



Public Historian Period Pandemic: Impact Overview COVID-19 to Tourism Sector and Sustainability Society Economy Bukittinggi

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Abstract- In West Sumatra, the city of Bukittinggi has been a famous tourism city in Indonesia since the colonial era. In line with the COVID-19 outbreak, the entire tourism sector in this city has experienced a collapse. The study aims to analyze the impact of the COVID-19 pandemic on the tourism sector and the sustainability economy of Bukittinggi City people. This research is descriptive research using a qualitative approach. Data collected through interviews, observation, and literature study. The results show that: 1) The impact of the COVID-19 pandemic on tourism in the City of Bukittinggi affects revenue Regional (PAD); 2) The people of Bukittinggi who work as public historians have lost a lot of their income; 3) The demand for MSMEs (Micro, Small, and Medium Enterprises) has decreased, especially those related to handicraft businesses in the tourism sector; and 4) The people of Bukittinggi City, affected by the COVID-19 pandemic, are trying to rise from the economic downturn by trying various new business alternatives, including utilizing social media to sell MSMEs. Which were initially engaged in the tourism sector, switched to producing cloth-based masks, selling tissue at several road junctions as additional income, selling pulses and data packages, and offering isolation packages in several hotels and inns.

Keywords: Public Historian, Covid epidemic 19, Sustainable Tourism.

I. INTRODUCTION

At the end of December 2019, the world was shocked by the *new emerging infectious disease* in Wuhan City, China, caused by the *Coronavirus Disease* (COVID-19). Covid-19 is a virus that attacks the respiratory system with symptoms of fever, cough, runny nose, sore throat, shortness of breath, fatigue, and lethargy. This virus can cause pneumonia, acute respiratory syndrome, and death (Nur Sholikah, 2020). The COVID-19 pandemic has resulted in more than 4.3 million confirmed cases and more than 290,000 deaths globally (Maria, *et al.*, 2020).

The World Health Organization (WHO) established a global emergency status for the virus outbreak so that the world becomes aware of the dangers of the virus outbreak. Eka (2020) added that they are not only alert to the dangers of the spread of the virus but also be aware of the possible negative impacts on the world economy globally, let alone an economy oriented towards public services such as the tourism sector (Stefan *et al.*, 2020). One of the countries affected by the COVID-19 pandemic is Indonesia. The steps taken by the Government of Indonesia to reduce the number of the spread of the virus, which has another name SARS-CoV-2 is by "*social distancing*." The *social distancing* policy is someone's effort not to interact with a close distance or avoid social crowds (Nurhalimah, 2020). The government urges people to adopt a healthy lifestyle while maintaining cleanliness, washing their hands diligently, maintaining social distancing, and avoiding crowds. Therefore, the government took the initiative to adopt a *work from home* policy, learn from home, and worship at home to anticipate the transmission of the COVID-19 virus outbreak so that it does not spread. As a result of the COVID-19 pandemic, the economic sector that feels the most impact is the service sector, especially in the tourism services sector (Nacie Guliez., *et al.*, 2020).

Meanwhile, Sulaiman Rumeon (2020), in response to the government's policy to work from home, will have an impact and become a polemic for people who work in the tourism sector whose sources of income and economic income depend on that sector.

The impact felt by par a tourism industry players who do not have a regular income, such as SMEs (Micro effort and middle), traders, motorcycle taxi rank, public transportation drivers, photographers, parking attendants, and other travel businesses. This, of course, will also impact the increase in the number of unemployed, which is directly proportional to a decrease in people's income and consumption (Diding Sakri, 2020).

Tourism is one of the non-oil and gas industry sectors most affected by the COVID-19 pandemic (Sugihamretha, 2020). The massive virus attack made the government impose Large-Scale Social Restrictions (PSBB) and various other forms of social restrictions for the community. Business travel agencies and various service businesses engaged in industrial tourism, to impact (Mariolis., *et al.*, 2020). This can be exemplified by flight activities, hotels, attractions, culinary services, and various other tourism businesses that to break and the policy mentioned government enacted in nearly all the k municipalities and cities in Indonesia.

The same situation also occurred in West Sumatra Province. The Corona Virus Disease (COVID-19) outbreak resulted in considerable losses to the tourism sector.

Since the implementation of Large-Scale Social Restrictions (PSBB) in West Sumatra for 47 days, starting from April 22 to June 7 2020, and the closure of several tourist objects, no more tourists have come for holidays. Based on data compiled from the West Sumatra Central Statistics Agency (BPS) in April 2020, foreign tourist visits in that month were "zero" or none at all. Even though in March 2020, there were still around 2,495 foreign tourists visiting West Sumatra. From January to early April 202, 0 10,874 foreign tourists visited West Sumatra, dominated by 8,831 tourists from Australia, 296 tourists from Australia, and 255 from China. Not only that, in April 2020, the number of air transport passengers at Minangkabau International Airport also experienced a decrease when compared to February.

In April, the number of passengers departing was only 15.11 thousand people, down 81.77 percent compared to the previous month, 29.15 thousand passengers arriving, or down 72.88 percent (BPS West Sumatra). In line with that, Sari Lenggo geni (2020) assesses that the tourism sector is very vulnerable to natural disasters and crises; currently, what is happening is a health crisis that causes people's interest to travel to drop dramatically.

As an icon of West Sumatra tourism, the tourist city of Bukittinggi as one of the cities in West Sumatra has also not escaped the impact of the COVID-19 pandemic. The tourism sector has suffered losses of up to Rp. 9 billion in the last 3 months since the implementation of the PSBB (Large-Scale Social Restrictions) and the closure of several tourist attractions and amusement parks (Susi Yanti, Head of Tourism, Economy and Creative Affairs, Youth and Sports Tourism Office Bukittinggi, Monday 4/20/2020). Untuk avoid the pandemic COVID-19 variety of tourist attractions ranging from Bung Hatta Birthplace Museum, Clock Tower, Panorama Japanese hole, Kinantan Zoo, Fort de Kock, a garden variety of entertainment and other rekreasi closed. The occupancy rate of hotels in the City of Bukittinggi has also been affected by COVID-19. Many hotels under the auspices of PHRI Bukittinggi are empty, and many hotel employees have even been sent home. Furthermore, tourism sectors lose up to Rp. 1 billion more because no more visits since the Regional Government of Bukittinggi City closed all tourist attractions 2019. The impact the sustainability of the community's economy, given that the many Bukittinggi City people depend on their economic life in the tourism sector.

Responding to conditions should not be allowed to drag on for too long, in this challenging situation, there must be a breakthrough and a way out so that the tourism sector

in the City of Bukittinggi will revive. The tourism sector must start to move and be productive when the pandemic has not been completely contained. This article aims to describe the impact of the pandemic COVID-19 for tourism Bukittinggi and how the sustainability of the economies of the communities who depend on the tourism sector with government policy covers several places attractions for large-scale social restrictions (PSBB). This research has also found that the people around the object area have the adequate *social capital* to get out of economic downturns. They have creative ideas to find and do new businesses that are following the conditions of COVID-19. The people around tourism objects in Bukittinggi are brilliant in capturing opportunities to get out of the economic downturn to still sustain during this pandemic. According to their name, they are called public historians, which means history for the public (Irina Savelieva, 2013). Borrowing the term from the word "*grass root*" means individuals, local communities, or community groups sign an initiation from professionals (Nopriyasan, 2018). D ith other words, historians and the public is the narrative of providing information about the history late by the general public (and Meg Foster, 2014).

II. RESEARCH METHOD

This research is a descriptive type with a qualitative approach. This study aims to describe the state of tourism in the City of Bukittinggi and the sustainability of the community's economy during Large Scale Social Restrictions (PSBB). Research and data collection began in May 2020 to August 2020. This research is qualitative, so the data obtained must be in-depth, clear, and specific (Sugiono, 2009). Data collection from interviews, observations, documentation studies, and focus group discussions on explaining each of these techniques (a) interviewing and obtaining in-depth information about an issue.

Theme raised in the research, process of proving information and information, (b) The results of observations are in certain activities, events, events, objects, conditions, or situations.

Observation techniques, directly, indirectly, observe how the struggle of the people who depend on their economy around tourist objects with all the rules must be followed and obeyed during the COVID-19 pandemic. (c) Document Study, Researchers collect research data published in various reports and scientific articles related to the tourism condition in other areas affected by the COVID-19 pandemic. It also refers to the Circular of the Minister of Tourism and Creative Economic No: 2/2020 concerning the Follow-Up Appeals to Prevent the Spread of Corona Virus Disease 2019 (COVID-19). Regional Regulations concerning the New Productive and Safe COVID-19 Normal Order (TNBPAC), and various other regulations relating to tourism in the City of Bukittinggi during the COVID-19 pandemic.

III. FINDINGS AND DISCUSSION

Since the implementation of *social distancing* policies or social restrictions by maintaining distance until the PSBB (large-scale social restrictions) from April 22 to June 7, 2020, the government has closed tourist attractions as a preventive measure so that the spread of COVID-19 in Bukittinggi City does not spread. All activities become paralyzed, including the economic activities of the community around the tourist attraction. The impacts of the COVID-19 pandemic on tourism in the City of Bukittinggi include:

The Fate of Public Historians and MSMEs

The revenue of Bukittinggi City's Local Own Revenue (PAD) is very dependent on the tourism sector because tourism is a leading sector for the Bukittinggi city government. Dallen

(2009) also explains that the development of the tourism sector will generate regional income from various sides, including business taxes, parking fees, paid tourism, hotel taxes, restaurants, food industry, gifts and souvenirs, and handicraft products. Tourism, travel agents, and labor absorption from the formal and informal sectors. Thus, the tourism sector expected the most significant contributor to the City of Bukittinggi. It is hampered by the regional government policy to close several tourist attractions and the Large-Scale Social Restriction (PSBB) policy. Aims to prevent the impact of the spread of the COVID-19 pandemic so that it does not have a broader impact on decreasing the number of tourists, namely; reduced local revenue (PAD) and community loss livelihoods. Based on data from the Bukittinggi City Youth and Sports Tourism Office (Disparpora), the tourism sector's total losses reached IDR 9 billion over the past three months (April, May, and June). So this loss has a significant effect on the Regional Original Income (PAD) of the City of Bukittinggi.

The tourism sector, which is an advantage and attracts tourists to come to the City of Bukittinggi, which should improve the people's economic standard of living, has finally become paralyzed due to the COVID-19 pandemic. Revenue from all sides in whom entry fees ob j oak travel, parking, hotel tax, restaurant and food industries, artisans, and various businesses engaged in bid ang tourism more become paralyzed due to lack of visitors or even rating, both travelers and foreign travelers domestic.

Some hotels and restaurants are becoming a part of the tourism sector Bukittinggi from the pandemic COVID-19's, b ven not a few restaurants, and hotels forced to work terminate (PHK) employees because they have to calculate the risk borne by. Historians public works a *tour guide local* (tour guide), vendors, parking attendants, coachman gig, photographers, o b jack base, and craftsmen around the tourism object who forced to miss work and efforts for pandemic COVID-19.

Public historians who have been around this Bukittinggi tourist attraction have felt the COVID-19 pandemic impact because they are generally engaged in the service sector. The public historian engaged in the tour guide sector almost lost his job because there were no more guests to visit. Likewise, public historians who work as merchants, parking attendants, photographers, bendi coachmen, and craftsmen also act as explanations to guests who come to explain the advantages of tourist objects and the uniqueness of the city's history Bukittinggi. In general, they trained on becoming a public historian by governments of Bukittinggi city as part of those who prepared for the development of tourism sustained in Bukittinggi city Tosun and Timothy (2003), emphasized that a critical aspect of sustainable tourism

development is community-based tourism. This approach focuses more on the participation of local communities in planning and developing potential in tourism destinations. Regina (1999), also adds that by involving the community, tourism can directly provide benefits and benefits if the community is involved and plays a role in tourism development.

Development in the national and regional tourism sector aims to drive economic activity while creating job opportunities and industrial businesses for the local people (B. Sarfronov, 2020). As a complex sector, tourism involves local industries such as the handicraft and souvenir industry, lodging/*homestay*, transportation, and guide services (Robert, 2019). In line with this, Rudolf (2016) explains that local economic development is a concept of economic development based on the utilization of local resources in a community, human resources, natural resources, and institutional resources. The community's utilization of these resources is carried out together with the local government and existing community-based institutional groups. The existence of a promising tourism sector desperately needs support to facilitate and serve all the needs of tourists. One of the factors supporting the advancement of the tourism sector is the existence of developing Micro, Small, and Medium Enterprises (MSMEs) (Syamsul & Supardi, 2020). According to Rony (2013), MSMEs play a vital role in tourism development because MSMEs can reduce poverty. After all, they absorb much labor and improve the community's economy. Typical products of a region (souvenirs) are usually the ones most often "hunted down" by tourists (Kristen & Patricia, 2006), and often the ones that can provide the specific needs of an area start from the MSMEs themselves.

MSMEs are an informal sector with goods and services production activities. On a small scale, the production units owned individually or in families, use much labor (labor-intensive), and the technology used is relatively simple (Herlambang, 2017). MSMEs play an essential role in creating the market share, developing trade, managing natural resources, human resources, reducing poverty, opening jobs, and mobilizing people's interest in entrepreneurship. In this connection, MSMEs in the tourism sector provides the needs of increasingly growing and developing tourists. However, the COVID-19 pandemic directly impacts the economic decline of MSMEs in the City of Bukittinggi, especially for MSMEs who depend on the tourism sector.

State of the lonely visitors, even none at all, will impact the course of economic and SME business, the conveniences expected MSME entrepreneurs consisting of businessmen crafts, souvenirs, and sellers of souvenirs. Many MSMEs are unable to operate anymore due to decreasing demand due to the COVID-19 pandemic.

Public and Community Historian Efforts of Bukittinggi to Awaken from Economic Adversity

Primajati (2015) explains that the Minang ethnicity or the Bukittinggi communities has the characteristics of self-confidence, hard work, careful/frugal calculation, independence, perseverance, contribution to family, consistency, ingenuity, flexibility, courage in facing business challenges. These characteristics contribute to the success of the MinangKabau/Bukittinggi community in entrepreneurship, this is proven by the small businesses built by business actors during the COVID-19 pandemic. "Minang people" are never ashamed to start a business from the ground up, even though they have to start their success by selling safety pins, hair combs, and belts in the verandah of shops and around the door to door will still try to fight in order to change the fate for the better. The characteristics of the people of Bukittinggi try to recover from their economic downturn during the COVID-19 pandemic. Various kinds of efforts by the people of Bukittinggi, especially those who work as public historians, to rise from the economic downturn during the COVID-19 pandemic are as follows;

1. Food and Beverage Traders Using Social Media

The social changes that occurred during the COVID-19 pandemic in the City of Bukittinggi had a significant impact on society, both as producers and consumers. In connection with that, Orsolya Kiraly (2020), adds that one impact can be seen from the daily habits such as an increase in an increasingly technological increase during a pandemic COVID-19. Thanos., et al., (2020) adds that people began utilizing social media to meet everyday needs such as buying food and beverages, pharmaceuticals and delivery of goods and other needs ririskiky a line. The merchants in the field of *food and beverage* usually sell in the vicinity of the object before the pandemic, this as an alternative option to stay afloat amid the pandemic. The businesses in *food and beverage* sell the products online and make promo-prom o pull through media social. Considering the circumstances during a pandemic, peoples shoppers prefer to use the digital payment for the transaction payment, because s Elain more practical, digital payments also can avoid consumers from transmission of the virus through cash risk.

2. Business actors (UMKM) engaged in the tourism sector switch to producing cloth masks.

The need Asker Medical has become a commodity is scarce during a pandemic COVID-19. Even the price of medical masks has skyrocketed due to scarcity and high demand. With Demian, not surprisingly, many pharmacies and health stores in Bukittinggi restrict the sale of masks to be walking k in the entire stock by know of certain persons from being resold at a higher price. In connection with the scarcity and price of the mask, which is getting higher, people eventually switch to the use of a mask made from fabric as an alternative. Manufacturers, selling opportunity cloth masks belong to them alone and beneficial to *suppliers* (suppliers of raw materials), *drop shippers* (intermediary), and retailers. In line with what Gerald (2020) meant, medium-sized entrepreneurs must be agile and competent at seeing the opportunities that exist during the COVID-19 pandemic.

The business opportunity to sell masks made of cloth is widely used by several MSMEs, which were initially engaged in tourism, then switched to producing masks made of cloth. According to the community, masks made from cloth are considered practical because they are easy to clean without throwing them away after use.

3. Parking attendants and motorcycle taxis switch professions by selling tissue.

Their pandemic Covid -19 causes a shift in the behavior pattern, customs, and public consumption, also impacting the sales of several products. The number of hygiene product categories are experiencing increasing demand, one of which is tissue. This opportunity is widely used by several people who previously worked as parking attendants and motorcycle taxi drivers around tourist attractions. Parking attendants and motorcycle taxi drivers chose to sell tissue as additional income because they lacked tourist spots and shopping centers. Based on the data obtained in the field, those who switched professions with many tissues during the pandemic can benefit from Rp. 50,000-Rp100,000 every day.

4. Tour Guide Selling Credit and Data Packages

Pulses and data packages have become a kind of primary need, as have foodstuffs or groceries. At least every month, people will set aside their money to buy pulses and data packages as a means of communicating, studying, and working and diving a pandemic COVID-19, the change in people's habits like online and virtual activity, such as virtual learning, working via *teleconference*, to the webinar. Most people who access the Internet from home no longer use the facilities and wifi from the office and in public places that provide free wifi. Makes the pulse and packages the more significant the necessary data to meet the needs, only for study and work, not including the need for internet data packages to play games, social media, and watch *online streaming* movies. Because everything is virtual and online, and people are required to still at home and reduce the activity in a home outside, user's and access impact to the Internet will be increased (Orsolya Kir a ly, 2020). Kindergarten (Kindergarten) and SD (Elementary School) children have used the Internet to access online learning from their respective homes. Understanding that selling pulses and data packages can be a good and profitable business opportunity amid the difficult economic situation in Bukittinggi, some *tour guides* take advantage of the community's needs by selling pulses and data packages. At some points of the crowd and on the outskirts of Bukittinggi, there were found several creative *tour guides* by setting up simple stalls with a *banner* that read various choices of internet data packages. Moreover, there is also a tour guide in a different location that utilizes the rear luggage car to sell pulses and data packets with an exciting promo.

Several hospitality and lodging in Bukittinggi perform various strategies to survive during a pandemic COVID-19. Several hotels in the city of Bukittinggi are still open even though there are not as many guests as usual. Hotels that are still surviving and operating

during the pandemic offer discounted prices, packages, and food delivery. Packages are offered in Are Some pa hotels and inns in the City Bukittingg i is the insulation package man themselves to the guests who came from the red zone which visit or return to Bukittinggi. The self-isolation package is no interpreted as a place for isolation for patients with a COVID-19. However, the isolation package is mainly for guests who come from outside West Sumatra or from the red zone. People who come from the red zone automatic status ODP, to isolate themselves for 14 days.

This opportunity is taken advantage of by several hotels and inns following the health protocols and regulations of the Bukittinggi City Government by involving public historians in promoting them.

IV. CONCLUSIONS AND SUGGESTIONS

Bukittinggi City is one of the tourist destinations when it comes to West Sumatra. The city of Bukittinggi has several leading tourist destinations close to each other, making travel fun and endless. The City of Bukittinggi was also affected by the COVID-19 Pandemic, which caused the cessation of all activities, including tourism. During restrictions on a large scale (PSBB) and several attractions and

centers resulted in public historian attractions located around this Bukittinggi, strongly felt the pandemic COVID-19th. Through *social capital* owned by public historians around Bukittinggi, they are still trying to sustain their life needs. The tourism industry in the City of Bukittinggi has to adapt to the pandemic conditions. Minangkabau people's *egalitarian* character, who can adapt to situations, even in harsh conditions. The character of the Bukittinggi community, which represents the Minangkabau community as a whole, has been proven by the emergence of various innovations and creative ideas that emerged during the COVID-19 period.

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