

Best Practice Of Village Management Policy During The Covid-19 Pandemic (Case Study Of Tourism Sector Economic Recovery Of Nglanggeran Village)

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Abstract.

Tourism villages are essential in improving the community's welfare and driving the local and regional economy. Meanwhile, the Covid-19 pandemic has directly impacted the decline in tourist visits, both domestic and foreign, resulting in the loss of potential economic income for the community. This research applies a qualitative descriptive approach and aims to describe how community-based tourism in Nglanggeran Tourism Village is managed and adapted amid the Covid-19 pandemic using the Narrative Policy Framework (NPF). NPF elements (setting, characters, plot and moral) and content play an important role in shaping policy processes and outcomes so they can explain the policy process of Nglanggeran Tourism management policy to recover the economy amid the Covid-19 pandemic. The study shows that the setting problem in this study is the struggle to conceive a management policy for Nglanggeran Tourism Village to survive the covid 19 pandemic. The victims were harmed by the existence of villains (the Covid-19 pandemic) were rural communities whose daily income was mainly from tourism management. The policy recovery management was successful because the heroes have worked a big deal in their role to achieve the success of tourism.

Keywords: *Economic recovery, Narrative Policy Framework, tourism village and tourism village management.*

I. INTRODUCTION

Tourism is one of the critical components in the rotation of the country's economy. This sector is also one of the contributors to the country's foreign exchange earnings. The government has been promoting tourism in various regions and placing it as an alternative development approach to improve people's welfare. It has been mandated by the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism. In article 4, it is stated that the purpose of tourism is to: increase economic growth; improve people's welfare; eradicate poverty; overcoming unemployment; conserving nature, environment, and resources; promoting culture; raise the image of the nation; foster a sense of love for the homeland; strengthen national identity and unity, and strengthen international friendship. Minister of Tourism and Creative Economy (Menparekraf) Sandiaga Uno said the achievement of Indonesia's tourism foreign exchange value in 2020 was 3.244 billion United States (US) dollars [1] or equivalent to more than 40 trillion Indonesian Rupiah. However, this number has decreased by 81 percent compared to 2019 due to the COVID-19 pandemic. The Special Region of Yogyakarta (DIY) is one of the most popular tourist attractions for domestic and foreign tourists. Nowadays, the tourism industry in DIY is still growing and producing new tourist destinations following the trend of developing tourist interest. Tourism statistical data in 2020 shows that the tourism sector in Yogyakarta has contributed to the Regional Original Income of IDR 285,748,213,791 [2].

Yogyakarta Tourism conditions would have reopened gradually with the new normal concept starting in early July 2020 based on a protocol that has been prepared since May 2020. The protocol was compiled in Standard Operating Procedures (SOP), which were discussed with the tourism industry, which always consults with the Task Force, which regulates the flow of tourist visits at tourist attractions that only has one entrance [3]. Previously, Nglanggeran Tourism Village, one of the favorite tourist destinations, had to be temporarily closed due to the COVID-19 pandemic. During the emergency response period, around March 16 - June 23, 2020, Nglanggeran Tourism Village experienced to be zero tourism due to a travel ban. Whereas formerly, Nglanggeran Tourism Village could generate a turnover from tourism activities of up to

2.5 billion rupiah in one year [4]. Therefore, the Nglanggeran Tourism Village, which relies on tourism as a leading sector, must immediately respond and adapt to the new habit phase. Tourism villages are essential in improving the community's welfare and driving the local and regional economy. Economic growth and tourism development are interdependent and tourism development stimulates economic growth and vice versa [5]. Meanwhile, the Covid-19 pandemic has directly impacted the decline in tourist visits, both domestic and foreign, resulting in the loss of potential economic income for the community. Cancellation of visits by potential tourists to tourist villages results in significant losses that impact the economy and welfare of tourist villages [6]. In line with the fulfillment of sustainable development targets or Sustainable Development Goals (SDGs), tourism economic recovery will contribute to several Sustainable Development Goals (TPB) targets, such as TPB 8 (Decent Work and Economic Growth), TPB 10 (Reducing Inequality), and TPB 12 (Responsible Consumption and Production) [7].

From several previous studies, there has been no research related to policy studies that use a qualitative approach with NPF in the context of economic recovery in the tourism sector, especially in the Nglanggeran Tourism Village. Meanwhile, this policy is critical to study because it focuses on the policy process from the initial emergence of policy problems to the existence of policy solutions using NPF with a qualitative approach that has not been widely researched and studied. Nglanggeran Tourism Village was chosen as the object of research because it has an attraction as priority tourism in the priority strategic area of the Patuk region and its surroundings as stipulated in the Regional Regulation of the Special Province of Yogyakarta Number 1 of 2012 concerning the Master Plan for Regional Tourism Development of the Special Region of Yogyakarta in 2012-2025. In addition, Nglanggeran Tourism Village is also considered reasonable in the innovation process, analyzing problems through discussions that always involve community elements [8]. This research tried to fill in the gaps in the policy process study in terms of Nglanggeran Tourism Village Management Policy narrative. We applied the Narrative Policy Framework (NPF) for the analysis. NPF is one of the most progressive approaches to policy studies and is most suitable for analyzing policy narratives [9]. The NPF is also a policy process framework (Shanahan et al., 2018) or a sophisticated policy process theory [10]. The policy narrative is at the core of the NPF study [11]. Stakeholder strategies and effectiveness are critical components of the policy change and policy coalition dynamics analysis. The narrative policy framework (NPF) provides a mechanism for systematically analyzing these policy process elements [12].

That is why through the use of NPF, the authors would like to describe what factors and characteristics contribute to the policy process of Nglanggeran Tourism Village management to success. The NPF begins by defining two aspects of the narrative that are commonly used in literary studies: form and content. The structure of policy narratives is referred to as form. The NPF identifies four elements that comprise the narrative form:

Setting

The context in which a policy problem or issue exists is referred to as the setting. It comprises low-contestation 'facts' generally agreed upon by policy actors, various forms of evidence and indicators, legal and geographical characteristics, and any other policy consequential element of the policy's environment.

Characters

Currently, the NPF defines three broad types of socially constructed characters in policy narratives. Victims who have been harmed or may be harmed by the problem, a villain or villains who are the source of the problem, and a hero who promises relief from the harm.

Plot

The plot chronologically maps the relationships between the characters and the relationships between the characters and the setting. It frequently includes causal relationships such as 'this happened because of that' or 'if we do/do not do this, then that will happen.' Some plots may include a doomsday scenario depicting how bad things can get if we do not implement a specific policy solution.

Moral of the Story

The moral of the story is the story's takeaway and frequently refers to the ethical aspects of the policy solution proposed within the plot. [13] In 12, they researched using the Narrative Policy Framework

to understand stakeholder strategy and effectiveness by defining actors as NGOs, government officials, citizens, scientists, and media. In the concept of NPF, policy actors use stories (narratives) to influence policymaking. Policy actors accomplish this by transforming complex policy issues into stories with settings, characters, plots, and morals that assist people in making sense of these issues [14].

II. METHODS

This research applies a qualitative descriptive approach and aims to describe how community-based tourism in Nglanggeran Tourism Village was managed and adapted during the Covid-19 pandemic using the Narrative Policy Framework (NPF). Narrative Policy Framework (NPF) was initially considered a 'quantitative, structuralist, and positivist approach to the study of the role of narrative in the policy process (Jones and McBeth in [13]. However, some research has now broadened the framework of NPF in qualitative methods [13]. NPF elements and content play an important role in shaping policy processes and outcomes so they can explain the policy process of Nglanggeran Tourism management policy to recover the economy amid the Covid-19 pandemic. Sources of data in this study were primary data and secondary data. Preliminary data was collected from the narratives of policymakers, the management of tourist villages, and local communities in the mass media. The data for the document study were collected from previous research results about Nglanggeran Tourism Village. This study will identify the four policy elements of NPF, such as the setting, the moral of the story, the characters and the plot in the Nglanggeran Tourism Village Management Policy During the Covid-19 Pandemic to strengthen the tourism and survive from the loss.

Data Collection

Sources of data in this study were primary data and secondary data. Preliminary data was collected from the narratives of policymakers, the management of tourist villages, and local communities in the mass media. The data for the document study were collected from previous research results about Nglanggeran Tourism Village. This study will identify the four policy elements of NPF, such as the setting, the moral of the story, the characters and the plot in the Nglanggeran Tourism Village Management Policy During the Covid-19 Pandemic to strengthen the tourism and survive from the loss.

III. RESULT AND DISCUSSION

The setting

The setting of the problem in this study is the effort to formulate a management policy for Nglanggeran Tourism Village, Special Region of Yogyakarta to survive the covid 19 pandemic. Located in Patuk District, Gunung Kidul Regency, Special Region of Yogyakarta, Nglanggeran tourism village offers tourist destinations such as: Ancient Volcano, Nglanggeran embung, Nglanggeran Fruit Garden, Kedung cage Waterfall, Nglanggeran Chocolate Griya, Local Cultural Arts and Cultural Kirab. Nglanggeran tourism village was established in 2011 and developed rapidly after the establishment of an official management agency, namely the Tourism Awareness Group (Pokdarwis) in 2013 [15].

In 2021, Nglanggeran ancient volcanic tourism village, Yogyakarta, was awarded one of the best 2021 World Tourism Villages by the United Nations World Tourism Organization (UNWTO). This assessment is based on natural and cultural resources, innovative and transformative actions, and commitments toward tourism development in line with the Sustainable Development Goals (CNN Indonesia, 2021). Previously in 2018, Nglanggeran Tourism Village managed to be one of the Top 100 World Sustainable Destinations or Sustainable Destinations Top 100 version of Global Green Destinations Days (GGDD). In 2017 Nglanggeran Tourism Village got an award as the Best Tourism Village in Indonesia and received the ASEAN Community, Based Tourism (CBT) Award in Singapore [16].

The characters

The idea of Nglanggeran tourism village is Community Based tourism (CBT) which means from the community by the community and to the community. 6 mentioned that the management of the tourist village involved 8 (eight) community groups:

Kumpul Makaryo Farmers Group

They managed the embung area for agricultural attractions and trained tourists in farming activities. Farmer groups are spread over five hamlets in Nglanggeran Village. More than 100 active members are currently carrying out agricultural activities supporting tourism villages. Gapoktan Kumpul Makaryo is the organization that owns and controls the funds for the construction of the Farmer Empowerment Center (SPT) originating from the DIY Governor's Financial Aid, which is channeled through the Gunungkidul Regency Government. [17] explained that in this Nglanggeran SPT, the location provided was an area of 20 hectares for planting 3,100 yellow menoreh and longan itoh durian trees.

Purbarasa Culinary Group

They serve culinary banquets for visitors. This group is managed by the Nglanggeran Village Family Welfare Empowerment (PKK). There are many training and mentoring activities to increase the human resource capacity of this culinary group. Each group agreed upon service standards so that the control system was carried out by the members themselves and the Nglanggeran Pokdarwis. In 2021, Nglanggeran Tourism Village has a place to eat at Pawon Purba. It focuses on developing wellness tourism (health tourism), especially during the current pandemic. As stated by Sugeng Handoko, one of the managers of the Nglanggeran Tourism Village that "During the pandemic, there have been several changes in trends among culinary hunters. Apart from looking for outdoor places, they are also looking for local food that is free of preservatives" (Simangunsongn, 2021).

Merchants Group

They Sell goods and services, especially local food products and some souvenirs. This group is a group of traders around the Ancient Volcano ecotourism area. (Fatchurrohman, 2015) explained that traders socialize about once a month in Kalisong and Emung Areas to carry out trading activities at reasonable prices, even in tourist areas.

Craftman Group

They facilitate and train visitors in some art training activities. This group consists of three groups of artisans in Nglanggeran Village, namely: Nglanggeran Kulon, Nglanggeran Wetan, and Gunungbatak.

Outbound

This group managed outbound activities and creatively stimulated entrepreneurship by utilizing the region's potential.

Purba Wisma Homestay Group

This group helped to arrange for home stay owners and guests who will stay.

Cocoa Groups

Griya Chocolate Nglanggeran was built to process cocoa pods into cocoa powder for ready-to-eat products and train on making chocolate lunkhead and making chocolate-coated banana chips integrated into the Ancient Volcano tour package. In a previous study 18, it was revealed that cacao farmers have a side job as caretakers of tourist attractions in Nglanggeran 76.67%. Farmers usually get allotted work in tourist attractions such as the Nglanggeran Embung and Nglanggeran Ancient Volcano three days a week. Apart from being a guard for tourist attractions, some farmers also have side jobs as entrepreneurs. A side business carried out by cocoa farmers in Nglanggeran is renting out rooms as a homestay.

Pokdarwis Management

Maintain the cleanliness of the environment and organize tourism activities. Meanwhile, there was also Nglanggeran Mart. It was built in 2016 as a local product store for the Nglanggeran Village community that sells processed products from the surrounding community, such as cassava chips, cassava brownies, and cocoa dodol. (Wahyuni, 2018) his research explains that Pokdarwis also provides business capital loans to the public with 1.5% interest in installments over 35 days. The amount of interest results from an agreement with the community and is used to increase capital accumulation. Initially, the loan size was between Rp. 300-500 thousand. This activity is considered effective in helping the community increase tourism businesses such as repairing homestays or making toilets. Therefore, the amount of the loan period increased to IDR 2.5-3 million. The circulation of money also influences this in Pokdarwis. This savings and loan activity is carried out in conjunction with a community meeting every Kliwon Tuesday night. Aside from

being a place for savings and loan activities, the Tuesday night Kliwon meeting is a forum for monitoring and evaluating the Nglanggeran Tourism Village. Based on research findings in the field (Suyatna et al., 2018), the green entrepreneurship incubator model in Nglanggeran Village relies on three incubation dimensions: the green entrepreneurial dimension and the green institutional, and the green business dimension.

The extent of green entrepreneurship is supported by a Green School consisting of several elements: curriculum, meetings, practicum, green teachers, and green cadres. The green institutional dimension is supported by local wisdom composed of the features of socio-cultural values and green knowledge, local organizations comprised of Pokdarwis, cooperatives, and BUMDes, and networks consisting of the aspects of government companies and universities. The green business dimension is supported by assets/land, financing, production technology, marketing, information technology, bookkeeping, and environmental technology. In the development of Nglanggeran tourism village, external stakeholders, especially the private sector, are also critical, although the local community is the leading actor (Manaf et al., 2018). Nglanggeran Tourism Village also received support from several stakeholders along with the development of tourism potential in it. Several forms of assistance have been sought, both assistance to Pokdarwis and community groups with productive economic activities that support the development of tourist villages. The following are some of the roles of stakeholders as a form of support for the Nglanggeran Tourism Village:

1. The Griya SPA Putri Kedaton team, Sleman, Yogyakarta, was present in 2017 in collaboration with Pokdarwis to organize professional spa therapist training to support spa services in Nglanggeran Tourism Village. The participants received briefings from the correct massage methods ranging from foot and hand to back. In addition, this group also received materials on manufacturing scrub products and spa masks and studied the preparation of spa food and drinks.

2. Non-governmental organizations (NGOs) are also involved in village development efforts. Its activities include community assistance, making tourism village development plans by the Indonesia Ecotourism Network (Indecon), foreign language training for tourism actors, especially tour guides by the STORM Community, and post-earthquake capacity training by the International Organization for Migration (IOM).

3. Pertamina was present at the Nglanggeran Tourism Village by providing CSR worth Rp. 765,084,500 to the Association of Farmers Groups (Gapoktan) Kumpul Makaryo. It aimed to develop agrotourism in Nglanggeran with the Farmer Empowerment Center (SPT) concept.

4. Bank Mandiri also provided CSR worth Rp. Three hundred million for constructing a dam and fruit garden with 20 hectares of agricultural land.

5. The Yogyakarta Provincial Tourism Office supports community empowerment in Nglanggeran Tourism Village through the provision of grant assistance in the form of 79 units of toilet seats, ceramic floors, water reservoirs, and water connection pipes, which were handed over to 79 homestay owners at the end of 2014.

6. The Agricultural Research and Development Agency of the Ministry of Agriculture, in collaboration with the Gunung Kidul Regency Government and Gadjah Mada University 2015, established an Agricultural Technology Park (TTP) on an area of 4,600 square meters. The location of TTP is in the Patra Agrotourism area. The purpose of establishing TTP as a dissemination center, processing center for cocoa and etawa (Indian breed) goat's milk (mini factory), vegetable hydroponic innovation, chrysanthemum screen field, and other technological innovations, especially vegetable and fruit nurseries.

7. The Indonesian Institute of Sciences (LIPI) through the Research Institute for Natural Materials Technology (BPTBA), the Representative Office of Bank Indonesia DIY, and the Plantation and Forestry Office of Gunung Kidul Regency to work together to develop and assist cocoa cultivation to post-harvest processing. Purbaya Livestock Group

The success of Nglanggeran Tourist Village is due to the active collaboration among administrators, local people, and the government. Thus, the strengthening of social capital needs to be undertaken by the administrator for tourism sustainability [19]. In addition, the success of management must be connected to the ability of the younger generation of Nglanggeran Village to innovate and create tour packages for

tourists. The collective awareness of the community is also the key to this success. [20] mentioned that the role of the Nglanggeran Pokdarwis in providing education and or socialization to the community was able to realize community-based tourism. Similarly, research in West Lombok Regency mentioned that Pokdarwis, actively playing a role in tourism development, can improve service and tourist satisfaction [21]. According to [22], the success of the Nglanggeran Tourism Awareness Group in empowering the community must be connected to the role of an entrepreneur. Sugeng Handoko, an entrepreneur, has successfully invited the people of Nglanggeran Village to form tourism awareness groups so the community can take the benefits obtained from tourism activities. Another factor that underlies community participation is the desire to maintain and preserve the natural potential owned and improve the community's economy. This finding is similar to previous research. The active involvement of local communities in managing tourism can provide financial benefits without compromising social and environmental cohesion [23].

Communication also plays an essential role in developing Nglanggeran Tourism Village. The study which has been done by [24] found that the communication strategies enforced to develop the local tourism sector are initiated by a wide plethora of actors, such as local figures and key opinion leaders, and through various platforms such as communication forums, conventional and social media publications, and communication messages. First, the communication strategy employed by Nglangger and Pokdarwis is formulated organically rather than absolutely, especially not specifically evaluating the communication efforts that have been made. Second, the elements of catalyst, community dialogue, and collective action exist in Nglanggeran Pokdarwis. Finally, social and individual changes occur in Nglanggeran Village. This finding is similar to former research that revealed that the actor's communication process could mobilize and penetrate the values of community social wisdom [25]. Those actors mentioned previously could be classified into NGOs, government officials, citizens, scientists, and media [12]. However, the role of community and village tourist management (the Virtual Project community initiated by students of the Masters in Sustainable Tourism at the University of Padjadjaran, Ina Geo, School Tourism, Seruang, Outing. id, and Caventer) could not be underrated. With good commitment from participating stakeholders, this policy of creating innovative village tourism in Nglanggeran village will be successful. Those actors have different roles that help this village become one of the most successful community-based tourism in Indonesia. This policy is successful because all characters mentioned could be categorized as “heroes” since all of them have worked a big deal in their role to achieve the success of tourism. What is meant by the “villain” in this study is the Covid-19 pandemic. At the same time, the “victims” harmed by the existence of villains in this study were rural communities (Kumpul Makaryo Farmers Group, Purbasary Culinary Group, Merchants Group, Craftsman Group, Purba Wisma Homestay Group, Outbound, and Cocoa Group) whose daily income was mainly from tourism management.

The plot

First of all, it started with innovation. Collective awareness was needed that innovation is a movement and a shared responsibility. A survey in research conducted [15] revealed that the majority of respondents, 90.32%, had known that Nglanggeran Village was planning to be developed into a tourist village. It is a reasonable basis because almost everyone involved has the same vision, namely the development of tourist villages. As a tourist village managed by the surrounding community that implements a people's economy, there is community involvement or participation in making decisions. The survey results in the same study also showed that as many as 74.19% of respondents had been involved in making decisions regarding the development plan of the Nglanggeran Tourism Village, at least in the form of deliberation activities. It means that developing a tourism village based on a people's economy already looks adequate. Tourism Villages have the potential to have a positive impact on rural communities both economically and socio-culturally. However, these tourism activities had to be stopped in early 2020 due to the outbreak of Covid-19. As an effort to deal with the Covid-19 pandemic towards a new normal, the manager of the Nglanggeran Tourism Village divided it into three stages called Q1 (March 2020) Covid-19 Response Conditions, Q2 (April-June 2020) Adaptation Conditions, and Q3 (June-August). 2020 Recovery Conditions (DA, 2020).

Q1 is the first stage that begins with the temporary closure of tourist villages. Nglanggeran Tourism Village has officially closed tourist visits for a while starting on Monday, March 23, 2020, in response to the threat of the spread of the Covid-19 Virus, especially in the Gunung Kidul area, Yogyakarta. Tourists who have already booked a tour package are forced to reschedule their visit. Several closed tourist destinations include ancient volcanoes, reservoirs, Kedung Kandang waterfall, Pitu Village, and various tourism village packages. According to Heru Purwanto, one of the managers of the Purba Nglanggeran Volcano Pokdarwis Marketing Division, "Each destination is guarded for 24 hours to inform tourists who don't know and maintain equipment at the secretariat and counters" [26]. The management of the tourist village is not the primary source of income for the people in the Nglanggeran Tourism Village. However, the income from tourism village management is higher than other sources of income. The closure of tourist visits due to Covid-19 has resulted in a need for more income for the Nglanggeran Tourism Village community. Some residents of Nglanggeran Tourism Village also feel economic paralysis, especially Nglanggeran Tourism Village residents who depend on income from businesses directly related to tourism villages, such as selling souvenirs, transportation services, etc, or lodging businesses [27]. At the Q2 stage of adaptation amid the limitations of the Covid-19 pandemic, Nglanggeran Tourism Village made a breakthrough by holding a virtual Nglanggeran tourism activity held on May 3, 2020, through the zoom application at a rate of Rp. 50,000 for individuals and Rp. 20,000 for the group.

Sugeng Handoko, the Manager of Nglanggeran Ecotourism Village, explained that "Tourists will get a sensation like they are traveling in Yogyakarta. Via Zoom, they seem to have been picked up at the Tugu Yogyakarta station, which is the meeting point. Then go to Malioboro and then to Bukit Bintang until they reach Nglanggeran. It's like a real experience who wants to come to Nglanggeran but they stay at home"[28]. This activity is established through collaboration between the Virtual Project community, namely a community initiated by students of the Masters in Sustainable Tourism at the University of Padjadjaran, Ina Geo, School Tourism, Seruang, Outing.id, and Caventer with the manager of the Nglanggeran Tourism Village [29]. In June 2020, as a recovery effort or Q3, the Nglanggeran Tourism Village was re-opened for tourist visits. Health protocols or Cleanliness, Health and Safety (CHS) applied to include (1) provision of facilities to support health protocols; (2) limiting visitors to a maximum of 500 people/day; (3) utilization of information and communication technology for ticket reservation and payment; and (4) the application of physical distancing [27]. In addition, the opening of tour packages is still limited at this stage. Not all tour packages have been fully opened. Only 7 out of 16 tour packages have been piloted. In this COVID-19 pandemic condition, Nglanggeran Tourism Village has become one of the pilot locations for implementing the new normal. The awareness of tourism already owned by the community is the principal capital in guarding the enforcement of health protocols in Nglanggeran Village.

A regular disinfectant spraying program from the Gunung Kidul Regency Government adds to the creation of a sense of security for tourists to attract tourists to Nglanggeran during the Adaptation of the New Normal (IMR). In addition, the district government also limits the number of tourist visits, including a ban on tourists staying at homestays owned by residents of Nglanggeran Village. (Nufaisa et al., 2020) explained that currently, the innovation of Nglanggeran Village in the context of tourism recovery is a virtual tour, which a tourism start-up supports. In particular, this initiative provides a platform for MSME players to sell chocolate for virtual tour participants. So far, these efforts have increased sales during the pandemic, thereby increasing the income of the Nglanggeran Village community. As a short-term solution, these activities can be an alternative in getting through the pandemic.

The moral

Due to the Covid-19 pandemic that caused a substantial impact on the decline of tourists and visitors, the potential loss of tourism, and the decrease in local income, all stakeholders work hand in hand to innovate and adjust tourism with the new normal. The management designed a pilot project to solve this problem. This adjustment takes quite some time to adapt, but it could ultimately help save tourism and the economy.

IV. CONCLUSION

The research shows that the problem setting in this study is the struggle to conceive a management policy for Nglanggeran Tourism Village to survive the covid 19 pandemic. The victims were harmed by the existence of villains (the Covid-19 pandemic) were rural communities whose daily income was mainly from tourism management. The policy recovery management was successful because the heroes have worked a big deal in their role to achieve the success of tourism. The existence of a collective awareness to get out of the problem, the synergy of all parties, and the cohesiveness of its citizens is a great stepping stone to achieving a common goal. A group of people who are members of Pokdarwis has the enthusiasm and effective communication methods to influence other residents in the Nglanggeran Tourism Village to see their potential. It is the initial capital that gives tremendous power to make a breakthrough. Management by Community Based Tourism is proof that tourism can drive the economy and improve economic welfare for the surrounding community. Prosperity can not only be felt by a handful of people, but the community, as the leading actor, can share the benefits of the tourist village they have built.

This current study implies a lesson for other tourism villages to recover. The Tourism Village must go hand in hand while still paying attention to restoring the general public's health as the top priority today. Moreover, economic recovery is only possible by restoring public health. Nglanggeran Tourism Village, one of the best 2021 World Tourism Villages, has provided fresh air for recovery in the tourism sector during the pandemic. It was evident that there is still hope for the tourism sector to continue to grow amid the Covid-19 pandemic by implementing adapting policy. Nglanggeran Tourism Village has been able to adjust and see opportunities amid an unfinished pandemic. Furthermore, this study also had some limitations. This study used data from the previous research and statements from the tourism village management that the mass media opinion may influence. The recommendation for further research with a quantitative approach to test the effectiveness of pandemic handling can be used as an alternative study. More comprehensive qualitative research can also be carried out to create models and strategies for economic recovery that other tourism villages can replicate.

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