



**INDONESIAN GOVERNMENT'S EFFORTS IN
MAINTAINING INTERNATIONAL TOURISTS DURING
COVID-19 IN 2020-2022**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Sosial (S.Sos.)

By:

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FACULTY OF HUMANITIES

INTERNATIONAL RELATIONS STUDY PROGRAM

CIKARANG

SEPTEMBER 2023

PANEL OF EXAMINER APPROVAL

The Panel of Examiner declare that the undergraduate thesis entitled “**Indonesian Government’s Efforts in Maintaining International Tourists during Covid-19 in 2020-2022**” that was submitted by Amira Khumaira Khomeini Fadli majoring in International Relations from the Faculty of Humanities was assessed and approved to have passed the Oral Examinations on 19 September 2023.

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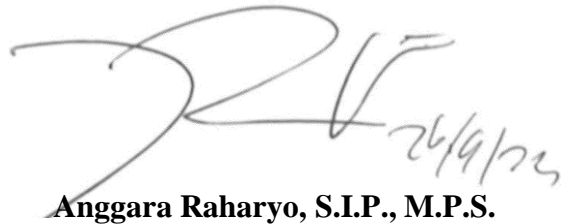
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This thesis entitled “**Indonesian Government’s Efforts in Maintaining International Tourists during Covid-19 in 2020-2022**” prepared and submitted by Amira Khumaira Khomeini Fadli in partial fulfilment of the requirements for the degree of Bachelor of Social Sciences in the Faculty of Humanities has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defence.

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ABSTRACT

**Amira Khumaira Khomeini Fadli, International Relations 2020,
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Thesis Title: “Indonesian Government’s Efforts in Maintaining International Tourists during Covid-19 in 2020-2022”

This study aims to analyze and understand the Indonesian government’s efforts under the Ministry of Tourism and Creative Economy in maintaining international tourists during Covid-19 in 2020-2022. The concept used in this study is the Economic Diplomacy developed by Kishan S. Rana and Tourism Promotion Concept. The research method used is qualitative research with the primarily data collected from interview and secondary data from articles, journals, news websites, books, reports, and statement from government and international organizations with the relevant topic of this research. An analysis will be carried out to shows the government strategic effort especially Ministry of Tourism and Creative Economy of Republic of Indonesia in maintaining international tourist arrival in Indonesia during Covid-19. The research findings provide a comprehensive effort of Indonesia’s Government to maintain international tourists during Covid-19. The result of this study are to enhance comprehension regarding the Indonesian government's efforts to maintain international tourist visits in terms of Indonesia's diplomacy through programs carried out by the Ministry of Tourism and Creative Economy during the pandemic. The Ministry of Tourism and Creative Economy changed its strategic plan from previously focusing on the quantity of foreign tourists to focusing on the quality of tourism to keeping their coming to Indonesia by creating a comfortable and safe atmosphere for tourists.

Keywords: Tourism Strategy, Covid-19 Recovery, Tourism Promotion, Economic Growth, International Tourist, Tourism Recovery

ABSTRAK

Amira Khumaira Khomeini Fadli, International Relations 2020, President University

Judul Penelitian: “Indonesian Government’s Efforts in Maintaining International Tourists during Covid-19 in 2020-2022”

Penelitian ini bertujuan untuk menganalisis dan memahami upaya pemerintah Indonesia di bawah Kementerian Pariwisata dan Ekonomi Kreatif dalam mempertahankan wisman pada masa Covid-19 pada tahun 2020-2022. Teori yang digunakan dalam penelitian ini adalah Diplomasi Ekonomi yang dikembangkan oleh Kishan S. Rana dan Konsep Promosi Pariwisata. Metode penelitian yang digunakan adalah metode penelitian kualitatif dengan data primer yang dikumpulkan melalui wawancara dan data sekunder dari artikel, jurnal, situs berita, buku, laporan, dan pernyataan dari pemerintah dan organisasi internasional yang relevan dengan topik penelitian ini. Analisis akan dilakukan untuk menunjukkan upaya strategis pemerintah khususnya Kemenparekraf RI dalam mempertahankan kedatangan wisman ke Indonesia pada masa Covid-19. Temuan penelitian ini akan memberikan upaya komprehensif pemerintah Indonesia untuk mempertahankan wisatawan internasional selama Covid-19. Hasil penelitian ini adalah untuk meningkatkan pemahaman mengenai upaya pemerintah Indonesia dalam mempertahankan kunjungan wisatawan internasional dari segi diplomasi Indonesia melalui program yang dilakukan Kemenparekraf di masa pandemi. Kemenparekraf mengubah rencana strategisnya dari yang sebelumnya fokus pada kuantitas wisatawan mancanegara menjadi fokus pada kualitas pariwisata untuk mempertahankan wisman dengan menciptakan suasana nyaman dan aman bagi wisatawan.

Kata Kunci: Strategi Pariwisata, Pemulihan Covid-19, Promosi Pariwisata, Pertumbuhan Ekonomi, Wisatawan Mancanegara, Pemulihan Pariwisata

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Lastly, thanks to myself for persevering and completing my thesis, which became my stepping stone in completing my undergraduate studies in International Relations at President University. I realize that this thesis still needs to be improved, but I hope it will be helpful not only for researchers but also for readers. Therefore, we highly expect constructive and wise suggestions and criticism.

Cikarang, 13 September 2023

Amira Khumaira Khomeini Fadli

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LIST OF ACRONYMS

1. ATF : ASEAN Tourism Forum
2. ATM : Arabian Travel Market
3. B2B : Business to Business
4. BPUP : Government Assistance for Tourism Businesses or
Bantuan Pemerintah bagi Usaha Pariwisata
5. BSC : Balance Score Card
6. CAP-CSA : the UNWTO Commission for East Asia and the Pacific &
the UNWTO Commission for South Asia
7. CHSE : Cleanliness, Healthy, Safety, Environmentally
8. DMO-DG : Destination Management Organization-Destination
Governance
9. Famtrip : Familiarization Trip
10. GDP : Gross Domestic Product
11. HLD-ICPT : High-Level Discussion on the UNWTO Conference on
International Code for the Protection of Tourists
12. ICT : Information and Communication Technology
13. ITB : Internationale Tourismus Börse
14. KOL : Key Opinion Leader
15. MICE : Meeting, Incentives, Conference, Exhibition
16. MoTCE : Ministry of Tourism and Creative Economy
17. MSMEs : Micro, Small, and Medium Enterprises
18. OSS : Online Single Submission
19. POSE : Paid Media, Owned Media, Social Media, and Endorse
20. PSBB : Large-Scale Social Restrictions/ *Pembatasan Sosial
Berskala Besar*
21. RIPARNAS : The National Tourism Development Master Plan or
Rencana Induk Pembangunan Kepariwisata Nasional
22. RPJMN : The National Medium Term Development Plan or
Rencana Pembangunan Jangka Menengah Nasional
23. SEZ : Special Economic Zones

24. SNI : Indonesian National Standard or *Standard Nasional Indonesia*
25. SOEs : State Owned Enterprises
26. TRAVEX : Travel Exchange
27. TTCI : Travel and Tourism Competitiveness Index
28. UK : United Kingdom
29. UN : United Nations
30. UNWTO : United Nations World Tourism Organizations
31. WCCE : World Conference on Creative Economy
32. WFH : Work From Home
33. WTM : World Travel Market
34. WTTC : The World Travel & Tourism Council
35. WVL : WTM Virtual London