

Analysis Of Public Opinion On Tourist Visit Rates During Covid-19 (Case Study Of Namalatu Beach Tourism And Hunimua Beach Tourism)

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Abstract

The research aims to determine public opinion regarding the level of tourist visits in the case study of Namalatu beach tourism and Hunimua beach tourism during Covid-19. Respondent sampling was carried out using the purposive sampling method using qualitative analysis. These results show that the level of tourist visits explained during the Covid-19 period was usually mostly local tourists, visits to tourist locations at that time were in accordance with Health protocols and limited visitors came. The number of tourist visits during the Covid-19 pandemic decreased drastically as a result of restrictive government regulations and public concerns about the Covid-19 pandemic. Local tourist visits have also influenced the number of visits to tourist attractions. This shows that the significant decrease in the number of visitors will have a direct effect on the income of small traders in beach tourism. Because traders' income really depends on the number of visitors who visit Hunimua beach and Namaltu beach.

Keyword: Opinion, Tourist Visits, Covid 19.

Introduction

Tourism is a potential sector that supports and has an important role in economic development, so it is one of the priority sectors that can be developed. Tourism can be developed as a source of income, both as regional income in general and as income for the surrounding community in particular. Various parties such as the government, private sector and local communities who are directly involved in utilizing tourist attractions as business opportunities will be able to feel the positive influence of the tourism sector. The government can obtain sources of tax revenue and foreign exchange from the tourism sector. The private sector can take advantage of the tourism sector to create business opportunities in economic activities (Anisah & Riswandi, 2015).

The tourism industry has an important role in the economic growth of a region. Every year, the number of domestic and foreign tourist visits is the main determining factor in increasing Regional Original Income (PAD). PAD refers to sources of income generated by local governments from their own administrative areas. PAD is one of the main sources of income for regional governments in Indonesia and is used to finance various government programs and activities at the regional level. Thus, PAD has an important role in financing regional government activities, including the provision of public services, infrastructure development, health, education, security, and so on (Muljadi, 2012).

In 2019 the world was hit by the Covid-19 pandemic, including Indonesia. This non-natural disaster phenomenon affects all aspects of life. As a result of the pandemic, the

majority of countries on every continent have prevented the transmission of Covid-19 by implementing lock down policies. Meanwhile, in Indonesia, even though there is no lock down, a Large-Scale Social Restrictions (PSBB) policy has been implemented as a form of preventing the spread of Covid-19. This policy has a serious impact on the tourism industry. Dwina, (2020) revealed that due to the Covid-19 pandemic, many tourist attractions were closed and their employees were laid off. In other words, the Covid-19 pandemic has affected all aspects of life, one of which is the tourism industry sector. In 2019, before the pandemic entered Indonesia, the number of tourist visits was very large. However, in 2020 it began to experience a decline due to the Covid-19 pandemic and several regulations made by the government in an effort to prevent the wider spread of Covid-19.

Maluku Province has its own charm according to its natural beauty, mountains, sea of people's culture which makes it one of the main targets as a place for tourism. Maluku Province has various tourist destinations such as Namalatu Tourism and Hunimua Tourism which are famous for their beautiful beaches and artificial tourist attractions. Maluku Province is also a province that has excellent trade potential because it has tourist attractions that are attractive to tourists. Tourists who visit tourist attractions in Maluku do not only come from within the country but also from abroad. The attraction of tourist attractions lies not only in natural beauty but in the development of tourist attractions based on local wisdom around the tourist attraction. The development of tourist attractions based on local wisdom has quite a good attraction for tourists. Of the various tourist destinations in Maluku Province, namely Hunimua Tourism and Namalatu Tourism, of course it cannot be separated from the role of tourism business actors who provide various kinds of typical culinary delights and other products (Wahyudi, 2023).

In 2020 Covid-19 began to spread in Maluku Province. The community's economy began to weaken as experienced by other regions in Indonesia. One of the reasons for the weakening of the community's economy is the implementation of the PSBB. In the tourism industry sector in Maluku there has been a

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decline in visits. This can be seen in the Hunimua beach tourist attraction and Namalatu beach tourist attraction. A report from the Maluku Provincial Tourism Office in 2022 shows a decrease in tourist visits, namely 6,792 visits when compared between tourist visits in 2019, namely 237,429 visits and in 2020, amounting to 230,637 visits. Thus, it can be said that the decline in tourist visits was caused by the Covid-19 pandemic, which also affected the economy of the community around the tourist attraction.

Based on the explanation above, the aim to be achieved in this research is Public Opinion on the Level of Tourist Visits, Case Study of Namalatu Beach Tourism and Hunimua Beach Tourism During Covid-19.

Method

This research was conducted from May – June 2024 and was located at Hunimua Beach Tourism and Namalatu Beach Tourism.

In this research, sample determination was carried out using a purposive sampling technique. Purposive Sampling technique is a sample determination method by selecting certain samples that are considered appropriate to the research objectives or problems in a population (Sugiyono, 2018).

The data collected in this research consists of primary data and secondary data. Primary data was obtained from the results of direct interviews with respondents in the research area using a list of questions (questionnaire) that had been prepared in advance, while secondary data was complementary data obtained from institutions or agencies and services related to this research as well as literature related to it. this research.

This research is a qualitative descriptive research. According to (Sugiyono, 2018) states that "qualitative research is a means of exploring and understanding the meaning of individuals or groups that are ascribed to social or human problems. The data analysis steps in this research use the data analysis model of Miles and Huberman (2007), there are three steps, namely: data reduction, data presentation and drawing conclusions.

1) Data Reduction

Miles and Huberman (2007) stated that data reduction is defined as the process of selecting, focusing, paying attention to and simplifying, abstracting, and changing raw data that emerges from field notes. Data reduction was carried out continuously throughout the research. Data reduction in research This starts from reducing primary data and secondary data.

2) Data Presentation

Miles and Huberman (2007) stated that what is meant by data presentation is the presentation of an organized collection of information, as well as providing the possibility of drawing data conclusions and taking action.

3) Draw conclusions

The next most important activity is drawing conclusions, actually only part of an activity from a complete configuration.

Results and Discussion

Namalatu Beach Tourist Destination

Namalatu Beach or Namalatu Beach looks unique because it is characterized by rows of brownish coral rocks. This beach means "the name of the king". The beauty of this beach is directly facing the Banda Sea. This beach has coral and patterns that are brownish and quite sharp. The coral along Namalatu beach is a spawning ground for various species of fish which are rich in omega 3 and 4. As is known, omega 3 and 4 have a great influence on the intelligence of the human brain. Types of fish such as mackerel, momar julung, dispersing and others. Apart from that, in certain months between March and April, sometimes even at the beginning of December, it is customary for people around this coast to get delicious sea worms, which are rich in nutrition and protein. People call this type of sea worm "laor". After cooking these sea worms with various kitchen spices, they can be eaten with local foods such as boiled cassava, boiled bananas, boiled taro, even with rice.

Furthermore, this laor has become a cultural/tourism attraction because to collect it you have to use a torch at night, a lamp. The people in this willayah, small, large, old, young, men and women are involved in taking the laor and by the community it is known as "Timba laor".

Namalatu Beach also has amazing underwater natural beauty. Tourists can freely dive, surf and snorkel. That way, visitors can enjoy the beautiful coral reefs that grow with the various beautiful fish in them. Visitors can spend the afternoon relaxing looking at the orange sky at sunset. At this time there are often sellers of fried bananas and breadfruit which are great to try with fresh young coconut water.

Hunimua Beach Tourist Destination

Hunimua Beach is located in a coastal area within the Salahutu District. This beach is located in Liang land, 40 km from the center of Ambon city. In 1990, UNDP - PBB was named one of the most beautiful beaches in Indonesia. The stretch of white sand along this beach is truly beautiful. The gradation of the sun refracting into the blue sea makes the sea a turquoise color between a beautiful turquoise blue. Hunimua Beach does not have sharp rocks and sea sand dominates this area. Swimming, snorkeling and diving are quite promising. This beach is directly opposite Seram Island, Pombo Island and Haruku Island, and hidden in the distance is Saparua Island. Another unique sight is the KMP FERRY return sea route crossing from ASDP Harbor in Liang to ASDP Harbor in Kairatu, Seram Island. Why is it said to be unique because the distance between the ferry sailing and the shoreline is very close so there is waving communication between those traveling and passengers on the ferry even though they don't know each other. This shows that the beach is quite deep so you have to be extra careful when swimming.

The world of tourism is selling, therefore coastal tourist destinations, especially Namalatu and Hunimua, need to continue to be developed, but maintain their sustainability so that they remain sustainable. Fresh funds from tourism aim to increase PAD, but the main thing is to increase people's income. Talking about fish as well as the ocean in Maluku is the same. The production of Maluku's marine resources contributes to the central government of around 85%. (See Ministry of Maritime Affairs Statistics data 2023).

Public Opinion on the Level of Tourist Visits at the Namalatu Beach and Hunimua Beach Destinations

Based on the results of research carried out by researchers in the field, namely through direct observation, conducting interviews and documentation, researchers succeeded in obtaining data and collecting information about public opinion regarding the level of tourist visits. Case study of Namalatu Beach tourism and Hunimua beach tourism during Covid-19.

Table 1. Public Opinion on Namalatu Beach Destinations

No	Description	Before Covid-19	During Covid-19	After Covid-19
1	Income	Medium	Low	High
2	Visit	Medium	Low	High
3	Local Tourist	Ambon Island	-	Ambon Island
4	Archipelago Tourists	Javanese, Bugis, Balinese	-	Javanese, Bugis, Balinese
5	Foreign Tourists	Netherlands, Germany, Malaysia	-	Netherlands, Germany, Malaysia
6	Various Culinary	10-13 Type	-	14-17 Type

Source: Primary Data, 2023

Table 2. Public Opinion on the Hunimua Beach Destination

No	Description	Before Covid-19	During Covid-19	After Covid-19
1	Income	Medium	Low	High
2	Visit	Medium	Low	High
3	Local Tourist	Ambon Island	-	Ambon Island
4	Archipelago Tourists	Javanese, Bugis, Balinese	-	Javanese, Bugis, Balinese
5	Foreign Tourists	Netherlands, Germany, Malaysia	-	Netherlands, Germany, Malaysia
6	Various Culinary	12-15 Type	-	17-20 Type

Source: Primary Data, 2023

Based on the results of interviews with several informants, the level of tourist visits during the Covid-19 pandemic, most of whom came from local tourists, were limited because it was still a pandemic. Furthermore, several informants said that the level of tourist visits during the Covid-19 pandemic was usually quite busy, coming to relieve their boredom at home, but this had to be in accordance with health protocols. And finally, other informants said that the level of tourist visits during the Covid-19 pandemic was busy only on weekends and certain days.

The Influence of Covid 19 on Visitor Levels at Namalatu Beach and Hunimua Beach

It cannot be denied that the Covid-19 pandemic has weakened the world economy. Especially on Ambon Island, the Covid-19 pandemic that occurred also affected the tourism sector. The existence of large-scale social restriction (PSBB) policies as well as the closure of recreation and entertainment venues aimed at suppressing the spread of Covid-19 has caused community mobility. Some of the effects of Covid-19 on people's income are the presence of visitors and economic activities. So with the pandemic, the income of the local tourist community has decreased, this has had a significant economic impact on the tourism sector.

The Maluku Provincial Tourism Office noted that cumulative local tourist visits in Maluku Province during the January-December 2020 period only reached 66,885 visits, lower than the same period in 2019 previously, namely 76,148 tourists, experiencing a decrease. Meanwhile, there was another increase in the January-December 2021 period, reaching 77,648 tours.

Table 3. Visitor Data During the 2019-2021 Covid-19 Pandemic in Ambon City

No.	Month	Years		
		2019	2020	2021
1	January	5,459	7,377	8,083
2	february	5,063	8,840	7,138
3	March	6,297	4,792	7,719
4	april	5,734	2,184	5,032
5	May	6,570	2,263	4,648
6	june	6,898	3,110	6,499
7	july	6,867	3,761	5,994
8	August	7,117	6,580	6,699
9	september	6,037	7,210	6,234
10	october	5,495	7,567	6,870
11	November	6,694	8,548	6,288
12	december	7,917	4,653	6,444
Total		76,148	66,885	77,648

Source: Department of Tourism and Culture 2022

From the results of the research that has been carried out, it can be seen that Covid-19 has an effect on the number of visitors. This shows that the significant decrease in the number of visitors will have a direct effect on the income of small traders in beach tourism. Because traders' income really depends on the number of visitors who visit Hunimua beach. As the number of visitors visiting increases, traders' income also increases. Conversely, if the number of visitors at Hunimua Beach is small or not busy, then the traders' income will also decrease or be

smaller. This is because the consumers of the business they run are beach tourism visitors.

The following shows tourist visits to Hunimua and Namalatu in 2019-2023.

Table 4. Visitor Development in 3 Dtw Maluku Province 2019-2023 Years

No	DTW	Years				
		2019	2020	2021	2022	2023
1	Namalatu Beach	25.262	29.432	44.877	46.136	46.341
2	Hunimua Beach	89.219	37.745	128.488	133.364	106.551

Source: Department of Tourism and Creative Economy, 2023

Table 4 above shows the condition of visitors who were successfully collected by the Maluku Province Tourism Service from 2019-2023. Namalatu Beach has seen quite a significant increase. For Hunimua beach in 2020, then it dived upwards in 2021 at the end of the Covid-19 period. Observing this condition, the tourist destinations of Namalatu and Hunimua beaches remain the first choice for local tourism on Ambon Island for 2021-2023, showing that tourist visits have also been visited by Wisnu and Wisman.

Public opinion at Namalatu Beach and Hunimua Beach tourism regarding the existence of business actors during Covid-19

Talking about the existence of business actors cannot be separated from original regional income. This concerns the income of the Maluku Provincial Tourism Office. This situation is characterized by the contribution of business actors in the tourism sector, for this reason we will look at the Regional Original Income below.

Original Regional Income (PAD) is income obtained by the region which is collected based on regional regulations in accordance with statutory regulations, which aims to give authority to regional governments to finance the implementation of regional autonomy in accordance with regional potential (Widyowati et al., 2022).

Maluku Province's Original Regional Income (PAD) in 2021 exceeded the target set. From the target of 533.39 billion, the PAD realized in December 2021 amounted to 547.57 billion, or reached 102.66 percent. During the pandemic in 2019 and 2020 there was a decline, namely Maluku Province's Original Regional Income (PAD) in 2019 amounted to 433.45 billion and in 2020 it reached 447.29 billion.

However, the Covid-19 pandemic in 2020-2021 caused a drastic decline in PAD, especially from the tourism sector, due to social restrictions and a decline in economic activity. 2022 shows signs of recovery with the easing of restrictions and increasing vaccination coverage, which is encouraging tourism and local economic activity to return. A significant increase in the number of hotels and restaurants, as well as tourist visits, contributed to the recovery of Maluku Province's PAD. Even though the recovery trend is positive, continued efforts are still needed to ensure economic stability and welfare of local communities during the Covid 19 pandemic.

Conclusions and Recommendations

Based on the research results, the researcher can conclude that based on data in the field it can be explained that the highest level of tourist visits during the Covid-19 period were usually local tourists, visits to tourist locations at that time were in accordance with Health protocols and limited visitors came. The number of tourist visits during the Covid-19 pandemic decreased drastically as a result of restrictive government regulations and public concerns about the Covid-19 pandemic. Local tourist visits have also influenced the number of visits to tourist attractions. This shows that the significant decrease in the number of visitors will have a direct effect on the income of small traders in beach tourism. Because traders' income really depends on the number of visitors who visit Hunimua beach and Namalatu beach.

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