

THE JOURNAL REPORT
ANALYSIS THE IMPACT OF PANDEMIC ON GEDONG SONGO TEMPLE TOURISM

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ANALYSIS THE IMPACT OF PANDEMIC ON GEDONG SONGO TEMPLE TOURISM

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ABSTRAK

Sektor pariwisata adalah salah satu sektor penyumbang bagi pendapatan daerah. Sejak COVID -19 melanda anggaran dari sektor pariwisata merosot cukup tajam. Hal ini dilakukan sebagai antisipasi penyebaran COVID-19 yang semakin meluas. Candi Gedong Songo yang terletak di Kecamatan Bandungan, Kabupaten Semarang juga merasakan dampak dari COVID-19 dan dilakukannya penutupan sementara oleh pemerintah daerah, Semenjak pandemi melanda dunia, pengunjung dari mancanegara pun mengalami penurunan yang cukup tajam. Berbagai upaya dari pengelola objek wisata gedong songo ketika pembukaan new normal dilakukan demi meningkatkan jumlah pengunjung, antara lain : pengecekan suhu tubuh, menyediakan tempat cuci tangan, diharuskan menggunakan masker, spanduk spanduk pengingat protokol Kesehatan.

Kata kunci : COVID-19, Dampak, new normal, Gedong Songo, pandemi

ABSTRACT

The tourism sector is one sector that contributes to regional income. Since COVID-19 hit, the budget for the tourism sector has fallen quite sharply. This is done in anticipation of the increasingly widespread spread of COVID-19. Gedong Songo Temple, located in Bandungan District, Semarang Regency, has also felt the impact of COVID-19 and the local government has temporarily closed it. Since the pandemic hit

the world, visitors from abroad have experienced a sharp decline. Various efforts from the manager of the Gedong Songo tourist attraction during the opening of the new normal were carried out to increase the number of visitors, including: checking body temperature, providing a place for washing hands, being required to wear masks, banners reminding Health protocols.

Keywords: COVID-19, Impact, new normal, Gedong Songo, pandemic



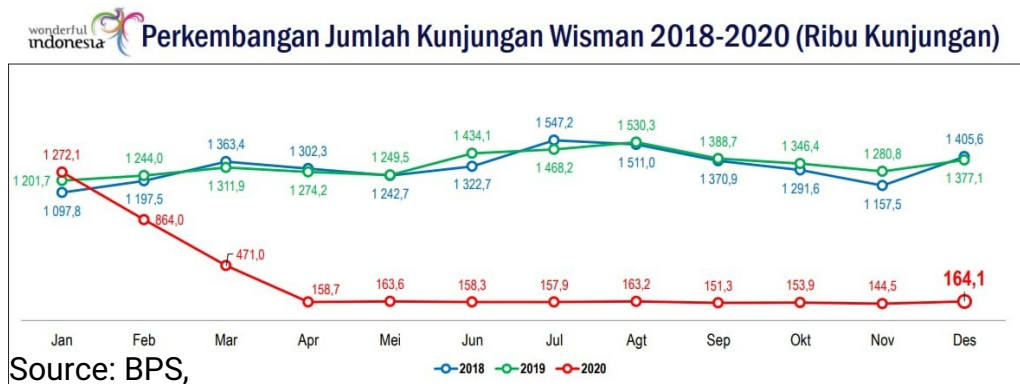
INTRODUCTION

Indonesia is one of the largest island nations in the world, Indonesia also has lots of natural resources, art and culture, and customs. Indonesia consists of several provinces and each regional province consists of several city districts. Economic growth in Indonesia is currently supported by a superior sector that plays a role in the development of the economy, one of which is in the tourism sector. Tourism has evolved into one of the largest industries in the world, recognized by the development of tourist attractions and the increasing number of tourist visits and revenues obtained from international tourists. The tourism sector has grown to one of the largest industries for economic growth in Indonesia. Through the "Wonderful Indonesia" or "Pesona Indonesia" branding, it is expected the tourism development will continue to increase the visit of foreign tourists or even local tourists to visit tourism objects owned by Indonesia, so that tourism in Indonesia can potentially be a contributor to the country's foreign exchange Indonesia and can contribute to economic growth and welfare of the community.

But because of the Covid-19 pandemic, there have been many losses. For example, the drastically decreasing number of tourists coming to Indonesia, which also drastically reduces the revenue budget from the tourism sector. According to BPS Data (2021), there was a significant decrease from both local and foreign tourists. The total of foreign tourists visiting Indonesia in 2020 was 4.02 million visits. Compared to 2019, the number of foreign tourists decreased by 75.03 percent. Based on their nationality, there are 5 countries that visited Indonesia the most in 2020, which are East Timor, Malaysia, Singapore, Australia, and China. Most of those countries are our neighboring countries, except for China.



Tabel 1. Statistic on the growth of foreign tourists



Tabel 2. Graphics of countries that visit Indonesia the most



Source: Data Processing BPS, 2021

Meanwhile, the Deputy of Destination Development and Infrastructure The Ministry of Tourism and Creative Economy of the Republic in Indonesia explained on the travel.detik.com page that the number of tourists decreased by 61 percent when compared to the previous year. The significant decrease in tourist numbers greatly influenced the economic conditions because tourism plays an important role in improving income, foreign exchange, and employment. Pandemic threatens 13 million workers in the tourism sector and 32.5 million workers who are indirectly related to the tourism sector. (BPS, 2020)

The country's foreign exchange receipts from the tourism sector also greatly decreased. According to the Minister of Tourism and Creative Economy, Sandiaga Uno, in the republika.co.id, the projected foreign exchange receipts from tourism in 2020 is between 4-7 billion U.S. dollars. Before the pandemic, tourism foreign exchange receipts in 2020 were



targeted to reach 19-21 billion US dollars. Compared to 2019, the decreasing number is quite significant, since in a year before, the foreign exchange receipts of tourism were 20 billion U.S. dollars.

The Beginning of the COVID-19 Pandemic in Indonesia, first confirmed COVID-19 Cases in Indonesia is in early March 2020 (Ihsannudin, 2020 in National Compass). Since then this pandemic has quickly spread throughout regions in Indonesia. COVID-19 is an infectious disease caused by a type of coronavirus first discovered in Wuhan, China, in December 2019 (WHO). Now, this virus has become a pandemic that happens in many countries around the world. The spread of Covid-19 has a significant impact, not only in economic and transportation activities, but also in the tourism industry. As of February 3rd of 2021, total confirmed cases of Covid-19 in Indonesia is 1.111.671. (Google News, 2021).

With this pandemic happening, it caused a significant decrease in the number of tourists both local and foreign. This certainly caused the tourism industry to suffer big losses due to the closing of access for foreign tourists and the policy itself. The policy of closing places for tourists is carried out to minimize the presence of new clusters where Covid-19 spreads. But after the new normal policy, tourist attractions are finally open again but also with some health protocols conditions.

Gedong Songo Temple located in Bandungan, Regency Semarang is also feeling the impact of Covid-19. Since the pandemic hit the world, visitors who come to Gedong Songo Temple have decreased which makes the micro/small business and also the horse-rental business around Songo Temple is gaining losses. Various efforts have been made by the Manager or Maintainer of Songo Temple so that tourists can still travel according to government-established health protocols. These efforts include: body temperature checking, wearing a mask, keeping distance, and washing hands.



THEORETICAL FRAMEWORK

Coronavirus is a large family of viruses that cause disease in humans and animals. In humans it usually causes infectious diseases of the ducts from the common cold to serious illnesses such as the Middle East Respiratory Severe Acute Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). New type of coronavirus found in humans since the extraordinary incident appeared in Wuhan China, in December 2019, then named Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-COV2), and causes disease Coronavirus Disease-2019 (COVID-19).

The first case of COVID-19 in Indonesia, is when a Japanese person came to Indonesia and met two people, who are a mother and a daughter around the age of 64 years and 31 years. The handling of the first case of Wuhan Coronavirus not only focuses on both of them.

Various economic activities ranging from the tourism sector to trade are forced to close its business and house its employees. This also supports government regulations to implement social distancing. This way of course directly impacts the nation's economy, as there will be many reduction of work activities outside the home.

For example, various shopping centers decide to temporarily stop their operations, and it automatically decreases their revenue. A number of hotels in tourist areas such as Bali, Jakarta, and Yogyakarta Surabaya are also closed. Dismissal of employees or layoff (Pemutusan Hubungan Kerja/PHK) is an effective step for companies to reduce the company's growing losses (Syaharuddin, 2020). This was done to minimize the chain of spread of the Covid-19 outbreaks. Whereas economic activity is one form of human effort in the context of fulfilling needs. Because human existence is inseparable from nature to survive and maintain their life. Often, the welfare of people is measured by the standards of satisfaction in economics that can be achieved through economic activities contained in the production, distribution, and consumption.

Economic activities that are generally involved by the community including agriculture, non-agriculture, trades, and services (Gunawan, 2014 in Abbas, et al



2020). Consumption activities have the purpose of meeting the needs of life including to meet



physical and spiritual needs are forced to stop. (Dini Yuniarti, Bambang Subiyakto, and Muhammad Adhitya Hidayat Putra,2020)

The history of Gedong Songo Temple began to be incorporated into Indonesia in 1740 which was discovered by Sir Thomas Stamford Raffles. At that time Raffles found 7 buildings in the form of temples. So, this temple used to be named 'Gedong Pitu Temple'. The word 'Gedong' is Javanese from 'Bangunan' or 'Candi' and the word 'Pitu' comes from the Javanese language of 'Tujuh'.

Domestic and foreign visitors will not be out of sight at the Gedong Songo Temple. Because Gedong Songo Temple is famous for its history which is deliberately presented as a tourist attraction in Bandungan and also as a package with Ambarawa and Bandungan.

Bandungan is one of the tourism objects that show the mountains with a natural view of the mountains in the city of Ambarawa. Facilities and accommodation on this tourist attraction is also fairly complete in the form of lodging to the native scenery there. Travelers who want to visit The location of Gedong Songo Temple from Bandungan can use horses or andong to get to the location. Because the road to be passed is a steep road and has many turns, so it is quite tiring also if using a motorcycle.

In a pandemic situation like this, Gedong Songo is also affected. The closing of places by the Central Java government also made some of the sellers and business owners around Gedong Songo scream. There are lots of complains coming from te sellers when Mr. Ganjar visited Gedong Songo. While Covid-19 pandemic is still happening, some places need to be closed in order to minimize the risk of Covid-19 spreads. The sellers and business owners' activities are also forced to be stopped. That's what makes the people that rely their lives on the tourism industry really affected.

Therefore, it was reported from the republika.co.id that the Governor of Central Java, Ganjar Pranowo really wants the tourism object of Gedong Songo Temple to be back open again. So, the governor of central Java is eager to hold a new normal simulation in the area of Gedong Songo tourism object and of course with the health protocols that can be done well by the entrepreneurs and managers. The simulation is also a preparation to ensure that the manager and maintainer of



Candi Gedong Songo is able to do the new system before the signature tourist attraction of Semarang is already open for tourists. Hopefully, if the tour in



the Gedong Songo Temple has reopened, then the other tourism objects in the District Bandungan can also soon follow and be allowed to reopen with the conditions of strict health protocols.

RESEARCH METHODS

The method used is descriptive quantitative by using data primary and secondary. Primary data is used to know related variables impacts on a micro scale and secondary data are used to describe the impact of microscale. Data collection techniques performed are taking from information about the impact during covid-19 from Gedong Songo tourism. Especially when it comes to the economy and tourism development in the village. After having some information, the data is then analyzed to obtain conclusions, describe the number of tourist visits, analyze and describe the state of gedong songo tourism, and give an overview of some of the actual situation that occurs there and analyzed descriptively. How to analyze data is as follows: (Content Analysis), analyze more deeply related information the impact of Gedong Songo tourism from the covid-19 pandemic and researchers will reveal background, time, aspects of the tour.

RESULTS AND DISCUSSION

Corona virus causes common cold until more severe disease such as Middle East Respiratory Syndrome (MERS-CoV) and Acute Respiratory Syndrome (SARS-CoV). With the passage of time, the spread of Covid-19 is very fast and has significant improvement. As of August 18, 2020, there have been 143,043 cases of Covid positive patients in Indonesia. With the pandemic happening, this has greatly influenced various sectors of the world including Indonesia such as the tourism sector that is greatly harmed by this, claiming that the virus Covid19 restricts each individual from leaving the home and there are various policies issued by the government as well as lockdowns and Large Scale Social Restrictions (PSBB) that affects the flow of movement of goods and people. The policy is increasingly detrimental to activists in the field of tourism but it is also a form of government efforts in reducing the spread of the virus Covid-19. Gedong Songo is a well-known tourist attraction located in Dusun Darum, Temple Village, Bandungan District, Semarang Regency, Central Java. This temple complex was built in the 9th century AD. Gedong Songo comes from the language



Java, "Gedong" means house or building, "Songo" means nine. So, the meaning of the word Gedong Songo is a nine (group) building.

Gedong Songo attractions are not much different from other attractions in Indonesia, which is deeply injured by this pandemic, after the government imposed PSBB, Gedong Songo tourist attraction also immediately closed the attraction in early March. With the closing of tourist attractions, there has been a decrease in tourist visitors which also makes the decrease in revenue from objects tourists also have an impact on the income of our citizens who sell keepsake accessories or shops and food stalls. Pre-existing conditions the presence of the Covid-19 virus provides many benefits for the citizens and also raised the name of the city of Semarang itself which is famous for its various tourist destinations. All activities are stopped but there is still a manager who always takes turns guarding every day at the attraction, given the need for maintenance that must still be carried out such as cleaning the area or just keeping an eye on the because there are stalls owned by residents. Before the Covid-19 pandemic, the number of visitors who come to the attraction can be up to 700,000 people within a year (already include both foreign and local tourists) can certainly be calculated how much losses are borne by the management of the entrance ticket revenue alone not to mention the losses from merchants who are always sold by visitors.



Figure 1 Picture of Gedong Songo's visitors before pandemic (Source: Google Photos)

a. The state of gedong songo tourist visitor queue

In early April, where the new normal was held due to decreased Corona cases, it did not make the tourists flock to gedong songo tourist attractions. When you first arrived at the location of gedong songo temple, the parking lot at the end was very quiet, although there are some visitors who come



Figure 2 Picture of Gedong Songo's parking lot

b. The conditions of visitors in the tourist attraction

In early April to July, the Indonesian government began to loosen policies regarding the Covid-19 pandemic by implementing the New Normal system or Adaptation of New Habits (AKB), of course this is good news for the tourism sector in Indonesian. The management of Gedong Songo tourist attraction still tries to pay attention standards set by the government, by innovating to Sikembang tourist attraction has high health standards, there are various protocols that have been implemented such as checking the body temperature of each visitor who enter, require visitors to wear masks, provide laundry in predetermined points.



Figure 3 Picture's of Gedong Songo in the middle of pandemic

c. The customer's body temperature checking



Figure 4 A customer's body temperature is being checked before entering the Gedong Songo Temple

d. Required to use masks area



Figure 5 Photo's New normal rules and regulations posters in Gedong Songo Temple's entrance

e. Sink to wash hands

Gedong Songo tourist attraction is actually pretty good in implementing health protocols, for example, a sink to wash hands that is already available. However, it does not provide hand soap for visitors.



Figure 6 Photo of sink to wash hands in Gedong Songo

CONCLUSIONS

The manager of Gedong Songo tourism object, in Semarang, East Java, has been trying to adjust in accordance with the provisions provided by the central government, namely the application of health protocols for the sake of increasing the number of visitors. However, in some handwashing spots that are in the attraction Gedong Songo there is no handwashing soap which is a mandatory thing in the new normal rule of washing hands with soap until clean. At the beginning of the pandemic, Gedong Songo tourist attraction was temporarily closed due to the pandemic situation in east Java. But, When the new normal, even the state of visitors who come to the tourist attraction Gedong Songo was not too much compared to before the pandemic.



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