

Post-Pandemic Society: Case Study of Gunungkidul Regency in Digital Tourism Transformation

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Post-Pandemic Society: Case Study of Gunungkidul Regency in Digital Tourism Transformation

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ABSTRACT

This study aims to determine the government's role and the digitalization process in the Gunungkidul tourism sector and its impact on the surrounding community after the COVID-19 pandemic. Using a qualitative research method with case study approach, data is collected through literature studies of relevant articles, documents, and scientific works to then carry out an in-depth interpretation analysis. The results of the study show that the Gunungkidul government's digitization program which consists of the #IniGunungKidul - The Ultimate Hidden Gem campaign, the regional digitalization acceleration program through a digital economic ecosystem, and training for business actors has achieved excellent success. Throughout 2022, there has been an increasing trend of Gunungkidul tourists and in the same year, the poverty rate for the Gunungkidul has decreased by 2% compared to the previous year. It can be concluded that the government's consistency in implementing digitization of tourism can restore the Gunungkidul economy and at the same time creating a new, technologically literate post-pandemic society.

KEYWORDS

post-pandemic society; digital tourism; gunungkidul.

INTRODUCTION

¹³
Gunungkidul Regency, with the capital Wonosari, is one of the regencies located in the Special Region of Yogyakarta, Indonesia. Situated in the southeastern part of the Special Region, Gunungkidul covers 1,485.36 km², or approximately 46.63% of the total territory of Yogyakarta. Tropical weather and karst hills dominate the landscape of the Gunungkidul Regency, notably in its southern area. As a region of karst hills, Gunungkidul is endowed with a multitude of natural resources, including numerous natural caves and underground rivers that flow from upstream to downstream (Pemerintah Kabupaten Gunungkidul, n.d.). To encourage the growth and development of Gunungkidul Regency, the local administration developed the regency's topographical potential as a tourism destination. Gunungkidul is home to a variety of tourist attractions, such as waterfalls, caverns, tourist settlements, mountains, beaches, and handicrafts. Indrayanti Beach, Nglanggeran Ancient Volcano, Pindul Cave, and Sri Gethuk Waterfall are the most popular tourist attractions in Gunungkidul. Given the natural beauty of Gunungkidul, many visitors find themselves drawn to the region's diverse tourism attractions (Badan Pusat Statistik Kabupaten Gunungkidul, 2023b). However, when COVID-19 spread throughout Indonesia,

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