

The Effect of New Normal Enforcement On The Tourism Industry Sector Case Study at Pramuka Island

*New Normal
Enforcement and
Tourism Industry*

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ABSTRACT

This research was conducted to determine the effect of implementing new habits on the marine tourism industry on Pramuka Island. Qualitative descriptive methods were used in this research. Primary data acquisition techniques were carried out through observation and interviews with stakeholders organizing tourism activities on Pramuka Island, Seribu Islands. Respondents were selected based on fulfilling aspects of attractions, amenities and accessibility that are important in developing a tourist location. The research results show that the implementation of new habits has had a positive impact on the sustainability of the tourism industry on Pramuka Island in the new normal era.

Keywords: Covid 19 pandemic, marine tourism, new habits

INTRODUCTION

The wave of the Covid-19 pandemic that hit the entire world from late 2019 to early 2023 has provided relatively deep experience regarding the importance of having a resilient business in all situations. In 2020, the Ministry of Tourism and Creative Industries has issued a policy *Cleanliness, Health, Safety and Environment Sustainability (CHSE)* certification which aims to restore tourists' confidence in carrying out transactions in the tourism industry sector in a safe and measurable manner. Implementation of the CHSE policy is carried out by providing facilities that support health protocols that comply with standards from the Ministry of Health.

As is known, Pramuka Island is part of the Island Islands One thousand , is a tourist destination that is relatively popular both as a vacation spot and as a study location related to marine themes. Another strength of this location is its relatively close distance to the city of Jakarta, so it can be an accessible holiday option. However, the effects of the Covid 19 pandemic wave which also hit this area resulted in this island being deserted from visitors (Kompas, 2020). The Covid 19 pandemic is thought to have had a direct and indirect impact on tourist visits and tourist activities on Pramuka Island. The implementation of health protocols is thought to be able to make a positive contribution in organizing tourism activities on Pramuka Island.

The aim of this research is to determine the effect of implementing new habits on the marine tourism industry on Pramuka Island

RESEARCH METHODS

This research was carried out on Pramuka Island, Seribu Islands. The duration of this research is 6 months, namely September 2022 to March 2023. This research uses a descriptive qualitative method where according to Sugiyono (2018) the qualitative descriptive method is a research method used to examine the state of a natural object by studying something to the maximum with the aim of describing , explain and answer in detail the problems studied.

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Primary data acquisition techniques were carried out through observation and interviews with stakeholders organizing tourism activities on Pramuka Island, Seribu Islands. Secondary data related to the area studied was obtained from the internet.

The respondents who were willing to be interviewed are presented in Table 1. The selection of respondents was based on fulfilling aspects of attractions, amenities and accessibility which are important in developing a tourist location.

Table 1. Respondent Data

No	Name	Work
1	Mr. Henry Berry	Maritime hotel manager
2	Mr. Yanto	Marine tourism manager
3	Mr. Graduate	Dive Spot Pier Manager
4	Mr. Rianto	Hotel & marine tourism manager
5	Mr. Budiman	Scout Island Guard
6	Mr. Word	Marine tourism manager
7	Mr. Asep	Marine tourism manager
8	Mr. Samuel	Marine tourism manager
9	Mr. Nuryanto	Marine tourism manager
10	Mr. Rosyid	Harbor Guard
11	Mr. Naji	Hotel & marine tourism manager
12	Mr. Suryana	Marine tourism manager

RESULTS AND DISCUSSION

General description of Pramuka Island

Pramuka Island is in Jakarta Bay with coordinates 5,746°S 106,614°E with an area of 16 ha. The topography of Pramuka Island is low and sloping land (0-5%) and has a height of 0-2 meters above sea level . Access to Pramuka Island can be done by sea from Muara Angke and Anco I to the Seribu Islands , using a boat or *speedboat* as far as 30 - 38 km with a travel time of around two hours. As part of the Thousand Islands, Pramuka Island is included in the National Marine Park area with an area of nine (9) hectares.

According to history, in the past Pramuka Island was just an empty island inhabited by bondol eagles, so it was called E lang Island . According to the story, until the 1980s, Bondol eagles were still found, which we now know as the DKI Jakarta logo. Around the 50s to 60s before the Raganan and Cibubur campsites were built, the scouts sent their members to train on this island, because it was increasingly used as a scout training ground and the name scouts became increasingly popular, Eagle Island was later renamed Pramuka Island. .

Pramuka Island is a small island so it only takes about an hour to surround it. Activities that can be done on this island include swimming, snorkeling, fishing, grilling fish, taking photos, and seeing a turtle hatchery. All marine tourism activities are guided by experienced guides in their fields.

Policies, Potential and Efforts

In organizing tourism, the local government has made efforts that it believes will be able to support sustainable tourism activities.

a. Government Policy in the Thousand Islands

The government's role in making policies in the Thousand Islands is by making the Thousand Islands area a Marine Protected Area (DPL), which is an area where by law and applicable legislation it is prohibited to carry out activities that cause damage to the ecosystem

and damage to the sea in the Thousand Islands except as a means of education and science. This is done so that fish cultivation and other marine biota can be maintained naturally. Apart from that, the Seribu Islands have been included in the National Strategic Project (PSN) specifically for tourism so that they can become a quality tourist destination. With the inclusion of the Thousand Islands into the PSN, the Thousand Islands will not only receive development priority, but the Thousand Islands will also receive funding from the government.

b. Flora Fauna and Socio-Cultural Potential

Pramuka Island has a variety of beautiful flora and fauna. Apart from that, it has mangrove forest areas, coral reefs and seagrass beds which are resources for the coastal areas of Scout Island. With diverse biological resources, the flora and fauna on Scout Island can grow and reproduce well. There is also a protected hawksbill turtle nursery. The non-physical potential of Pramuka Island includes the culture of fishermen's life, places that have historical value, as well as The image of the island is still preserved to this day.

c. Efforts That Have Been Made

To develop marine tourism on Scout Island, various efforts have been made by the government, including:

c1. Tourism Attraction: Coral Transplantation, Seagrass Planting and Coral Adoption

Coral transplantation , seagrass planting and coral adoption are activities to plant coral seeds and seagrass plants (*Seagrass*) to maintain and preserve marine biota ecosystems. This activity has become a tourist attraction on Scout Island as educational tourism which can also attract tourists to visit.

c2. Mangrove Forest Planting

Planting mangrove forests on Pramuka Island is very important because it can become a place for various types of plants where marine biota and other sea plants can live, apart from that, it can act as a dampener for storm winds and waves, as well as a barrier to abrasion and mud . Mangrove forests are also an educational tourist attraction that can also attract tourists to visit,

c3. Lodging and Tourist Facilities

Scout Island has several accommodations that support tourism activities for tourists to stay for several days . Other facilities that tourists can enjoy include *boating , jetskiing , windsurfing , birdwatching , diving , snorkeling , sunbathing , playing volleyball*, or even seeing a hawksbill turtle *hatchery* .

Development of Marine Tourism in the New Normal Era Based on the Percentage of Visitors

Based on interviews during a visit to Scout Island , The implementation of health protocols is thought to have a positive influence because there can be an increase in visitors compared to the pandemic period to the new normal.

Table 2. Estimated Average Visitors to Pramuka Island in the Pandemic Era vs New Normal

No	Respondent's Business Field	Pandemic Period (average % weekly)	New Normal (average % weekly)
1	Mr. Hendry Berry Manager of Bahari Hotel	10 %	75%
2	Mr. Yanto, Marine Tourism Manager	0 -10 %	80 %
3	Mr. Dive Spot Pier Management Graduate	5%	>50 %
4	Mr. Rianto Hotel & marine tourism manager	5 %	>40 %

5	Mr. Budiman , Guardian of Pramuka Island	7 %	>50%
6	Mr. Word of marine tourism manager	1 %	50 %
7	Mr. Asep Marine tourism manager	1%	50 %
8	Mr. Samsul Marine tourism manager	10%	50 %

Development of Marine Tourism in the new normal era Based on Income

Based on the results of interviews, information was obtained that the implementation of health protocols had a positive influence on income on Scout Island, as explained in Table 3 below.

Table 3. Estimated Average Income during the Pandemic & New Normal Period

No	Respondent's Business Field	Pandemic Period (average % per week)	New Normal (approximately % per week)
1	Mr. Henry Berry Bahari Hotel Manager	1% normal	Increasing with progress
2	Mr. Yanto , Marine Tourism Manager	250k -500k	Increase
3	Mr. Graduate Dive Spot Pier Manager	25% of normal	Increase slowly
4	Mr. Rianto Hotel & marine tourism manager	5 % of normal	>40% of normal with prokes
5	Mr. Suryana Marine Tourism Manager	Minimal income	Increase slowly
6	Mr. Asep Marine tourism manager	Minimal	Increase slowly,
7	Mr. Samuel Marine tourism manager	20% of normal	Increase
8	Mr. Nuryanto Marine tourism manager	Only 1.5 per month	Increase,
9	Mr. Naiji Hotel & marine tourism manager	minimal income	Increased, with the implementation of health protocols

Development of Marine Tourism Facilities & Activities in the new normal era

Based on Table 4, it can be explained that there is an increase in the use of marine tourism facilities by visitors, so this influences the manager's decision to improve various supporting facilities so that visitors can be relatively more optimal in carrying out their tourism activities.

On the other hand, people can earn additional income and can prepare for their needs in a more measurable manner by implementing an online ordering system.

Table 4 Improvements in Tourism Facilities & Activities in the new normal era

N O	ASPECT	PANDEMIC	NEW NORMAL
1	Attraction Facilities	1. Sea transportation 2. Places of worship 3. Hospital 4. Pier 5. ATM 6. Villas & Homestays 7. Snorkeling and diving equipment 8. Snorkeling 9. Diving 10. Toilet 11. Welcome drink	1. Sea transportation 2. Place of worship 3. Hospital 4. Pier 5. ATM 6. Villas & Homestays 7. Hawksbill Turtle Breeding 8. Fishing 9. Cycling 10. Photo Hunting 11. Snorkeling and Diving equipment 12. Barbeque 13. Underwater camera 14. Diving 15. Snorkeling 16. Underwater cameras 17. Banana boat 18. Welcome drink 19. More toilets have been added and are better 20. Tour to the turtle hatchery 19. Take a walk to sunshine beach
2	Visitor Managem ent	1. Ticketing 2. Sign Regulations 3 Stalls	1. Ticketing counters can now be online 2. Regulation signs have been updated 3. There are more stalls 4. Souvenir Shop 5. Fish roasting place 6. Bicycle rental 7. Homestays and Villas 8. There are several guards 9. There are cleaning staff

DISCUSSION

The pandemic era has provided valuable lessons for the management of marine tourism on Pramuka Island, so it can be seen that various efforts have been made, namely efforts to provide a pleasant but safe tourism experience from the Covid 19 pandemic. SWOT analysis needs to be used to be able to provide relatively appropriate direction in implementing the agreement. Pramuka Island marine tourism institution. The SWOT Mapping is presented in Table 5 below.

Table 5 SWOT Mapping of Pramuka Island Marine Tourism

STRENGTH	WEAKNESS	OPPORTUNITY	THREAT
rich variety of flora and fauna Mangrove forests & turtle farms	Relatively inadequate facilities.	Tourist interest is relatively high.	Tourism management is underdeveloped
Compliance with government policies	Human resources are inadequate		Not yet technologically literate
	Lack of promotion		

Pramuka Island's strength lies in its wealth of natural coastal resources which have become tourist attractions which before the pandemic were relatively busy with visitors. The concern of the local government which immediately absorbed national policies regarding the implementation of new habits in the new normal era, also became a strength in itself so that Pramuka Island tourism activities relatively quickly took a stand so that the Scout Island tourism industry could quickly recover.

Weaknesses related to facilities, human resources and promotions have made local communities take advantage of the pandemic situation to carry out improvements or adjustments to facilities in order to provide a sense of security for tourists, such as implementing health protocols, according to national government policies and online-based promotions. Based on the research results, it is clear that implementing health protocols in the new normal era can increase the development of a variety of attractions and improve infrastructure. These steps prove that implementing health protocols can have a positive influence on both people's income and the percentage of visits.

Table 6 explains the various efforts that have been made by marine tourism managers on Pramuka Island, to be able to restore visitors' trust so that they want to return to travel to the locations they manage in this new normal era.

Table 6 Analysis of Facilities Quality Improvement in the New Normal Era

No	Aspect	Pandemic Period	New Normal
1	Accommodation	Hotels, villas and homestays are available	<u>Improvements made:</u> a. room renovation, b. provide a welcome drink c. restaurant and place for barbecue d. Implementation of Prokes
2	Facilities and infrastructure	The condition of public facilities infrastructure is not well maintained, No improvement. Uncomfortable	<u>Improvements for comfort carried out</u> a. Road maintenance and repairs b. Public facility infrastructure improvements c. Repair of up-dated signposts and location photos. Cameras for underwater attractions e. Implementation of Health Protocols f; Online ticket counter
3	Tourist Attractions	Marine tourism	<u>Additional tourist attractions</u> a. Bahari tourism b. Island roads c. Turtle conservation. Cycling e. Fishing f. Barbecue. Underwater beauty with camera. Banana boat and water jet i. Souvenir Shop

After the results of the analysis above, it can be seen that there is a development of variations in tourist attractions in the new normal era, as shown in Table 7 below.

Table 7. Analysis of tourism variations in the new normal era

Type of Tourism	Pandemic	New Normal
Diving	v	v
Snorkeling	v	v
Banana Boat	x	v
Beach Walk	x	v
Barbecue	v	v
Mangrove forest	x	v
Turtle conservation	x	v

CLONCLUSION

To answer the research objective, namely to determine the effect of implementing new habits on the marine tourism industry on Pramuka Island. So based on the results and discussion above, it can be concluded that: Implementing health protocols has been proven to help increase tourists' confidence in visiting Scout Island

There has been an increase in the variety of tourist activities and attractions on Scout Island in the new normal era, which is balanced by an increase in the quality and variety of facilities for tourists. There has been a gradual increase in people's income as an indirect result of implementing health protocols and developing a variety of activities and developing the quality of tourist facilities

Further research needs to be carried out to be able to measure the implementation of the SWOT strategy on the Thousand Islands Scout Islands .

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