The Implementation of Singkawang City Tourism Political Policy in Facing the Impact of Covid-19

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ABSTRACT

Before the Covid-19 pandemic occurred, Indonesia's tourism development had a strategic meaning when viewed from multiple aspects. However, in March 2020, the condition has now turned around. Tourism is one of the hardest hit by the Covid-19 pandemic, including tourism in Singkawang City, Indonesia. This study aims to analyze the implementation of Singkawang City's tourism political policy in dealing with the impact of Covid-19. The type of research used is descriptive research with a qualitative approach. The researcher collected primary and secondary data through interviews and documentation studies. Data analysis was carried out in systematic stages, starting from presenting the data that had been collected, summarizing, and making conclusions. The researcher found that the tourism policy of Singkawang City in dealing with the impact of Covid-19 was implemented through the Regional Representative Council on the new normal economy; refocusing budget reallocation; the implementation of leading tourism events according to health protocols; implementation of cross-unit coordination and application of managerial interpretation; and operations utilizing information technology, digital platforms, and online applications.

Keywords: Political Policy; Tourism Politics; Covid-19