Making Concepts The Application Towards Consumer Behavior Through Bali Tourism as a Stimulation after Pandemic to Improve The Economy of Local Population

Dwi Vita Raudatul Jannah[1*], Marceila Zahra Nindita Pramesti[2],

Sahira Dwi Cahyani Syam[3]

[1] *Faculty of Economics and Business, University of Jember, Jember, Indonesia*
[2] *Faculty of Economics and Business, University of Jember, Jember, Indonesia*
[3] *Faculty of Economics and Business, University of Jember, Jember, Indonesia*
[*]*Corresponding author. Email: dwivitajannah@gmail.com*

ABSTRACT

Because of Covid-19, Indonesia has declared a state of emergency on its main island of Java, as well as the tourist hotspot of Bali. President Joko Widodo's gave the statement comes as the country grapples with repeated outbreaks and an alarming increase of COVID-19 cases. The Balinese government has implemented an extremely severe health protocol system in response to this situation, particularly the requirements for visiting Bali. Fortunately, this rule produces significant results; at the end of 2020, Bali announced that at least three areas of the island are ready to accept tourists again; this is what inspired us to develop a service concept innovation with a health protocol system and destination promotion through features in the app, so visitors do not have to be concerned about their safety in this unstable situation. This program is also in line with President Joko Widodo's directive that tourism must constantly adapt to technological and market demands. With qualitative approaches, research is conducted in natural settings to interpret observed occurrences and is carried out through logical analysis. A critical analytical method is required as a contribution to the phenomena that occur.

Keywords: Application, Bali Tourism, Economic Activity, Pandemic.

1. INTRODUCTION

The tourism sector is expected to be one of the drivers of the national economy, with the majority of it produced by the island of Bali, [1], which has seen an increase in the number of tourists visiting it over the last five years. However, when the pandemic began to enter Indonesia in 2020, Bali was forced to completely close its tourist areas in order to contain the spread of Covid-19. Sandiaga Uno, Ministerof Tourism and Creative Economy, stated that Bali's economic situation is concerning. It should be noted that approximately 80% of Bali's economy is based on tourism. Because the population of Bali is small, it is not difficult to make people aware of the importance of implementing health protocols. It is even claimed that tourism in Indonesia has decreased by 12% since the Covid-19 pandemic.

At the end of 2020, KPBIB stated that the Bali economy was expected to improve further, backed up by various surveys on various indicators.

According to Kompas.com, in an effort to revitalize the Balinese economy, [2]. The Bali Provincial BPPD continues to make breakthroughs to increase tourist visits to the Island of the Gods, one of which is the development of tourism promotion through digital. This is what motivated and provided us with the opportunity to participate in that program, by making suggestions in the form of the concept of creating the "BALINESE DIGITAL" application, which will be the first application to provide the most comprehensive service through its features. Adapting to the pandemic period, which is still ongoing, this application is based on consumer behavior during the pandemic, with the goal of reducing tourists' concerns about returning to Bali.

2. RESEARCH AND DISCUSSION

The "BALINESE DIGITAL" application provides services to tourists through the available features. The concept we created is to provide the best services for tourists who will visit Bali, designed by our logic analysis, trying to customize consumer behavior in particular to the time of the uneven pandemic, we answer the question of tourists who are eager to visit and vacation in Bali but are still concerned about the pandemic with interesting and useful features.

1. Cinematic Video

This cinematic video aims to describe the current situation on the island of Bali in terms of destinations and socio-culture. The content will be packaged in cinematic videos so that viewers are not bored and are more interested in the visualization of the beauty of Bali's destinations.

2. Booked Destination

The booked destination is a feature that allows tourists to make reservations for airline tickets, hotel rooms, private cars, bicycles, and other services. This is done to make it easier for tourists to visit. This function also includes a fintech e-wallet. As a result, it will be easier for tourists to plan their vacations with simple and effective payment methods

3. Destination

This feature provides destination recommendations such as destinations, restaurants, and other entertainment venues, along with visualization images to support them. This is prioritized for destinations that are close to the hotel of choice, so tourists do not have to travel far to enjoy Bali destinations, and this is what we focus on "places that are considered ready to accept tourists back through surveys, and we will also put a redzone sign indicating that tourists are still prohibited from visiting certain places in Bali that are still considered dangerous to visit due to the unresolved number of virus spread."

4. Report Transparency

This section contains all of the most recent Bali news and situations, such as the number of tourists visiting, the percentage of tourists visiting from each country, and information about the various cases that have occurred on the island of Bali. So that the reputation of the island of Bali is preserved, we will, of course, report on preparedness and other measures to address this issue. This data is also useful for the government in measuring the success rate of the Bali government in its readiness to receive tourists back, and it will be very useful in determining future policies based on this data.

5. Health Protected

This feature provides a format that tourists must fill out, including three times proof of vaccine, the most recent swab test results for a maximum of three days, and physical health records. We also provide oximetry in the form of a clock so that tourists can always maintain their oxygen saturation at all times after passing a series of health protocols to visit Bali. There is also a medical emergency call in this feature, which means that if tourists become ill while on vacation or have other problems, we will respond quickly to deal with them and work closely with the local medical team. As a result, we will collaborate with medical experts in their respective fields.

6. ID Detected

The feature is designed in the shape of a QR QODE. So, if a tourist is infected with the Covid-19 virus, it will be very easy to find anyone who has interacted, met, or even been in contact with that person. So that the response can be completed quickly, a swab test, oxygen saturation measurement, and lung ultrasound are used. This has also been implemented in South Korea as part of their preparations to combat the spread of COVID-19.

7. Fun Travel

As promotional media, this feature offers a variety of holiday packages. Based on the behavior of consumers who like special price offers, we provide holiday packages that are divided into three categories, the first of which is Honeymoon, the second of which is Family Time, and the third of which is Adventure Bestie. It is based on the "goals" that most tourists set for themselves.

8. Order Number

Each tourist will be assigned a queue serial number by order number. Because not all parts of the island of Bali declare their readiness to accept tourists, tourists are forced to visit each other in turn. Tourists are given a two-week maximum visit limit in this case, after which they will be replaced by tourists who queued with a specific serial number. We only accept about 100 tourists in the press slot. This aims to reduce overcrowding so that the situation on Bali's island remains favorable and tourist reception is limited.

9. Tour Guide

This feature provides tourists on vacation to the island of Bali with rental tour guides who can direct, provide insight, and guide them. This feature will include the identity of the available tour guides,

allowing tourists to be more flexible in their tour guide selection. Of course, tour guides with prior experience, fluency in a foreign language, who are interactive and informative, and who have a pleasant appearance are preferred.

2.1 SWOT ANALYSIS

Swot is the result of our analysis of the digital application's concept of creating, which can provide information about the strengths, weaknesses, opportunities, and threats to the application concept we've made.

Table 1. SWOT Analysis

Strength	This is the first application created in response to consumer needs in the midst of a pandemic, assisting tourists who want to visit the island of Bali with the best service according to health protocols, using the features available in the "Balinese Digital" application.
Weakness	The concept is still weak because it does not pass the formal hypothesis test, nor does it guarantee that services, particularly human resources, will run smoothly. Given that the main focus in the world of services is on human resources, the government must still be selective in absorbing skilled workers in their fields, and the quality of human resources in Indonesia is low.
Opportunities	This concept has a great opportunity because, in today's digital era, it is very likely that the entire world population has taken advantage of the sophistication of existing technology, and because, during a pandemic, all activities will be digital, this will be a great opportunity for us to build this concept.
Threat	Because it did not pass the formal hypothesis test, the concept faces the challenge of digital moral hazard. On the other hand, because it is not only tourists who master technology, but also the local community, particularly the Balinese themselves, extra socialization is required to raise technology awareness among the population. We recognize that at this time it is confirmed that this discovery is still not fully accepted, as well as the people of the interior of the island of Bali who are difficult to accept innovative innovations.

CONCLUSION

It is expected that the development of tourism promotion through the "BALINESE DIGITAL" application will have a positive impact on the Indonesian economy in the tourism sector. Because the app has a variety of features, such as Cinematic Video, which shows videos of Balinese destinations and social culture; Booked Destination feature, which provides a place for tourists to rent a hotel, modes of transportation, and airline tickets; Destination feature, which contains recommendations for tourist destinations; Report Transparency is a feature that displays current news about the situation in Bali.

Health Protected is a feature in the form of a format that tourists must fill out in order for their health to be monitored; ID Detected is a feature that can track a person's condition in order to reduce the spread of the Covid-19 virus; Fun Travel feature that offers vacation packages; Roll Number feature, which contains the queue's serial number in order to reduce crowds; and Tour Guide feature, which offers tour guide rentals in order for them to provide direction and insight about a destination on the island of Bali.

With the features and concepts in this application that are very adapted to consumer behavior during the pandemic, we hope that it can be a breakthrough and reduce worries for tourists visiting Bali, allowing the Bali economy to recover.

ACKNOWLEDGMENTS

REFERENCES

[1] Mpu Kuturan Singaraja, "Pariwisata Budaya," *Jurnal Ilmiah Pariwisata Agama dan Budaya,* 2021.

[2] Ajeng, "New Normal Tourism sebagai Pendukung Ketahanan Ekonomi Nasional pada Masa Pandemi", 2021.