authority Government of India roopdave@yahoo.com INTRODUCTION*.

- Elo, S., Kääriäinen, M., Kanste, O., Pölkki, T., Utriainen, K., & Kyngäs, H. (2014). Qualitative Content Analysis. *SAGE Open*, 4(1), 215824401452263. <https://doi.org/10.1177/2158244014522633>
- Elo, S., & Kyngäs, H. (2008). The qualitative content analysis process. *Journal of Advanced Nursing*, 62(1), 107–115. <https://doi.org/10.1111/j.1365-2648.2007.04569.x>
- Eriyanto. (2011). *Analisis Isi: Pengantar Metodologi untuk Penelitian Ilmu Komunikasi dan Ilmu-ilmu Sosial Lainnya*. Kencana.
- Fadhlorrohman, M. I., & Purnomo, E. P. (2020). The role of online mass media as a tool for the 2019 political campaign in Indonesia. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 4(2), 311. <https://doi.org/10.25139/jsk.v4i2.2182>
- Faulkner, B. (2001). Towards a framework for tourism disaster management. *Tourism Management*, 22(2), 135–147. [https://doi.org/10.1016/S0261-5177\(00\)00048-0](https://doi.org/10.1016/S0261-5177(00)00048-0)
- Ghaderi, Z., Mat Som, A. P., & Wang, J. (2014). Organizational Learning in Tourism Crisis Management: An Experience From Malaysia. *Journal of Travel and Tourism Marketing*, 31(5), 627–648. <https://doi.org/10.1080/10548408.2014.883951>
- Ghassabi, F., & Zare-Farashbandi, F. (2015). The role of media in crisis management: A case study of Azarbayejan earthquake. *International Journal of Health System and Disaster Management*, 3(2), 95–102. <https://doi.org/10.4103/2347-9019.151323>
- Ghenaiet, I. (2007). *The role of media during crisis management*.
- Ghosh, A. (2020). *Tourism Surviving Strategy: Indian Perspective during Covid-19 Pandemic*.
- Gómez-Martín, M. B., Armesto-López, X., & Amelung, B. (2016). Tourism, climate change and the mass media: the representation of the issue in Spain. *Current Issues in Tourism*, 19(2), 174–198. <https://doi.org/10.1080/13683500.2015.1048196>
- Grickevich, J. (2021). *A Polycode Text In Different Types Of Mass Media Discourse*. 1064–1070. <https://doi.org/10.15405/epsbs.2021.05.02.135>
- Hampton, S., & Adams, R. (2018). Behavioural economics vs social practice theory: Perspectives from inside the United Kingdom government. *Energy Research and Social Science*, 46(August), 214–224. <https://doi.org/10.1016/j.erss.2018.07.023>
- Haque, A., Anis, Z., & Ulfy, M. A. (2020). The Movement Control Order (MCO) for COVID-19 Crisis and its Impact on Tourism and Hospitality Sector in Malaysia. *International Tourism and Hospitality Journal*, April. <https://doi.org/10.37227/ithj-2020-02-09>
- Haque, S. M. S. (2021). The Effects of Covid-19 Pandemic and Recovery Strategies for the Travel and Tourism Sector in Bangladesh. *Hospitality & Tourism Review*, 2(1), 1–13. <https://doi.org/10.38157/hospitality-tourism-review.v2i1.209>
- Heidenstrøm, N. (2021). The utility of social practice theory in risk research. *Journal of Risk Research*, 0(0), 1–16. <https://doi.org/10.1080/13669877.2021.1936608>
- Hess, A. K., Samuel, R., & Burger, P. (2018). Informing a social practice theory

- framework with social-psychological factors for analyzing routinized energy consumption: A multivariate analysis of three practices. *Energy Research and Social Science*, 46(December 2017), 183–193. <https://doi.org/10.1016/j.erss.2018.06.012>
- Higginson, S., McKenna, E., Hargreaves, T., Chilvers, J., & Thomson, M. (2015). Diagramming social practice theory: An interdisciplinary experiment exploring practices as networks. *Indoor and Built Environment*, 24(7), 950–969. <https://doi.org/10.1177/1420326X15603439>
- Hirudayaraj, M., & Sparkman, T. E. (2019). Building leadership capacity: a framework for disruptive events in tourism. *Industrial and Commercial Training*, 51(2), 114–124. <https://doi.org/10.1108/ICT-09-2018-0077>
- Holloway, Christopher, J., Humphreys, Claire, & Davidson, R. (2009). *The Business of Tourism, 8th Edition*. Pearson Education Limited.
- Ilchenko, O., Tkach, P., Sinna, L., Kadaner, O., & Overchuk, O. (2021). *Interpretation potential of mass media metaphor*. 10(42), 56–68.
- Inan, D. I., Beydoun, G., & Opper, S. (2015). Towards knowledge sharing in disaster management: An agent oriented knowledge analysis framework. *ACIS 2015 Proceedings - 26th Australasian Conference on Information Systems*.
- Jaiyeoba, H. B. (2021). The Spillover Effects of Covid-19 on Halal Industry: An Overview and Way Forward. *Halalsphere*, 1(1), 72–82.
- Jatmika, E. (2018). *Penyusunan Strategi Pemasaran Pariwisata Kabupaten Bogor tahun 2018*.
- Jayasinghe, M., Selvanathan, S., & Selvanathan, E. A. (2021). The Asian Tsunami and Tourism Industry: Impact and Recovery. In *Economic Effects of Natural Disasters*. INC. <https://doi.org/10.1016/b978-0-12-817465-4.00021-2>
- Jessop, B. (2013). *Recovered imaginaries, imagined recoveries: A cultural political economy of crisis construal and crisis-management in the North Atlantic Financial Crisis*. Edward Elgar.
- Johns Hopkins University. (2021). *Southeast Asia Covid-19 Tracker*. CENTER FOR STRATEGIC & INTERNATIONAL STUDIES. <https://www.csis.org/programs/southeast-asia-program/projects/southeast-asia-covid-19-tracker>
- Journal, B., & Issn, M. (2018). *THE CRISIS-DISDISCOURSE DIALECTIC: CURRENT FINDINGS AND RELEVANCE FOR THE SERVICE INDUSTRY* Antoon De Rycker. 9(December 2013), 73–83.
- Jüttner, W. (2017). *An Introduction of Social Practice Theory in Environmental Policy: The Social Practice of Driving in The Netherlands*. 1–19.
- Kapiki, S. (2011). The Impact of Economic Crisis on Tourism and Hospitality: Results from a Study in Greece. *Central European Review of Economics & Finance*, 2(Vol. 2, No 1), 19–30.
- Kaptiurova, O. (2014). Speech Tactics in Mass Media Discourse. *Вісник Національного Авіаційного Університету*, 58(1), 90–95–95. <https://doi.org/10.18372/2306-1472.58.6700>
- KARATANI, Y., & PIYATHAMRONGCHAI, C. (2007). Tourism Industry Losses and Recovery Process from the Indian Ocean Tsunami : A Case of the Affected Tourist Destination in Southern Thailand. *Journal of Social Safety Science*, 9, 167–176.
- Kemenparekraf RI. (2019a). *Manajemen Krisis Kepariwisata Kementerian*

Pariwisata Republik Indonesia.

- Kemenparekraf RI. (2019b). *SOP Pengelolaan Krisis Kepariwisataaan*. [https://www.kemenparekraf.go.id/asset_admin/assets/uploads/media/pdf/media_1566474592_SOP_Pengelolaan_Krisis_Kepariwisataaan_\(LO\).pdf](https://www.kemenparekraf.go.id/asset_admin/assets/uploads/media/pdf/media_1566474592_SOP_Pengelolaan_Krisis_Kepariwisataaan_(LO).pdf)
- Kemenparekraf RI. (2020a). *12 Kabupaten/Kota Prioritas Penanganan Covid-19*. <https://pedulicovid19.kemenparekraf.go.id/12-kabupaten-kota-prioritas-penanganan-covid-19/>
- Kemenparekraf RI. (2020b). *Statistik Kunjungan Wisatawan Mancanegara 2020*. <https://www.kemenparekraf.go.id/statistik-wisatawan-mancanegara/Statistik-Kunjungan-Wisatawan-Mancanegara-2020>
- Keswani, S., Kattu, K., Wani, A., & Balamurugan, J. (2018). Effect of Mass Media on Objectifying of Humans. *Journal of Advanced Research in Journalism & Mass Communication*, 5(3), 1–18.
- Khodadadi, M., & O'Donnell, H. (2017). UK press and tourist discourses of Iran: a study in multiple realities. *Leisure Studies*, 36(1), 53–64. <https://doi.org/10.1080/02614367.2015.1085591>
- King, L. M., Booth, C. A., Lamond, J. E., & O'Flynn, P. T. (2013). A conceptual framework: Bringing insights of social practice theory to post occupancy evaluation of office buildings. *WIT Transactions on Ecology and the Environment*, 179 VOLUME(April 2016), 499–510. <https://doi.org/10.2495/SC130421>
- Knight, D. W., Xiong, L., Lan, W., & Gong, J. (2020). Impact of COVID-19: research note on tourism and hospitality sectors in the epicenter of Wuhan and Hubei Province, China. *International Journal of Contemporary Hospitality Management*, 13(12), 3705–3719. <https://doi.org/10.1108/IJCHM-04-2020-0278>
- Kompas.com. (2019). *About Us*. <https://inside.kompas.com/about-us>
- Kuijjer, L. (2014). *Implications of Social Practice Theory for Sustainable Design* (Issue February 2014). www.studiolab.ide.tudelft.nl/kuijjer%0Ahttps://www.researchgate.net/publication/266247132%0Ahttp://repository.tudelft.nl/view/ir/uuid:d1662dc5-9706-4bb5-933b-75704c72ba30/
- Kuo, H.-I., Chang, C.-L., Chen, C.-C., Huang, B.-W., & McAleer, M. (2012). Estimating the Impact of Avian Flu on International Tourism Demand Using Panel Data. *SSRN Electronic Journal*, 886(04), 1–20. <https://doi.org/10.2139/ssrn.1365228>
- Lai, I. K. W., & Wong, J. W. C. (2020). Comparing crisis management practices in the hotel industry between initial and pandemic stages of COVID-19. *International Journal of Contemporary Hospitality Management*, 32(10), 3135–3156. <https://doi.org/10.1108/IJCHM-04-2020-0325>
- Lamers, M., van der Duim, R., & Spaargaren, G. (2017). The relevance of practice theories for tourism research. *Annals of Tourism Research*, 62(January), 54–63. <https://doi.org/10.1016/j.annals.2016.12.002>
- Ma, T. (2016). *Framing China as a Tourism Destination : A Study on Media Discourse*.
- Macnamara, & R., J. (2005). Media content analysis: it's uses, benefits and best practice methodology. *Asia-Pacific Public Relations Journal*, 6(1), 1–34.
- Maller, C. J. (2015). Understanding health through social practices: Performance

- and materiality in everyday life. *Sociology of Health and Illness*, 37(1), 52–66. <https://doi.org/10.1111/1467-9566.12178>
- Malra, R. (2021). *ISSN NO : 0022-1945 Impact of COVID-19 on Tourism Industry. January.*
- Mao, C. K., Ding, C. G., & Lee, H. Y. (2010). Post-SARS tourist arrival recovery patterns: An analysis based on a catastrophe theory. *Tourism Management*, 31(6), 855–861. <https://doi.org/10.1016/j.tourman.2009.09.003>
- Martire, A., & Lave, J. (2016). Afterword: Social practice theory and learning work. *International Journal of Training Research*, 14(3), 256–266. <https://doi.org/10.1080/14480220.2016.1267833>
- Maysari, S. (2021). *13 Portal Berita Online Terbaik di Indonesia.* <https://www.akudigital.com/bisnis-tips/13-portal-berita-online-terbaik-di-indonesia/>
- Mikušová, M., & Horváthová, P. (2019). Prepared for a crisis? Basic elements of crisis management in an organisation. *Economic Research-Ekonomska Istrazivanja*, 32(1), 1844–1868. <https://doi.org/10.1080/1331677X.2019.1640625>
- Miles, M., & Huberman, M. (1994). *Qualitative data analysis: An expanded sourcebook* (Second Edi). Sage Publications.
- Mill, R. C. (2010). *Tourism, The International Business.* [http://docs.globaltext.terry.uga.edu:8095/%0Aanonymous/webdav/Tourism the %0AInternational Business/Tourism T%0Ahe International Business.pdf](http://docs.globaltext.terry.uga.edu:8095/%0Aanonymous/webdav/Tourism%0Athe%0AInternational%0ABusiness/Tourism%0Athe%0AInternational%0ABusiness.pdf)
- Muzzatti, S. L., & Rigato, B. (2020). Mass Media and Socialization. *The Blackwell Encyclopedia of Sociology*, 1–4. <https://doi.org/10.1002/9781405165518.wbeosm041.pub2>
- Nafian, M. I. (2020). *detikcom Raih Penghargaan Anugerah Jurnalistik MH Thamrin Ke-46.* <https://news.detik.com/berita/d-5238298/detikcom-raih-penghargaan-anugerah-jurnalistik-mh-thamrin-ke-46>
- Nguyen, D. N., & Imamura, F. (2017). Recovering from prolonged negative destination images in post-disaster northern Japan. *Community, Environment and Disaster Risk Management*, 18, 37–59. <https://doi.org/10.1108/S2040-726220160000018003>
- Okumus, F., Altinay, M., & Arasli, H. (2005). The impact of Turkey’s economic crisis of February 2001 on the tourism industry in Northern Cyprus. *Tourism Management*, 26(1), 95–104. <https://doi.org/10.1016/j.tourman.2003.08.013>
- Oscarsson, O. (2021). Crisis management in practice: A dynamic process intertwined with daily work performance. *Disasters*, 1–26. <https://doi.org/10.1111/disa.12506>
- Pangaribuan, M. T., & Munandar, A. I. (2021). KEBIJAKAN PEMERINTAH DKI JAKARTA MENANGANI PANDEMI COVID-19. *Jurnal Ilmu Pemerintahan*, 1–9.
- Pardo, C., & Ladeiras, A. (2020). Covid-19 “tourism in flight mode”: a lost opportunity to rethink tourism – towards a more sustainable and inclusive society. *Worldwide Hospitality and Tourism Themes*, 12(6), 671–678. <https://doi.org/10.1108/WHATT-07-2020-0064>
- Pathirage, C., Seneviratne, K., Amaratunga, D., & Haigh, R. (2012). Managing disaster knowledge: Identification of knowledge factors and challenges. *International Journal of Disaster Resilience in the Built Environment*, 3(3),

- 237–252. <https://doi.org/10.1108/17595901211263620>
- Penuel, W. R., Van Horne, K., DiGiacomo, D., & Kirshner, B. (2017). A Social Practice Theory of Learning and Becoming Across Contexts and Time. *Front Learning Research*, 4(4), 30–38. <https://doi.org/10.14786/flr.v4i4.205>
- Porumbescu, G. A. (2018). Assessing the implications of online mass media for citizens' evaluations of government. *Policy Design and Practice*, 1(3), 233–240. <https://doi.org/10.1080/25741292.2018.1507239>
- Pujaastawa, I. B. G., & Ariana, I. N. (2015). *PEDOMAN IDENTIFIKASI POTENSI DAYA TARIK WISATA*. Pustaka Larasan.
- Putra, K. D. C. (2010). Image Restoration Strategy of Bali Tourism Crisis. *Jurnal Komunikasi*, 5(1), 71–88. <https://doi.org/10.20885/komunikasi.vol5.iss1.art7>
- Ranasinghe, R., Damunupola, A., Wijesundara, S., Karunarathna, C., Nawarathna, D., Gamage, S., Ranaweera, A., & Idroos, A. A. (2020). Tourism after Corona: Impacts of Covid 19 Pandemic and Way Forward for Tourism, Hotel and Mice Industry in Sri Lanka. *SSRN Electronic Journal*, January. <https://doi.org/10.2139/ssrn.3587170>
- Reckwitz, A. (2002). *Toward a Theory of Social Practices A Development in Culturalist Theorizing*. 5(2), 243–263.
- Reisigl, M., & Wodak, R. (2009). *Methods of critical discourse analysis: Introducing qualitative methods Chapter 1 Introduction: Discourse Studies-Important Concepts and Terms*. July. <https://www.researchgate.net/publication/277815296>
- Ristvej, J., & Titko, M. (2018). Crisis Management - Theory and Practice. *Crisis Management - Theory and Practice*, 1. <https://doi.org/10.5772/intechopen.71641>
- Ritchie, B. W., Dorrell, H., Miller, D., Miller, G. A., Ritchie, B. W., Dorrell, H., Miller, D., Miller, G. A., & Miller, G. A. (2008). *Crisis Communication and Recovery for the Tourism Industry Crisis Communication and Recovery for the Tourism Industry: Lessons from the 2001 Foot and Mouth Disease Outbreak in the United Kingdom*. 8408. <https://doi.org/10.1300/J073v15n02>
- Robinson, L., & Jarvie, J. K. (2008). Post-disaster community tourism recovery: The tsunami and Arugam Bay, Sri Lanka. *Disasters*, 32(4), 631–645. <https://doi.org/10.1111/j.1467-7717.2008.01058.x>
- Rodríguez-Antón, J. M., & Alonso-Almeida, M. D. M. (2020). COVID-19 impacts and recovery strategies: The case of the hospitality industry in Spain. *Sustainability (Switzerland)*, 12(20), 1–17. <https://doi.org/10.3390/su12208599>
- Rutynskyi, M., & Kushniruk, H. (2020). The impact of quarantine due to COVID-19 pandemic on the tourism industry in Lviv (Ukraine). *Problems and Perspectives in Management*, 18(2), 194–205. [https://doi.org/10.21511/ppm.18\(2\).2020.17](https://doi.org/10.21511/ppm.18(2).2020.17)
- Sahputra, D., Muda, I., Hidayat, T. W., & Waridah. (2020). Model of Crisis Communication Management in the Perspective of Situational Crisis Communication Theory at the Transportation Ministry. *Ikatan Sarjana Komunikasi Indonesia (ISKI)*, 5(1), 10–17.
- Sapriel, C. (2003). Effective crisis management: Tools and best practice for the new millennium. *Journal of Communication Management*, 7(4), 348–355. <https://doi.org/10.1108/13632540310807485>

- Sarnşik, M., Sari, D., Sari, S., & Halis, M. (2011). Tourism sector in order to recovering from the recession: Comparison analyses for Turkey. *Procedia - Social and Behavioral Sciences*, 24, 181–187. <https://doi.org/10.1016/j.sbspro.2011.09.070>
- Schatzki, T., Cetina, K. K., & Von, E. S. (2001). *The Practice Turn in Contemporary Theory* (pp. 1–14). Routledge.
- Schatzki, Theodore. (1997). *Philosophy of the Social Sciences*. <https://doi.org/10.1177/004839319702700301>
- Schlösser, A., Giacomozzi, A. I., Camargo, B. V., da Silva, E. Z. P., & Xavier, M. (2020). Tattooed and non-tattooed women: Motivation, social practices and risk behavior. *Psico-USF*, 25(1), 51–62. <https://doi.org/10.1590/1413-82712020250105>
- Schreier, M. (2012). *Qualitative Content Analysis in Practice*. SAGE Publications Ltd.
- Scott, N., Laws, E., & Prideaux, B. (2007). Tourism crises and marketing recovery strategies. *Journal of Travel and Tourism Marketing*, 23(2–4), 1–13. https://doi.org/10.1300/J073v23n02_01
- Shava, G. N., Hleza, S., Tlou, F., Shonhiwa, S., & Mathonsi, E. (2021). Qualitative Content Analysis, Utility, Usability, and Processes in Educational Research. *International Journal of Research and Innovation in Social Science*, V(VII), 2454–6186. www.rsisinternational.org
- Shin, K. (2010). The discourse of crisis and the crisis of discourse. *Inter-Asia Cultural Studies*, 9373(2000). <https://doi.org/10.1080/1464937002000992>
- Shove, E., Pantzar, M., & Watson, M. (2012). *The dynamics of social practice. 1st ed. Los Angeles*. SAGE.
- Sid, L., Rod, M., Kainzbauer, A., & Hwang, K.-S. (2016). Exploring the perceived value of social practice theories for business-tobusiness marketing managers. *Journal of Organizational Change Management*, 29, 751–768.
- Silva, S. (2020). *Promotion of Senior Tourism for Resilience and Recovery of Post-COVID Sri Lanka Tourism " Doing the Right Things and Doing Things Right ". Promotion of Senior Tourism for Resilience and Recovery of Post-COVID Sri Lanka Tourism " Doing the Right Things and. July*.
- Škare, M., Soriano, D. R., & Porada-Rochoń, M. (2021). Impact of COVID-19 on the travel and tourism industry. *Technological Forecasting and Social Change*, 163(January). <https://doi.org/10.1016/j.techfore.2020.120469>
- Stoddart, M. C. J., & Sodero, S. (2015). From Fisheries Decline to Tourism Destination: Mass Media, Tourism Mobility, and the Newfoundland Coastal Environment. *Mobilities*, 10(3), 445–465. <https://doi.org/10.1080/17450101.2013.860281>
- Strielkowski, W. (2021). *International tourism and COVID-19: post-pandemic recovery strategies International tourism and COVID-19: post-pandemic recovery strategies. March*. <https://doi.org/10.5281/zenodo.4573152>
- Sudarno, A. (2020). *Kawasan Puncak Bogor Diperketat, Kunjungan Wisatawan Dibatasi*. LIPUTAN 6. <https://www.liputan6.com/news/read/4354358/kawasan-puncak-bogor-diperketat-kunjungan-wisatawan-dibatasi>
- Sugihamretha, I. D. G. (2020). Respon Kebijakan: Mitigasi Dampak Wabah Covid-19 Pada Sektor Pariwisata. *Jurnal Perencanaan Pembangunan: The*

- Indonesian Journal of Development Planning*, 4(2), 191–206.
<https://doi.org/10.36574/jpp.v4i2.113>
- Sumathi, Adarsh, Arjun, Deepak, Parthasarathi, & Thayalan. (2018). Tourism Management. *Tourism Management*, April.
<https://doi.org/10.4324/9781315768267>
- Sutianto, F. D. (2015). *detik.com* Jadi Portal Berita yang Paling Digemari Konsumen RI. <https://finance.detik.com/berita-ekonomi-bisnis/d-3031138/detikcom-jadi-portal-berita-yang-paling-digemari-konsumen-ri>
- tribunnews.com. (2021). *Mata Lokal Menjangkau Indonesia*.
<https://m.tribunnews.com/about>
- UNWTO. (2020). *2020: WORST YEAR IN TOURISM HISTORY WITH 1 BILLION FEWER INTERNATIONAL ARRIVALS*.
<https://www.unwto.org/taxonomy/term/347>
- Utami, B. (2021). *Sektor pariwisata indonesia di tengah pandemi covid 19. January*.
- von Scheve, C., Zink, V., & Ismer, S. (2016). The Blame Game: Economic Crisis Responsibility, Discourse and Affective Framings. *Sociology*, 50(4), 635–651.
<https://doi.org/10.1177/0038038514545145>
- Walby, S. (2021). The COVID pandemic and social theory: Social democracy and public health in the crisis. *European Journal of Social Theory*, 24(1), 22–43.
<https://doi.org/10.1177/1368431020970127>
- Wang, Y. (2021). *A Critical Discourse Analysis of News Reports on Covid-19 in People ' s Daily and The New York Times Analisis Wacana Kritis Laporan Berita tentang Covid-19 di People ' s Daily dan The New York Times*. 23(1), 49–62.
- Weingart, P., Engels, A., & Pansegrau, P. (2000). Risks of communication: Discourses on climate change in science, politics, and the mass media. *Public Understanding of Science*, 9(3), 261–283. <https://doi.org/10.1088/0963-6625/9/3/304>
- Wen, J., Kozak, M., Yang, S., & Liu, F. (2020). COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review*, March.
<https://doi.org/10.1108/TR-03-2020-0110>
- Werron, T., & Ringel, L. (2020). Pandemic practices, part one. How to turn “living through the COVID-19 pandemic” into a heuristic tool for sociological theorizing. *Sociologica*, 14(2), 55–72. <https://doi.org/10.6092/issn.1971-8853/11172>
- Wilks, J., & Moore, S. (2004). *Tourism risk management for the Asia Pacific region : an authoritative guide for managing crises and disasters*. 110.
- Woyo, E. (2021). Information and Communication Technologies in Tourism 2021. In *Information and Communication Technologies in Tourism 2021* (Issue January). Springer International Publishing. <https://doi.org/10.1007/978-3-030-65785-7>
- WTTC. (2019). Crisis readiness: Are you prepared and resilient to safeguard your people & destinations? *Global Rescue Report*.
- Yahya, M., Islam, U., Sunan, N., & Yogyakarta, K. (2021). *OPTIMIZING THE VILLAGE-OWNED BUSINESS AGENCIES (BUMDES) TO DEVELOP VILLAGE-BASED HALAL INDUSTRY IN THE NEW ADAPTATION OF COVID-19 OUTBREAK*. March.

- Yeh, S. S. (2020). Tourism recovery strategy against COVID-19 pandemic. *Tourism Recreation Research*, 0(0), 1–7. <https://doi.org/10.1080/02508281.2020.1805933>
- Yu, L., Li, L., & Tang, L. (2017). What can mass media do to control public panic in accidents of hazardous chemical leakage into rivers? A multi-agent-based online opinion dissemination model. *Journal of Cleaner Production*, 143, 1203–1214. <https://doi.org/10.1016/j.jclepro.2016.11.184>