

Research Article

Social Resilience Strategies Through Community-Based Tourism In The Era Of New Habits Adaptation

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Abstract.

Indonesia is one of many nations whose economies have been crippled by the COVID-19 outbreak. The reduction in per capita income, which has an effect on the community's social resilience, is directly impacted by COVID-19. Through community-based tourism, this study intends to identify the social resilience strategy in Banyumas District, Banyumas Regency, in the age of habit adaption. In-depth interviews, documentation, and observation are the three methods of data collection using qualitative approaches. The study's findings suggest that the COVID-19 pandemic is to blame for a region's declining socioeconomic resilience, particularly for the welfare of those who depend on the tourism industry. The Banyumas District government's "Peken Banyumasan" community-based tourism initiative is employed as a tactic to sustain socioeconomic resilience in Banyumas District, Banyumas Regency. Community-based tourism has not yet completely realized its potential. This is a result of Ketenger Village's lack of community involvement and the Regional Government's dominance as the event organizer and planner.

Keywords: covid-19, community-based tourism, social resilience

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Published 24 February 2023

Publishing services provided by
Knowledge E

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Selection and Peer-review under the responsibility of the 2nd ICPSH 2022 Conference Committee.

1. Introduction

The COVID-19 pandemic has caused a number of major issues, including crises and recessions in numerous nations around the world as well as economic growth that has been hampered [1, 2]. Food security is one of the key areas affected by the COVID-19 pandemic, and it is still a topic of extensive academic study for many scholars and practitioner discussion in public discourse [3]. From the manufacturing process to the consumption process, the COVID-19 epidemic has nearly entirely altered the hierarchy of food security [4]. Given the urgency of food as the most fundamental need that must be satisfied in addition to clothes and housing, problems with food should be prioritized on the public agenda.

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The tourism industry is among the factors affecting food security and the economy more broadly that are most impacted by the COVID-19 epidemic. A complicated socio-economic system, tourism has many interconnected and visibly exhibited parts [5, 6, 7, 8, 9, 10, 11, 12]. Due to the tourism industry's inability to adjust to the new scenario, which forced them to close, the COVID-19 pandemic led to a decline in national income that directly impacted the number of employment available [13, 14, 15].

The growth and advancement of tourism has a direct impact on the economic development of a community that owns resources [16]. The local community is meant by the term "community" in the tourism component. Due to their distinctiveness, local communities' diverse ethnic cultures and social activities present chances that can be leveraged to draw tourists. Local communities are crucial to the tourism industry because they preserve local culture and customs while also boosting the economy [17].

One of the provinces in Indonesia that has seen a decrease in tourists during the COVID-19 outbreak is Central Java. The number of tourists visiting Central Java fell by 24 percent in 2021 from 960,460 in 2020 to 722,572 in 2021. Banyumas Regency in the Central Java Province is one of the regions that saw a decline in tourist traffic. One of the regencies with a variety of tourism is Banyumas, which offers both nature tourism and religious tourism as well as educational tourism in the form of museums. The Banyumas Regency DPMPTSP, Banyumas District Government, and IT Telkom Purwokerto work together to host community-based tourist events known as "Peken Banyumasan" in order to maintain the culture that is present in the regency. Every two weeks on Saturday, the occasion takes place. The Banyumasan Peken event included not only a variety of Banyumasan cultural performances but also a variety of food vendors, handicrafts, and Banyumasan traditional games that were anticipated to not only amuse the locals of Banyumas but also help the community's economy recover, particularly in this time of adjusting to new customs.

Community-based tourism in the form of Peken Banyumasan is said to be employed by the government in the Banyumas District area as a tactic to sustain social resilience in the age of adjusting to new habits. Peken Banyumasan is believed to be able to contribute positively to tourism in the Banyumas District based on the findings of the preliminary pre-survey carried out by researchers. In order to better understand the role of stakeholders in addressing social security issues in Banyumas District during the COVID-19 epidemic, we will look at specific tactics used by the government to preserve food security in Banyumas District during the period of adopting new habits. The uniqueness of this study lies in its analysis of the local economy's potential to address social security issues through community-based tourism. Up until now, social security

studies have mainly concentrated on providing aid and various subsidies provided by the government to the general public.

Research on social resilience in the era of adaptation to new habits through community-based tourism in Indonesia has not been carried out by many previous researchers, especially in Banyumas Regency. Studies on community-based tourism conducted by several previous researchers focused more on food security [18] and development strategies [19, 20, 21, 22]. Based on these empirical facts, it is interesting to analyze in more depth regarding the Social Resilience Strategy Through Community-Based Tourism in the Era of Adaptation to New Habits in Banyumas District which was achieved through the "Peken Banyumasan" event. this research is important to do especially, the results of other studies also show that this community-based tourism actually creates alienation or alienation for minorities [23], even though maintaining social resilience actually requires harmonization between all levels of society and the government.

2. Method

With its characteristic use of tools in the form of open questions, text, or visuals, qualitative research methods were used to conduct this study in Banyumas District, Banyumas Regency [24] In-depth interviews, documentation, and observation are the data collection techniques used. The Banyumas District Head, the Banyumasan Peken Managers, and the Banyumas District community as recipients of the Banyumasan Peken program operated by Banyumas District were the research goals. The interviewees were chosen using a purposive sampling technique. In this study, the interactive analysis model from Miles, Huberman and Saldana [25], which comprises of data collection, data condensation, data display, and conclusion, is employed as a data analysis approach.

3. Results and Discussion

The COVID-19 epidemic expanded throughout all of Indonesia's provinces and had a wide range of effects, particularly on the economy and sociocultural aspects of society in addition to the health sector. The ability and responsiveness of a family's economy to deal with difficulties, threats, and limits both within and outside is defined as a dynamic condition. A family is a country's smallest unit, and one that is economically resilient will reinforce the foundation of the nation's economy.

Previous academics have undertaken a great deal of research on tourism following the COVID-19 pandemic, including Kalsum [26] who covered the adoption of new travel behaviors. Then Lim in 2021 [27] mentioned that it is crucial for the community to feel interested in the message of tourism tourists in order to encourage repeat visits to the tourist destination. Another study conducted in 2017 by Crotti and Misrahi discovered that tourism has significantly contributed to good improvements for many people around the world, such as fostering economic growth, enhancing employment possibilities, lowering poverty, and fostering attempts to accelerate development [28].

The analysis of research findings is divided into two sub-chapters based on the research focus: one discusses the role of stakeholders in fostering social resilience, and the other discusses a strategy for sustaining social resilience through community-based tourism in Banyumas District, Banyumas Regency. By witnessing and documenting the numerous roles that performers played in the "Peken Banyumasan" event, the study data were then further examined.

3.1. The Role of Stakeholders in Maintaining Social Security in Banyumas District

Before the COVID-19 epidemic, the leadership of Banyumas District was not troubled by the question of social security. People's wellbeing has decreased as a result of the COVID-19 pandemic, particularly those whose daily needs are met by the tourism industry. As a direct result, Banyumas District's social resilience declines. The Banyumas District Government responded quickly to social security issues that arose following the COVID-19 pandemic outbreak by implementing community-based tourism under the name "Peken Banyumasan," which was carried out in partnership with the Banyumas Regency DPMPTSP and IT Telkom Purwokerto. Every other Saturday in the Pendopo Banyumas District, the event is held.

The study's findings show that the Banyumas District Government's efforts to preserve social resilience under the COVID-19 pandemic are equivalent to numerous initiatives designed to improve the capacity and caliber of stakeholders and community members. The Banyumas District Government, the Camat and Staff below, the DPMPTSP as the Regency-level point person, and IT Telkom Purwokerto as partners are the stakeholders mentioned in this study. The study's findings show that the District Government's capacity to manage the community-based tourism activities that are carried out and the community's potential to benefit from Peken Banyumasan is still not being fully utilized.

Various issues relating to the capability and caliber of workers and the community are becoming more and more apparent along with the COVID-19 virus's expanding spread.

Based on these findings, it is crucial to hold training sessions or workshops to increase the community's capacity and quality as they participate in the "Peken Banyumasan" event. Armed with this instruction, it may be utilized as a compromise to pinpoint the numerous deficiencies they possess so that approaches to the challenges they encounter can be developed. However, the COVID-19 pandemic's emergence has complicated their efforts. This is due to the fact that it is against the law to congregate and create crowds, and even if it were to be transmitted through internet activities, it would still be impossible given the low level of technical literacy held by the residents of Banyumas District.

The residents of Banyumas District and other relevant parties concur that a coordinated effort is required to strengthen the community by combining various factors connected to the implementation of "Peken Banyumasan" in order to increase social resilience in Banyumas District. The findings of this study are consistent with those of earlier research by Fiandana in 2018 [29], which found that for social resilience to be maintained, all components of society must cooperate. According to the findings of earlier research conducted by Puspitaningrum in 2018 [30], the community played a significant role in the development of tourist villages, particularly in the form of involvement and social capital they contributed. Numerous earlier studies have found that certain regions solely treat residents of tourist districts as spectators, despite the fact that they also experience the harmful side effects of tourism growth carried out in their neighborhood [31].

3.2. Strategies used by Stakeholders in Maintaining Social Resilience in Banyumas District in the New Habit Adaptation Era

Based on the study's findings, it is understood that a number of significant industries, including the tourism industry, have an impact on economic growth in Banyumas District, Banyumas Regency, especially in light of the fact that the COVID-19 pandemic has reduced the amount of people's livelihoods across many industries. Numerous restrictions are imposed by the COVID-19 program, particularly on personal connections and activities. As a result, there are significantly fewer work options available. By maximizing their potential, this circumstance motivates the society and the government to explore for other employment areas. Holding community-based tourism is one of the

measures adopted by the Banyumas District Government to preserve social resilience in its territory in this period of adjusting to changing habits.

The people of Banyumas District are people who easily adjust to the many changes they encounter, according to the field research findings. This is what motivates the Banyumas District government to promote community-based tourism there. An important consideration in the implementation of a Banyumas District government strategy is the community's readiness. The study's findings also indicated that the local population was ready to capitalize on the possibilities for tourism in the region.

Community-based tourism is one of the local potentials that are one of the benefits of the communities in the Banyumas Regency area. Because of their uniqueness and location, such as in the shape of landscapes and varied cultures that result from human creativity, intention, taste, and buddhi, tourism activities can exist and develop. The Banyumas Regency Government, particularly the Banyumas District, has undertaken a number of initiatives to maximize the potential of the region's tourism industry. A good example of the attempts to improve the tourism industry in Banyumas District is the growth of community-based tourism through "Peken Banyumasan."

The "Peken Banyumasan" event has a reputation for being able to save a variety of regional cultures that are in danger of being lost to the community and could otherwise cease to exist. In order to demonstrate that the event, which is held every two weeks, can build social resilience in the Banyumas District region. Community-based tourism is still not without its challenges, particularly in terms of the availability and caliber of human resources (HR). Consequently, training or seminars to enhance the community's capability who are also a part of the "Peken Banyumasan" event. Armed with this instruction, it may be utilized as a compromise to pinpoint the numerous deficiencies they possess so that approaches to the challenges they encounter can be developed. Attempts to draw people from outside the Banyumas District area presented another challenge. The number of attendees at the "Peken Banyumasan" event has gradually increased, although there has been no change in the visitors' national origins, who are still overwhelmingly locals. The findings of this study support Getz's contention [32] that attracting tourists or visitors from various places, both domestically and abroad, is an essential component of staging an event.

4. Conclusion

Based on the findings of the analysis and discussion, it can be concluded that stakeholders play a role in providing training or workshops to improve the quality and capacity

of the community who are also involved in the "Peken Banyumasan" activity in order to increase social resilience in Banyumas District. The training is anticipated to help identify numerous challenges that are still present. The COVID-19 epidemic, however, has prevented the training from being fully utilized. This is because there are a number of laws that restrict social activities during the COVID-19 pandemic. The Banyumas District Government then attempts to maximize regional potential, particularly in the tourist industry, in relation to the policy of improving social resilience through community-based tourism in Banyumas District, Banyumas Regency. The "Peken Banyumasan" event has a reputation for being able to save a variety of regional cultures that are in danger of being lost to the community and could otherwise cease to exist. In order to demonstrate that the event, which is held every two weeks, can build social resilience in the Banyumas District region.

From this point forward, it is intended that the managers and organizers will improve community synergy in order to completely achieve the goal of community-based tourism. Regular training must be conducted in order to increase capacity and quality. In the interim, it is anticipated that more research will be conducted by contrasting two alternative places, in the hopes that the benefits and drawbacks of each location can be determined and specific advice may be obtained regarding the shortcomings uncovered.

Conflict of Interest

In the research process until the writing of this article, there was no conflict of interest between the authors related to the writing or publication of this article.

Acknowledgement

The author would like to thank all those who contributed to the preparation of this article. The authors also thank FISIP UNWIKU for funding research and participation in the ICPSH FISIP UNSOED 2022.

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