

THE JOURNAL REPORT

A New Normal Tourism in Borobudur Temple Magelang Central Java

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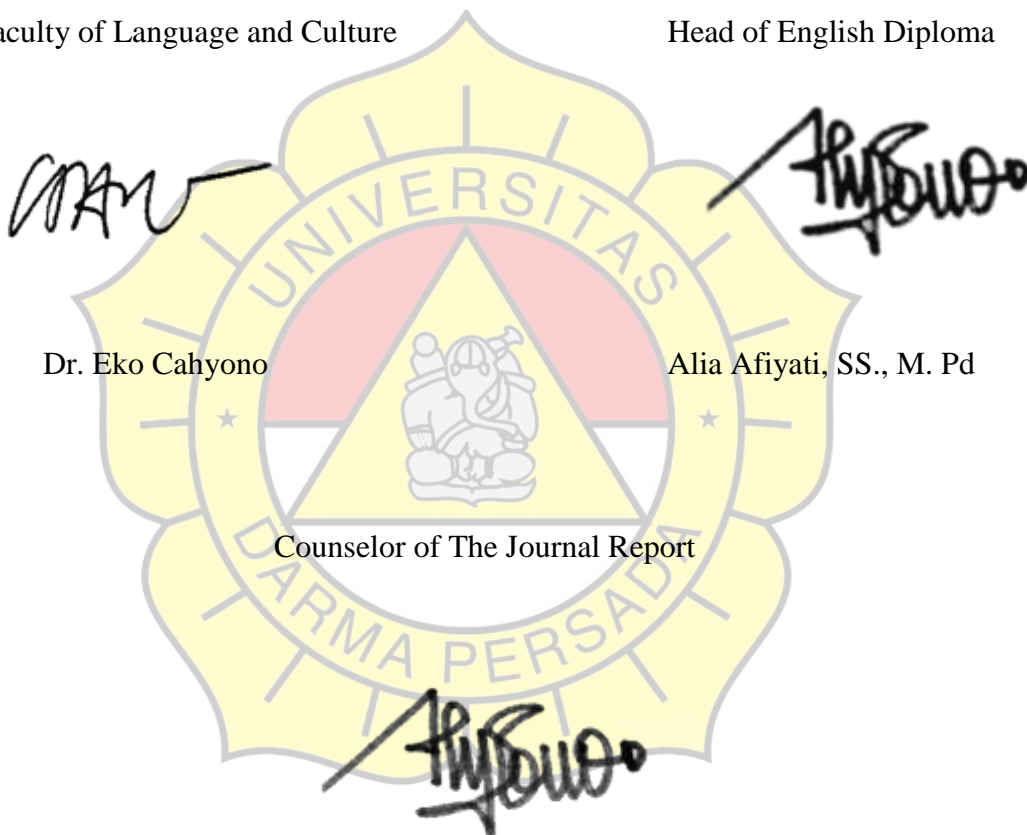
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Writer,
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A NEW NORMAL TOURISM IN BOROBUDUR TEMPLE MAGELANG CENTRAL JAVA

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Abstract

The purpose of this study is to find out the impact and how the Borobudur temple overcomes this new normal . New normal is a change in behavior or habits to continue doing activities as usual but by always implementing health protocols during the COVID-19 pandemic. Tourism welcome a new era, namely the New Normal. PT Taman Wisata Candi (TWC) is preparing to enter the New Normal era, managing tourism in three temples, namely Borobudur, Prambanan, and Ratu Boko temples. This temple tour managed by PT TWC has been closed since March 2020. When it opens, TWC will enter the New Normal, namely by implementing the Covid-19 health protocol. The implementation of health protocols during the new normal period, such as wearing masks, washing hands and keeping a distance, and visitors will be given a sticker immediately after checking their body temperature.

Keyword: New Normal, Health protocols, Taman Wisata Candi (TWC), Covid-19, Pandemic.

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui dampak dan bagaimana candi Borobudur mengatasi new normal ini di masa New Normal ini. New normal adalah perubahan perilaku atau kebiasaan untuk tetap melakukan aktivitas seperti biasa namun dengan selalu menerapkan protokol kesehatan selama pandemi COVID-19. Pariwisata menyambut era baru yaitu New Normal. PT Taman Wisata Candi (TWC) bersiap memasuki era New Normal, mengelola pariwisata di tiga candi, yakni candi Borobudur, Prambanan, dan Ratu Boko. Wisata pura yang dikelola PT TWC ini sudah ditutup sejak Maret 2020. Saat dibuka, TWC akan memasuki New Normal, yaitu dengan menerapkan protokol kesehatan Covid-19. Penerapan protokol kesehatan pada masa new normal seperti memakai masker, cuci tangan dan menjaga jarak, serta pengunjung akan langsung diberikan stiker setelah dilakukan pengecekan suhu tubuh.

Kata kunci: *New Normal, Protokol kesehatan, Taman Wisata Candi(TWC), Covid-19, Pandemi.*

INTRODUCTION

New normal tourism more or less means conditions in which the tourism sector implements a new order to adapt to Covid-19. There are three stages of tourism preparation in entering the new normal era, namely making SOPs in various fields (such as destinations, hotels, and restaurants), simulations, and finally in the form of socialization and trials which will later be implemented in ready areas. The implementation is through advertisements that are displayed repeatedly, including on tourist destinations/recreational places, shopping centers, and culinary delights.

The Ministry of Tourism and Creative Economy issued a Cleanliness, Health, and Safety (CHS) program which is a guideline for tourism actors to provide a sense of security and comfort to tourists. Several factors that must be considered by tourism actors are the cleaning of spaces and public goods with disinfectants, as well as the availability of handwashing, soap, and clean trash cans. (<https://skota.id/inilah-perubahan-tren-wisata-saat-new-normal/>)

There are three main appeals during the Covid-19 pandemic, namely diligently washing hands, wearing masks, and applying social distancing that is adjusted and collaborated with the place and interests of each party. These include the use of touchless technology on parking buttons and elevators, checking body temperature, appeals for non-cash transactions (via debit, credit cards, and electronic money), limiting area capacity, availability of hand sanitizers, and handwashing stations, maintaining distance. in each area, and ensure the cleanliness of facilities and products.

We must carry out protocols according to government recommendations to help reduce the spread of Covid-19 with special health protocols for the tourism and creative economy sectors, becoming a new way for the tourism industry to open tourist attractions in many areas. In terms of accommodation, tourist preferences will change from initially looking for accommodation that offers promo/budget hotel prices to hotels that prioritize the cleanliness aspect. In transportation, direct flights or a maximum of one transit will be the main preferences of tourists.

Visitors to Borobudur Temple in 2020 experienced a very drastic decline, from 4,039,000 to 996,000, with Covid-19, Borobudur Temple visitors only received 4,000 visitors a day. With the Covid-19, Borobudur Temple started a new normal which changed new habits by implementing health protocols, and before buying a ticket, you had to check the temperature first, enter the disinfectant booth, and give Borobudur Temple visitors a sticker according to the visitor's body temperature.

THEORETICAL FRAMEWORK

1. New normal

New normal is a change in behavior or habits to continue to carry out activities as usual but by always implementing health protocols during the COVID-19 pandemic. This government appeal recommends that we can live "side by side" with a virus that has claimed hundreds of thousands of lives around the world. (<https://www.alodokter.com/ini-panduan-menjalani-new-normal-saat-pandemi-corona>)

Head of the Expert Team for the Task Force for the Acceleration of Covid-19 Handling Wiku Adisasmita, the new normal is a change in behavior to continue to carry out normal activities but with the addition of implementing health protocols to prevent transmission of Covid-19, the main principle of the new normal itself is being able to adapt to lifestyle adapt to activities, and work, and reduce physical contact with others, and avoid crowds, as well as work, school from home.

2. Tourism

Tourism can be viewed from various points of view where there is no uniformity of point of view. One of them is that proposed by E. Guyer Freuler in Yoeti (1996: 115), which states: Tourism in the modern sense is a phenomenon of the present era which is based on the need for health and change of air, conscious assessment and growth (love). to the beauty of nature and in particular due to the increasing association of various nations and classes of human society as a result of the development of commerce, industry, trade, and the improvement of means of transportation.

Tourism is a trip that is carried out for a while which is carried out from one place to another, with the intention not to do business or to earn a living in the place visited, but solely to enjoy the trip for sightseeing and recreation or to fulfill various desires. (Yoeti, 1996: 118).

The Ministry of Tourism and Creative Economy issued a Cleanliness, Health, and Safety (CHS) program which is a guideline for tourism actors to provide a sense of security and comfort to tourists. Several factors that must be considered by tourism actors are the cleaning of spaces and public goods with disinfectants,

as well as the availability of handwashing, soap, and clean trash cans. (<https://skota.id/inilah-perubahan-tren-wisata-saat-new-normal/>)

RESEARCH METHOD

This methodology section explains scientifically the qualitative methodology to obtain data, to be able to describe, prove, develop and discover knowledge, theories, understand, solve, and anticipate problems in human life (Sugiyono: 2012). In this study, I used a qualitative methodology, namely by collecting data from various sources such as online news. The methodology section of the research paper answers the main question: how did you get the data? and how do you analyze this research?.

In this methodology, I use a qualitative methodology, namely by getting data by viewing online news, and I analyze this research by collecting from several online news, I summarize then I input my ideas and describe the data obtained from several sources. Data collection in this research is very helpful to control activities or stages of activities and to make it easier to know the progress of the research process. This research method describes a research design that includes procedures or steps to be carried out, research time, data sources, and in what way the data is obtained and processed/analyzed. Nazir (2014) says research is an activity that aims to investigate a situation, reason, and consequences of a certain set of circumstances, both a phenomenon and a variable.

This means that certain uses sought in research methods are activities of systematic investigation of something scientifically. Nazir (2014, p. 26) also states that the scientific research method can be said as a search for truth that is governed by logical considerations so that sufficient data as concrete evidence can be seen, observed by everyone.

RESULT AND DISCUSSION

New normal is a change in behavior or habits to continue to carry out activities as usual but by always implementing health protocols during the COVID-19 pandemic. PT Taman Wisata Candi (TWC) Borobudur, Prambanan and Ratu Boko (Persero), implemented the New Normal standard in the Taman Wisata Candi area. For this reason, visitors in the Temple area carry out the requirements and apply health protocols. In this section, I explain the history of Borobudur, the impact of Covid-19

on Borobudur Temple, data on visitors to the Borobudur Temple for 2018-2020, and how the Borobudur Temple handles visitors during the new normal.

1. The History of Borobudur Temple

Borobudur Temple is one of the largest Buddhist temples in Indonesia, located in Magelang, Central Java province. Borobudur Temple itself is located approximately 40 km northwest of the city of Yogyakarta. If you travel by public transportation, cars, and motorbikes, it only takes about a 1-hour drive from the city of Jogja. Borobudur Temple was built during the Mahayana Buddhist period to be precise around the year 750-800 AD.

Borobudur Temple has been included in the 7 wonders of the world, apart from being the largest temple, Borobudur Temple is the oldest Buddhist temple because it was built long before the Angkor Wat Temple in Cambodia which was still newly built in the mid-12th century by King Suryavarman II.

According to historical records, the initial construction of the Borobudur Temple occurred in the 8th and 9th centuries around 800 AD during the reign of the Syailendra dynasty. The construction of Borobudur is predicted to take tens to hundreds of years to be completely completed during the reign of King Samaratunga in 825.

Although it was completed, there is no historical record that explains who the person who built the Borobudur Temple was. The reason is, at that time Hinduism and Buddhism developed simultaneously on the island of Java. The Syailendra dynasty was recorded as a follower of Mahayana Buddhism while around Borobudur there were also Shiva Hindu followers.

Several archaeologists suspect that the construction of Borobudur Temple underwent four renovations. Initially, construction began by leveling the plains around the temple and compacting the soil with stones to form a pyramid structure. The structure was later changed due to the addition of square and circular steps. Then, Borobudur underwent the final changes to the circular steps and the size of the foundation was widened.

The splendor of Borobudur had disappeared for centuries because it was buried under a layer of soil and volcanic ash which was then overgrown with trees and shrubs to resemble a hill. It is not known exactly why Borobudur was abandoned by its inhabitants at that time. The theory of history leads to the eruption

of Mount Merapi and the conversion of the population's beliefs from Buddhism to Islam.



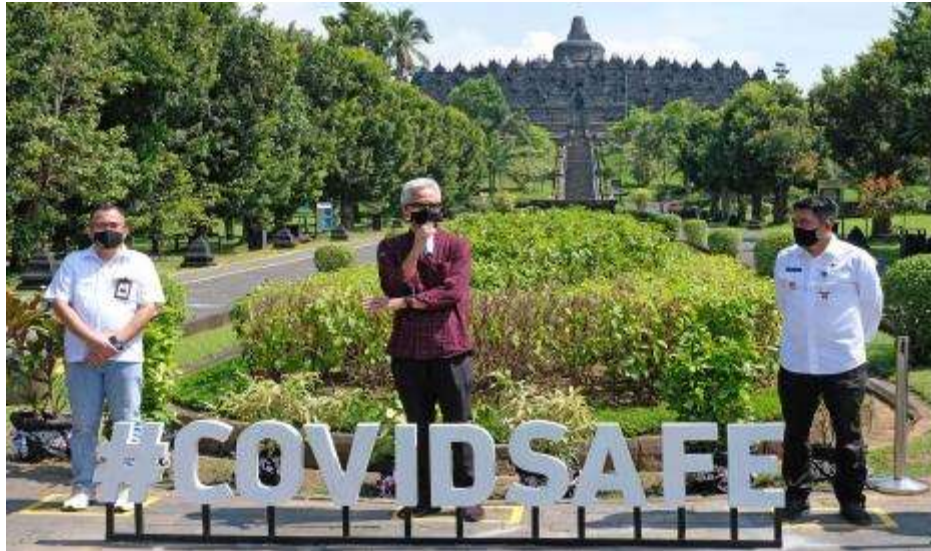
Picture 1. The State of the Borobudur Temple in Antiquity

The return of the fame of Borobudur Temple occurred during the time of Thomas Stamford Raffles when he served as Governor-General on the island of Java in 1811. The rediscovery occurred when Raffles heard that there was a large building hidden deep in the forest near the village of Bumisegoro. Raffles then sent a Dutch engineer named Christian Cornelius to examine it. The news of the rediscovery of Borobudur was also a disaster for the destruction in many places. Until the late 1960s, the Indonesian government asked UNESCO for help to overcome the problems at Borobudur Temple. In the history of Borobudur Temple, its renovation took a long time and a huge expense until it was designated as a World Heritage Site by UNESCO in 1991. (<https://moondoggiesmusic.com/sejarah-candi-borobudur/#gsc.tab=0>)



Picture 2. The Current State of The Borobudur Temple Before Covid-19

Before the Covid-19 outbreak, the Borobudur Temple was never empty of visitors, as at this time it is usually the holiday season, most people vacation somewhere including the Borobudur Temple which is always visited during the holiday season.



Picture 3. The Current State of The Borobudur Temple

The current state of Borobudur Temple only accepts 4,000 visitors a day, and if you want to go up the Borobudur Temple court you must enter with a guide a maximum capacity of 70 people.

2. Impact of Borobudur Temple on Covid-19

The number of tourists to Borobudur Temple in Magelang Regency, Central Java, was even reported to have fallen sharply due to the Covid-19 pandemic. In 2020, tourist visits to Borobudur Temple experienced a drastic decline of up to 77.3 percent compared to 2019. General Manager (GM) of Borobudur Temple Tourism Park I Gusti Putu Ngurah Sedana said the number of visitors in 2019 reached 4.39 million people while in 2020 only 996,000 were visited. person.

Putu Ngurah Sedana said that of the 996,000 visitors, 31,000 of them were foreign tourists while the rest were Indonesian tourists. Putu Ngurah Sedana said that due to the COVID-19 pandemic, the Borobudur Temple Tourism Park was closed for about four months. At the beginning of the reopening on June 25, 2020, there was a gradual increase in the quota given and until now the quota given was 4,000 visitors per day.

3. Visitor Data of Borobudur Temple in 2018-2020

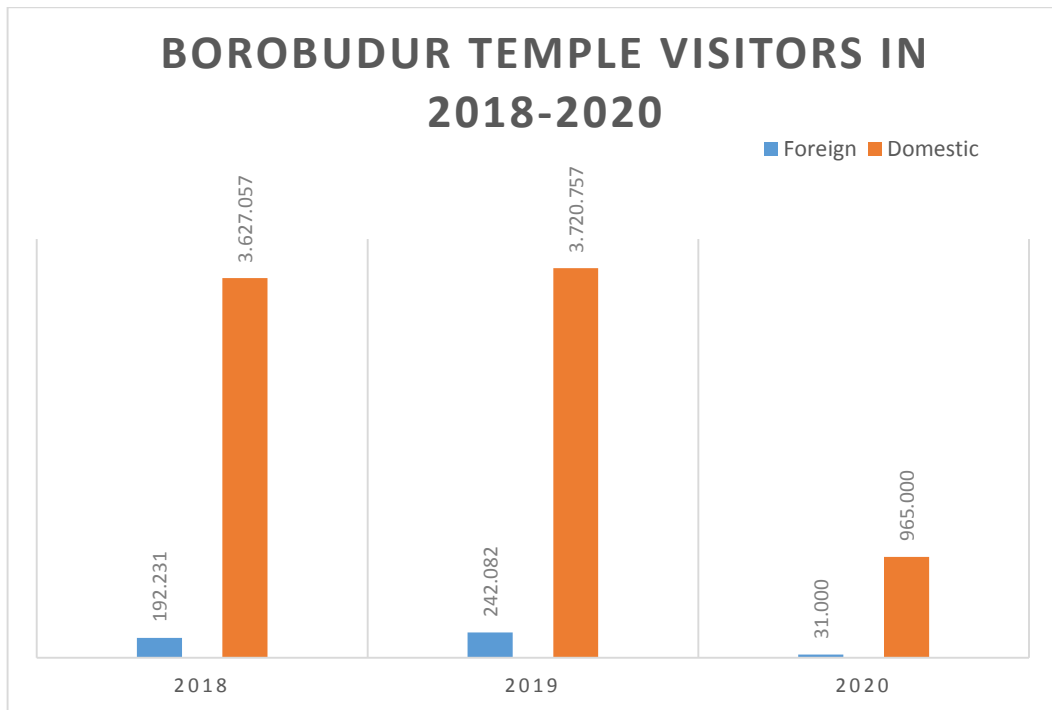


Chart 1. Visitors Borobudur Temple in 2018-2020

Source: (magelangkab.bps.go.id)

The graph above provides information about visitors to Borobudur Temple in 2018-2020, the most visitors, namely in 2019, domestic visitors were 3,720,757 people while foreign visitors were 242,082 people. While visitors in 2020 decreased due to covid-19, domestic visitors were 965,000 people while foreign visitors were 31,000 people.

4. Borobudur Temple's Efforts to Overcome Visitors During New Normal

According to the Minister of Tourism and Creative Economy, Sandiagra Salahuddin Uno explained, the development of the tourism and creative economy sectors at Borobudur will be carried out in three strategic pillars, namely innovation, adaptation, and collaboration. Innovation by utilizing technology needs to be done to be able to map the business potential of the tourism sector and the creative economy. With innovation, business actors can not only survive but also capture business opportunities.

Meanwhile, adaptation, namely in the current pandemic situation, must be able to prioritize health and safety in every tourism destination and tourism activity, including in every line of the creative economy by implementing strict

health protocols. Next is collaboration, namely collaborating with various stakeholders in the tourism sector and the creative economy.

PT Taman Wisata Candi (TWC) Borobudur, Prambanan and Ratu Boko (Persero), implemented the New Normal standard in the Taman Wisata Candi area. For this reason, visitors in the temple area carry out the requirements and apply health protocols. The implementation of the health protocol begins when the visitor's car arrives at the parking lot, then the visitor gets off at the yellow sign that says drop off. After disembarking, visitors are told by the guide to keep their distance, not bring food from outside, and wear masks.



Picture 4. Disinfectant Booth in Borobudur Temple

Then, visitors enter the hand washing area, continue to enter the disinfectant booth and continue to walk towards the counter location. Before arriving at the location to buy tickets, visitors will have their body temperature checked. Visitors with temperatures below 37.5 are given a green sticker, then visitors above 37.5 to 37.8 are given a yellow sticker. Visitors whose temperature is above 37.8 and above are given a red question, then told to enter through a separate door.

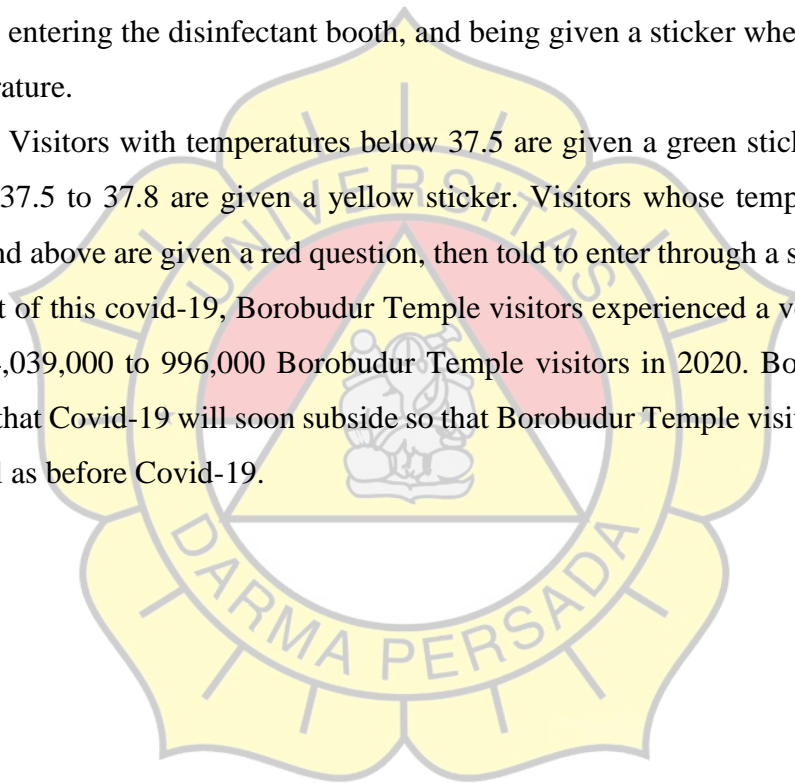
Entering the entrance on the ticket is also set a bit far away and there are separate signs. Then throughout the Borobudur Temple area, including buying a ticket to ride a Tayo or a seat, there are signboards. While visitors who walk, later on, the path of visitors will find a writing stop. This is to keep the distance from the

group in front of him. Then to go up at Borobudur Temple, each time you go up a maximum of 70 people accompanied by a guide.

CONCLUSION

This study concludes that the new normal is a change in behavior or habits to continue to carry out activities as usual but by always implementing health protocols during the COVID-19 pandemic. Tourism during the new normal as it is now a priority on the CHSE health protocol (Cleanliness, Health, Safety, and Environmental Sustainability) before traveling. The New Normal is carried out by the Borobudur Temple by carrying out health protocols, namely washing hands with soap, wearing masks, entering the disinfectant booth, and being given a sticker when checking body temperature.

Visitors with temperatures below 37.5 are given a green sticker, then visitors above 37.5 to 37.8 are given a yellow sticker. Visitors whose temperature is above 37.8 and above are given a red question, then told to enter through a separate door. As a result of this covid-19, Borobudur Temple visitors experienced a very large decline from 4,039,000 to 996,000 Borobudur Temple visitors in 2020. Borobudur Temple hopes that Covid-19 will soon subside so that Borobudur Temple visitors can return to normal as before Covid-19.



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