

Bear Up With Pandemic: Indonesian Tourism Discourse On Online News Media, Perspective On Law And Economic Growth

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ABSTRACT:

COVID-19 outbreaks have many adverse effects not only in one or two countries, but all countries in the world feel the effects of the COVID-19 outbreak, including Indonesia. The tourism sector, which is one of the attractions of tourists in visiting each country, was devastated by this plague, and even the decline in the number of tourists has made income for the country also decreased, including Indonesia. This research seeks to dismantle the discourse on online news related to Indonesian tourism amid the COVID-19 outbreak and how Indonesian government renegotiating the constitution on Health quarantine. The method used is van Dijk's Critical Discourse Analysis on detik.com and Kompas.com in early May 2020. The results obtained in this study are that economic stability through the tourism sector is a discourse that wants to be restored through cooperation with other ASEAN member countries in mitigating the COVID-19 outbreak and maximizes human resources in Indonesia.

Keywords: *Indonesian; Tourism; Policy Discourse; Online News; Pandemic.*

Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020

Introduction

The spreading of COVID-19 bring the critical hit on the tourism sector [1]. Meanwhile, COVID-19 flare-up in Indonesia has been reacted to with lack of concern by the local government, which underlined that Indonesia has not experienced numerous instances of disease, if by any stretch of the imagination. The Indonesian wellbeing clergyman had additionally created a ruckus with his open explanation on the COVID-19 when he admonished the individuals to depend on 'prayers' as a preventive mark as he ticked off the individuals who purchased veils at a more significant expense [1].

This most recent time of liberated worldwide the travel industry improvement has reached an unexpected conclusion as the effect of COVID-19 has carried the division to a close to halt [2], [3]. The Indonesian travel industry presently faces a reset similarly as it did after the fear-based Bali Bombing 2002 and Asian Financial Crisis in 1997. This time, in any case, the reset can possibly be transformative. As the world ponders the real factors of the worldwide pandemic there is a chance to re-examine precisely what the travel

industry will resemble for the decades ahead. While some are surveying precisely how quickly the travel industry will bounce back to the powerful statures of 2019, others are getting ready for a travel industry change propelled by the esprit de corps of a worldwide people fixed set up. As we get ourselves by and by at a state of worldwide reset it benefits us to think past when the travel industry will recuperate to how the travel industry will recoup and advance going ahead.

Refer to Indonesian constitution, Pandemic and Health Quarantine has been mention on the *Undang – Undang 6 Tahun 2018* (Indonesian Law Number 6, Year 2018) about Health Quarantine. This bill mention about how to be proper on policy and related to the tourism destination should be shut down (Chapter 49). All stakeholders being cooperative to be successful manage the pandemics.

In the same time, media report the COVID-19 aggressive and sometimes misleading to the readers. The news create disadvantages of the tourism industry, especially the international favourite destination like Bintan, Bali, and Labuan Bajo. In the social media, there are additionally

remarks scrutinized the spread of phony news and misrepresenting reports by various media, for example, Newspapers consistently overstate these things. That is the manner by which they acquire cash. What's more, individuals likewise cautioned that correspondence via web-based networking media may cause deluding data, and progressively exact data ought to be procured from authentic sources.

Literature Review

Bali and Other Indonesian Tourism

Bali's contribution to national tourism is very significant as 36 per cent of total international tourists visiting Indonesia came directly to Bali in 2015. This shows that Bali's destination for tourism is a very potential foreign exchange outlet for the Indonesian Government. The Indonesian Government is therefore currently very hopeful that tourism is a complementary source of foreign exchange [4]. However, the outbreak of COVID-19 that emerged and erupted in early 2020 has reduced or even stopped visits from foreign tourists around the world, including Indonesia.

Compared to the number of visits in March 2019, the number of foreign tourist arrivals or tourists to Indonesia in March 2020 decreased by 64.11 per cent. Furthermore, the number of foreign tourists visiting March 2020 can also increase by 45.50 per cent compared to February 2020. The number of international tourists visiting Indonesia cumulatively (January-March 2020) reached 2,61 million; An rise of 30,62 per cent compared to the number of international tourists visiting the same time in 2019, reflecting 3,76 million visits [5].

The Indonesian of Central Statistics Agency (BPS) recorded a 45.50 percent decrease in foreign tourist arrivals in March 2020 compared with February 2020. The number of foreign tourist arrivals in March 2020 decreased by 64.11 per cent compared to March 2019. Cumulatively, the number of foreign tourists visiting Indonesia reached 2.61 million in January to March 2020,

down 3.62 per cent compared to the number of foreign tourists visiting the same period in 2019, which amounted to 3.76 million visits. This number can be calculated taking into account the measures taken by the Indonesian government and also by the government of countries contributing potential foreign tourists to Indonesia, which agreed to close access to and out of the country to prevent COVID-19 from spreading [6].

Indonesia as a Member of ASEAN

Indonesia, which is part of Association of Southeast Asian Nations (ASEAN), places an important attention on the tourism sector which contributes to the country's income, especially beach or sea tourism because almost all Southeast Asian countries offer coastal tourism as a tourist destination. ASEAN will strengthen the shared economic community by revising labour and migration policies [7]. Cooperation that is part of ASEAN is in the economic sector, and in the end of 2015 ASEAN unveiled its ASEAN Economic Community (AEC) [8]. In the literature, intergovernmental cooperation on tourism among ASEAN nations has received little attention, given the significant contribution that tourism makes to the region [9]. Increasing tourism potential in the ASEAN region was achieved with an groundbreaking strategy that has succeeded in linking the needs of local communities with global tourism aspirations [10]. Most destinations in South-East Asia posted strong growth, particularly in Vietnam. Outbound from China and India has fuelled development in the sub region at many destinations. Thailand, the largest destination in the sub region, gained nearly 3 million more arrivals and an additional USD 6 billion in receipts.

The decline in the number of tourist visits in Southeast Asian countries due to the impact of the COVID-19 outbreak became the basis of research to explore discourse in online news in Indonesia related to tourism in Southeast Asian amid the COVID-19 outbreak. The decrease of travellers

from Mainland China because of the COVID-19 flare-up has influenced organizations identified with Indonesian travel industry division, for example, inns, blessing shops, and nearby anglers [1]. The diminishing visitor numbers has prompted declining interest for lodgings, blessings, and food utilization. As indicated by the

nearby trade guild, this circumstance has compromised the occupations of local people who work in the business despite the fact that the quantity of resorts and inns that have laid off their representatives have gone to a great extent unreported.



Fig. 1. Asia and the Pacific Fastest-growing region in 2018

Source: [11]

Methodology

This article uses a qualitative approach and uses the method of critical analysis of discourse by van Dijk. Qualitative research focuses primarily on the use of methods to test and explain the understanding that some individuals or groups are considered to have emerged as a result of social or human problems [12]. Van Dijk's critical discourse analysis method was used in this study

because overall it linked textual analysis, concentrating not only on the text but also on a more comprehensive approach to how a text was arranged, not only in relation between individuals but also between communities[13]–[15]. Therefore, an important point from this debate study is to use these three dimensions as a unit to be combined. The article analysis model can be seen in table 1.

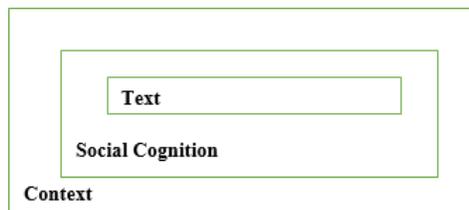


Fig. 2. Discourse analysis framework model of Teun A. van Dijk

Source: [16]

One of the most effective ways of thinking about discourse is to understand that discourse is not just a set of signs or parts of a text but rather a mechanism that has been systematically used to

construct an object that is addressed [17]. In this method, Van Dijk dissects the components of this theoretical approach into three stages: macrostructure, superstructure and microstructure.

Table 1. The components of van Dijk’s analytical

Macrostructure
Global/general meanings of a text that can be observed in a topic/theme departs from a certain text.
Superstructure
Frame of a text, such as introduction, contents, closing remarks, and conclusion.
Microstructure
Local meaning of a text that can be observed from word choices, sentences, and word styling used in a text.

Source: [16]

In this analysis the text has a structure that can be grasped[18]. Macrostructure is an important meaning of a text which the subjects or themes may discuss in a document. The superstructure is a discourse feature that refers to the context of a text, in which certain parts are

already preserved and assembled. The microstructure is a discourse with meanings that can be interpreted like a word, a paragraph, a preposition, a sub sentence and images from a small part of a text.

Table 2. Elements of discourse van Dijk

DISCOURSE STRUCTURE	OBSERVED MATTERS	ELEMENTS
Macrostructure	THEMATIC Theme/topic brought forward in a text	Topic
Superstructure	SCHEMATIC How a part and order of a news are being schemed in an intact news text	Scheme
Microstructure	SEMANTICS Meaning that wants to be emphasized in a news text such as by giving a detail on one side or making an explicit form of one side and reducing other sides	Background, details
	SYNTAX How a sentence (form, arrangement) is being selected	Sentence form, coherence, preposition
	STYLISTICA How a word being	Lexicon

chosen as a part of news text	
RHETORICS	Graphics, metaphor, expression
How and in what way an emphasis is conducted	

Source: [16]

The unit of analysis in this study is the signs in the form of online news texts from detik.com and Kompas.com, related to Indonesian tourism in early May 2020.

Results and Discussion
Cooperation in the ASEAN Region

Seven collaborative efforts in tourism have been agreed by ASEAN member countries. Where such cooperation is a mitigation effort in tourism amid the COVID-19 outbreak. Cooperation is needed so that the tourism sector in the ASEAN region can be handled optimally. The 'Special Meeting of the ASEAN Tourism Ministers (M-ATM) on Coronavirus Disease 2019 (COVID-19)'

which has been held has stated that Indonesia is also committed to all ASEAN members in realizing a shared vision in mitigation and recovery efforts in the tourism sector today until the COVID-19 outbreak. Because it takes a long time to restore the tourism sector to normal as it was when the epidemic of COVID-19. That is why collaboration and cooperation are needed in the regional arena, namely the ASEAN region so that tourism conditions can soon recover. Because in early 2020 the performance of the tourism sector has decreased about 36% from 2018 and 2019. The number of international tourists also recorded a decrease of around 34%, as well as the business of lodging to tour and travel.

Table 3. Analysis on the news of detik.com Edition of May, 1 2020

DISCOURSE STRUCTURE	OBSERVED MATTERS	INFORMATION
Macrostructure	THEMATICS	ASEAN member states agreed on seven joint projects in the tourism field. It is considered a preventive measure for those markets where the COVID-19 pandemic is perceived to be hardest hit.
Superstructure	SCHEMATICS	Strong cooperation is expected in an effort to jointly address the effect of COVID-19 on the ASEAN region's tourism sector. It is time for all the leaders of ASEAN to come together and can be powerful together
Microstructure	SEMANTICS	Angela Tanoesoedibjo (Deputy Minister of Tourism and Creative Economy of Indonesia) becomes the object of the news. Her name on the news, there is a comment from

	Angela Tanoesoedibjo that supposed to appear in the news
SYNTAX	Appearance of “Kerja sama (Cooperation)” word
STILISTICA	The choosing of “Kerja sama (Cooperation)” word and its mentioning as many as six times
RHETORIC	The main person in the main image are Angela Tanoesoedibjo (Deputy Minister of Tourism and Creative Economy of Indonesia)

Source: [19]

Seven important points generated include, first that coordination needs to be carried out, especially coordination in the exchange of information related to travel, health standards, to the efforts to control the spread of the COVID-19 outbreak through increased operations of the ASEAN Tourism Crisis Communication Team (ATCCT). Secondly, to intensify the collaboration between ASEAN National Tourism Organizations (NTOs) and other relevant ASEAN sectors, in

particular in the areas of health, information, transportation and immigration, as well as with ASEAN external partners, to jointly implement comprehensive, transparent and rapid response to mitigate and the impact of COVID-19 and other potential crises. Third, the ministers also agreed to increase closer cooperation in the exchange of knowledge and best practices among ASEAN member countries as well as in supporting the tourism sector with ASEAN dialog partners.



Fig. 3. Angela Tanoesoedibjo (Deputy Minister of Tourism and Creative Economy of Indonesia)

Source: [19]

Fourthly, this partnership also involves the implementation of policies and effective steps to improve trust among domestic and foreign visitors to Southeast Asia, including the establishment of standards and guidelines for enhancing safety and health factors to protect staff and communities in the hotel industry and other industries, tourism related. Fifth, the Ministers for Tourism have

agreed to support the creation and implementation of a post-COVID-19 crisis recovery plan and to build ASEAN tourism ability as well as tourism promotion and marketing activities in accordance with the goal of making ASEAN a single tourism destination. Sixthly, the ministers decided to speed up the implementation of micro and macroeconomic policies, provide technical

assistance and financial incentives, Reduce taxes, increase efficiency and flexibility, in particular digital skills for stakeholders in the travel and tourism industry. Seventh, speeding up cooperation with ASEAN dialog partners, international organizations and related industries to create a large and ready Southeast Asia to effectively introduce and manage sustainable and inclusive after-crisis tourism.

Pre-employment Card Program

The Pre-Employment Card is a help to training expenses for Indonesians who want to have their skills or develop them. This is a program under the auspices of the Indonesian Ministry of Tourism and Creative Industry. Since we believe that the people of Indonesia always really want to develop their capabilities. Built as a commodity, this software is bundled in a way that offers value to consumers while at the same time generating value for the private sector. Digital pathways across the marketplace are chosen to make discovery, contrast, vote and review simpler for consumers. Since the goods can only continue to be developed, evolve and important in this way. Cooperating with private companies, this program serves the community as a combination of governmental and private cooperation. The Employment Card not only applies to those seeking employment, but also to staff, contractors and employers. In short, all nationals aged 18 years and over can register, and not in school or college. Since they do not learn age to study and work. Prep for work. But young job seekers are

given priority, as the first step in the world of work will lead to more brilliant next move forward. In response to the effects of COVID-19, the Initiative Card will for the moment be giving priority to workers and micro/small business actors whose livelihoods are impacted.

Even not related and mandatory on Indonesian Law Number 6, year 2018 on Quarantine Health, Joko Widodo, President of Indonesia, initiate this program as solution of COVID-19 impact handling. But in the culture, the program is still a debate. For example, from a legal viewpoint, this plan has broken several laws, one of which is the State Financial Policy and the Integrity of the Financial System to Handle the COVID-19 Pandemic. Any person who passes the pre-employment card program will in fact receive training costs when it is revealed that they qualify as a pre-employment card. However, participants must first use half of the funds to attend the class, and before obtaining monthly rewards. So that some experts think the pre-employment card has legal loopholes, including the alleged corruption element. The Pre-Employment Card stems from the concept of offering assistance in the form of a number of funds for new groups of workers, t will join the formal and informal workforce and undergo training to develop job skills and self-sufficient enterprises later in the midst of COVID-19 outbreak. The pandemic which hit the national economy had an effect on job layoffs. Jobs affected by termination who have a reduced income due to COVID-19 will enter automatically.

Table 4. Analysis on the news of Kompas.com Edition of May, 2 2020

DISCOURSE STRUCTURE	OBSERVED MATTERS	INFORMATION
Macrostructure	THEMATICS	The Covid-19 pandemic has started to strike the tourism industry. The number of laid off staff had reached 1.4 million by this week. Though 314,833 people were affected by the informal workers. Thus the number

		reached overall 1.7 million people.
Superstructure	SCHEMATICS	The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency ensures that priority job security services are accessible to staff in the tourism industry, including restaurants and hotels.
Microstructure	SEMANTICS	Wishnutama Kusubandio (Minister of Tourism and Creative Economy of Indonesia) becomes the object of the news. His name on the news, there is a comment from Joko Widodo that supposed to appear in the news
	SYNTAX	Appearance of “Program” word
	STILISTICA	The choosing of “Program” word and its mentioning as many as three times
	RHETORIC	The main person in the main image are Wishnutama Kusubandio (Minister of Tourism and Creative Economy of Indonesia)

Source: [20]

The outbreak of the Covid-19 continued to affect the tourism sector that was the most badly affected sector. In fact, the impact is about 70 percent if accumulated for restaurants and tourism. The number of laid off staff exceeded 1.4

million people in early May 2020 alone. Though 314,833 people were affected by the informal workers. Thus the number reached overall 1.7 million people.



Fig. 4. Wishnutama Kusubandio (Minister of Tourism and Creative Economy of Indonesia)

Source: [21]

Related to recover the impact of Pandemic COVID-19 and implement the Indonesian Law Number 6, 2018, Indonesian government do the action to do health quarantine based on economic revivalism and tourism industrial protection. Indonesian Government renegotiate the concept of quarantine from Law Number 6, 2018 base on Economical interest and political goodwill to recover tourism sector. Indonesian government refocusing on Economic sector by initiating bail-out to the worker who impacted by COVID-19, and strenghten relation on ASEAN Tourism channel, instead of obey the constitution about Health Quarantine as mandatory on Indonesian Law Number 6, year 2018.

Conclusion

Based on the analysis of the data that has been obtained, the online news discourse in Indonesian tourism is to restore the country's economic stability obtained from the tourism sector through cooperation in mitigating the COVID-19 outbreak with other ASEAN member countries in order to restore the condition of tourism in Indonesia to recover soon. It also maximizes human resources in the midst of the COVID-19 outbreak so that it is ready to recover economic stability now and after the COVID-19 outbreak even to breakdown the Indonesian constitution about Health quarantine on Law Number 6, Year 2018.

Acknowledgements

The author expressing all gratitude to Rector of UIN Sunan Ampel Surabaya, Universitas Multimedia Nusantara, and Dr. Soetomo University for research permit.

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