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## New Normal as an Opening Door to State Financial Stability through the Post-PSBB Tourism Sector\*

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### Abstract

As a country affected by the Covid-19 pandemic, it has become a special note for the Indonesian government to make a policy so that the spread of Covid-19 can be overcome. One of the policies made by the Indonesian government is the implementation of PSBB (Large-Scale Social Restrictions) in several affected areas. The impact of the application is none other than attacking various sectors of life, especially on the speed of state finances which are experiencing a decline. Therefore, the presence of the New Normal as a post-PSBB transition is used as an "opening door" for the tourism sector in helping to stabilize state finances. Because the tourism sector is one of the mainstays in generating foreign exchange. Therefore, in this paper, two formulations of the problem are taken, namely First, what is the role of the tourism sector in stabilizing state finances? Second, what is the strategy carried out by the government in opening a new normal as a post-PSSB transition in the tourism sector? The research method in this writing is done by using normative juridical research. The purpose of this paper is to find out the role of the tourism sector in stabilizing state finances in the Covid-19 era.

**Keywords:** New Normal; State Finance; Tourism Sector

### Abstrak

Sebagai negara yang terkena dampak pandemi Covid-19, menjadi catatan khusus bagi pemerintah Indonesia untuk membuat kebijakan agar penyebaran Covid-19 dapat teratasi. Salah satu kebijakan yang dilakukan pemerintah Indonesia adalah pemberlakuan PSBB (Pembatasan Sosial Berskala Besar) di beberapa daerah terdampak. Dampak dari penerapan tersebut tak lain menyerang berbagai sektor kehidupan, terutama pada kecepatan keuangan negara yang sedang mengalami penurunan. Oleh karena itu, kehadiran New Normal sebagai transisi pasca PSBB dijadikan sebagai "pintu pembuka" bagi sektor pariwisata dalam membantu menstabilkan keuangan negara. Pasalnya, sektor pariwisata merupakan salah satu andalan dalam menghasilkan devisa negara. Oleh karena itu, dalam tulisan ini diambil dua rumusan masalah yaitu Pertama, apa peran sektor pariwisata dalam menstabilkan keuangan negara? Kedua, bagaimana strategi yang dilakukan pemerintah dalam membuka new normal sebagai transisi pasca PSSB di sektor pariwisata? Metode penelitian dalam penulisan ini dilakukan dengan menggunakan penelitian yuridis normatif. Tujuan dari penulisan ini adalah untuk mengetahui peran sektor pariwisata dalam menstabilkan keuangan negara di era Covid-19.

**Kata Kunci:** New Normal; Keuangan Negara; Sektor Pariwisata

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## A. INTRODUCTION

The Covid-19 era has become a historical record where the order of all countries in the world has become "ravaged". The reason is that in the Covid-19 era, the entire state order was walking on a "road" that it was not used to. In that era, there has been a disaster experienced by more than one country in the world. The disaster was the entry of the Covid-19 virus which caused all areas of life to be "threatened". Regarding the virus, it has been officially designated by WHO (World Health Organization) as a global pandemic (Source: Nationalgeographic.grid.id). The pandemic statement is based on the uncontrolled spread of the epidemic to various countries in the world (Amaliya, 2020)<sup>1</sup>. This can also be proven by the Covid-19 Map.



(Source: Covid-19 Map Documentation WHO [www.who.int](http://www.who.int))

The map shows that there are more than 200 countries that have been exposed to Covid-19. Of the many countries exposed to the virus, Indonesia is a country listed as one of the many countries exposed to Covid-19. Covid-19 is a global outbreak that harms the human and social dimensions. The presence of the Covid-19 pandemic in Indonesia makes a serious note for the government in making policies in dealing with the spread of the virus. Because, in conditions like this, it is very clear that people depend on the government so that later in making policies and actions to overcome these polemics, they can be maximized by prioritizing mutual safety. As well as the meaning contained in the fourth paragraph of the 1945 Constitution of the Republic of Indonesia that the

<sup>1</sup> Amaliya Shofiana. 2020. *Implementasi Program Afiliasi Berbasis Virtual Team Dalam UMKM Sebagai Upaya Peningkatan Perekonomian Pada Masa Pandemi Covid-19*. Fakultas Ekonomi dan Bisnis Universitas Padjadjaran.

government has obligations, one of which is "Advancing public welfare", so from this it is clear that the government is obliged to make policies to continue to advance public welfare in the Covid era. -19. In addition, the Covid-19 pandemic has had a fairly broad impact on various fields of life carried out by the community and the government. As it is known that the existence of the virus has extinguished the life of the country, caused disruptions to global supply, domestically and abroad, financial market volatility, consumer demand shocks, and negative impacts on sectors, and caused all activities to be limited or even eliminated, one of which is in the tourism sector. Moreover, in dealing with the virus, the Indonesian government made a policy to implement PSBB (Large-Scale Social Restrictions) which aims to break the chain of the spread of the Covid-19 virus with the issuance of Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions to Accelerate Handling of the Corona Virus. Disease 2019 (COVID-19).

As a consequence of that, all forms of activity are limited and the application of physical distancing and social distancing has been added so that it is certain that the form of the tourism sector is in suspended animation. The absence of activity in the tourism sector indirectly also causes unstable state finances. The decline in the tourism sector was very visible when the Covid-19 era came to Indonesian territory, this can be seen from the declining arrivals of foreign and local tourists, the slowdown in domestic travel due to people's concerns about traveling, having an impact on MSME businesses and employment. (Sugihamretha, 2020)<sup>2</sup>

The tourism sector is one of the mainstays in the country's development because it has high economic value (Dusun, n.d.)<sup>3</sup> will stop. Tourism is seen as an activity that has multidimensionality from a series of development processes, which are also related to socio-cultural, economic, and political aspects. (Spillane, 1994) <sup>4</sup>This is also in line with Article 3 in Law Number 10 of 2009 concerning Tourism that "*Tourism serves to meet the physical, spiritual, and intellectual needs of every tourist with recreation and travel and to increase state income to realize people's welfare*". From the sound of the article, there is the phrase "increase state income" so that the role of the tourism sector cannot be denied to help increase state finances. However, this is much different in the Covid-19 era with the implementation of PSBB in Indonesian territory.

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<sup>2</sup> I Dewa Gde Sugihamretha. 2020. Respon Kebijakan: Mitigasi Dampak Wabah Covid-19 Pada Sektor Pariwisata. Kementerian Perencanaan Pembangunan Nasional/Bappenas Republik Indonesia

<sup>3</sup> Lidia S. Dusun. *Kewenangan Daerah Dalam Mengatur Pengelolaan Usaha Pariwisata Di Kota Manado*. Lex Administratum. Vol.1/No.2/Apr-Jun/2013

<sup>4</sup> Spillane, James. 1994. *Pariwisata Indonesia, Siasat Ekonomi dan Rekayasa Kebudayaan*. Yogyakarta. Kanisius

As is well known, based on the Central Statistics Agency, Indonesia has experienced an increase in state spending that is not accompanied by revenue. Indonesia experienced a fairly deep contraction from 4.97% in the fourth quarter of 2019 to grow only 2.97% in the first quarter of 2020. In addition, the number of foreign tourists who came to Indonesia in the first quarter of 2020 decreased by 2.61 million visits, a decrease of 34.9% compared to last year. This is in line with the ban on flights between countries that came into effect in the Covid-19 era, this also has an impact on tourism places in Indonesia. Furthermore, the Indonesian government has amended the 2020 State Budget with the issuance of Perpu Number 1 of 2020 concerning State Financial Policy and Financial System Stability for Handling the 2019 Corona Virus Disease (Covid-19) Pandemic and/or In Facing Threats That Endanger the National Economy and/or Stability Financial System and followed up with Presidential Regulation Number 54 of 2020 concerning Changes in Posture and Details of the State Revenue and Expenditure Budget (APBN) for the Fiscal Year 2020. Changes occurred in state revenues, which decreased by Rp. 473 trillion or 21%. This is because the target for tax revenues fell by 22%, and non-tax state revenues (PNBP) decreased by 19%. Meanwhile, central government spending increased by Rp 168 trillion or 10 percent, and debt financing increased by Rp 655 trillion, or 187%. This makes the budget deficit widened from 1.76% to 5.07%. The impact of the Covid-19 pandemic has made state finances unable to move freely.

Not only that, considering that Covid-19 is a global pandemic, the World Tourism Organization (UNWTO) announced the impact of the Covid-19 outbreak around 80% of small and medium businesses from the tourism sector with millions of livelihoods around the world affected by Covid-19. In addition, the outlook for international tourist growth is negative 1% to 5%. This resulted in a decrease in revenues or an estimated loss of US \$ 50 billion to the US \$ 50 billion (Source: [www.unwto.org](http://www.unwto.org)). Based on this, it is necessary to take serious action in dealing with the polemic, and Indonesia is no exception.

Entering June 2020, Indonesia made a new policy, namely the implementation of the New Normal as a form of transition after the PSBB was implemented. New Normal is a new post-PSBB order aimed at maintaining productivity amid the Covid-19 pandemic. According to the Head of the Expert Team for the Task Force for the Acceleration of Handling Covid-19, Wiku Adisasmita, New Normal is a behavior change to continue carrying out normal activities but coupled with the implementation of health protocols to prevent transmission of Covid-19.

The principle of the New Normal is to be able to adapt to the pattern of life. The presence of the New Normal is an "opening door" for the tourism sector to rework the growth rate and development of the tourism sector which had

stopped. In other words, the existence of the New Normal can be an opportunity for the tourism sector to stabilize state finances affected by Covid-19. Given that the tourism sector in Indonesia has shown its role in real terms in contributing to the economic, social, and cultural life of the nation, the state finances are no exception (Dusun, n.d.)<sup>5</sup>. In addition, the tourism sector involves a large workforce, and its role in the economy is being encouraged by the Indonesian government (Sugihamretha, 2020)<sup>6</sup>, which in this case is also reinforced by the vision and mission of President Jokowi in terms of accelerating and continuing infrastructure development that is minimized through infrastructure interconnection with areas that are none other than tourism.

So, based on the explanation above, this paper is a study of the problems in the tourism sector in Indonesia, which was stopped due to the PSBB and the government's efforts to develop the tourism sector to improve the Indonesian economy.

## **B. METHODS**

The research method used by the author in reviewing this research is using juridical-normative research methods. A juridical approach is an approach that refers to the applicable laws and regulations, legal theory, and expert opinion. While the normative approach is an approach that is carried out by researching secondary library materials.

## **C. RESULTS AND DISCUSSION**

### **1. The Role of the Tourism Sector in Stabilizing Indonesia's State Finances**

Indonesia is the largest archipelagic country in the world with 18,120 islands in its possession with a coastline of 108,000 km. The State of Indonesia has great natural potential, diversity of flora and fauna, ancient heritage, historical heritage, as well as art and culture, all of which are resources and capital of great significance for tourism development and improvement efforts. This has also been stated in Law Number 9 of 1990 concerning Tourism that "tourism objects and attractions include natural conditions, flora, fauna, and human works". This capital must be used optimally through the implementation of tourism which in general aims to increase national income to improve the

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<sup>5</sup> Lidia S. Dusun. *Kewenangan Daerah Dalam Mengatur Pengelolaan Usaha Pariwisata Di Kota Manado*. Lex Administratum. Vol.I/No.2/Apr-Jun/2013

<sup>6</sup> I Dewa Gde Sugihamretha. 2020. *Respon Kebijakan: Mitigasi Dampak Wabah Covid-19 Pada Sektor Pariwisata*. Kementerian Perencanaan Pembangunan Nasional/Bappenas Republik Indonesia.

country's economy to stabilize state finances which after the PSBB is implemented, state income is estimated to decrease by 10% due to the Covid-19 pandemic, this is due to several reasons. One of the income sectors that stopped operating was the tourism sector.

The tourism sector is one of the industrial sectors that has a strategic role in stabilizing the economy. Before the PSBB was established, tourism development experienced very rapid growth and made a very large contribution to the world economy. As one of the promising sectors, several countries have placed this sector as a mainstay sector in their national economy.

In Indonesia, the role of the tourism sector in stabilizing state finances is also considered very important, both as a source of foreign exchange and job opportunities. This is evidenced by the position of tourism as the third-largest source of foreign exchange after oil and gas and palm oil. The tourism sector can bring in foreign exchange without any environmental damage (exploitation). In other words, that tourism is an invisible export that does not pollute the environment (smokeless industries) and an industry that will never end (never-ending industries) has prompted decision-makers to put more emphasis on the economic aspect of profit.

The role of the national tourism sector is increasingly important in line with the development and contribution made by the tourism sector through foreign exchange earnings, regional income, regional development, as well as in the absorption of investment and labor and business development spread across various regions in Indonesia. This is in line with Muljadi's opinion that the tourism sector can have a positive impact on the socio-economic conditions of the community, namely contributing to foreign exchange earnings, creating job opportunities, expanding business opportunities in the formal and informal sectors, increasing central and local government revenues through various taxes and levies, increase community income and equitable development. (Muljadi, 2012).<sup>7</sup>

According to the Pocket Book of the Ministry of Tourism (2016), the contribution of the tourism sector to the national Gross Domestic Product (GDP) in 2014 has reached 9% or Rp. 946.09 trillion. Meanwhile, foreign exchange from the tourism sector in 2014 had reached Rp 120 trillion and contributed to employment opportunities of 11 million people (Anggraini, 2017). Through a pull and push mechanism for other economic sectors related to the tourism sector,

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<sup>7</sup> A.J Muljadi. 2012. *Kepariwisatawan dan Perjalanan*. Jakarta: PT. Raja Pindo Persada.

such as hotels and restaurants, transportation, the craft industry, and others. Through its multiplier effect, tourism can and can accelerate economic growth and job creation.

## **2. The Strategy of the Indonesian Government in Opening the New Normal as a Post-PSS Transition in the Indonesian State Tourism Sector**

Since the outbreak of Covid-19 in January 2020 in the territory of Indonesia, it has caused a decrease in local and international tourists in Indonesia. Based on data from the Central Statistics Agency in March 2020, the number of foreign tourist arrivals (tourists) decreased by 470 thousand visits or decreased by 64.11% compared to March 2019. It is known that in 2019, state revenue from the tourism sector reached the US \$ 20 billion. Before the Covid-19 pandemic, the government estimated that 16 million tourists would visit Indonesia. However, amid the pandemic, the government estimates that the number will decline by more than 50% or to around 5 million tourists.

The strategy taken by the Indonesian government is to open the New Normal as a post-PSSB transition in the tourism sector of the Indonesian state, namely to carry out planned mitigation, planned mitigation is an event or series of events that threatens and disrupts people's lives and livelihoods caused, both by natural factors and/or by natural factors. or non-natural factors as well as human factors resulting in human casualties, environmental damage, property losses, and psychological impacts.

The planned mitigation plan that will be carried out by the government has three stages, the first stage is emergency response. There were four steps taken, namely establishing a Covid-19 crisis center, postponing all tourism promotions and activities, a cross-ministerial and institutional policy mix for the tourism industry, as well as special support from the Ministry of Tourism and Creative Economy with various community programs. The second stage is the recovery stage (Dr. Engkus, 2020)<sup>8</sup>. Wishnutama said that his party would identify the impact in detail due to the Covid-19 outbreak. This was followed by publication and promotion activities which were reactivated as well as various tourism agendas that had been delayed. The last is the normalization stage. Three general steps have been planned by the Ministry of Tourism and Creative

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<sup>8</sup> Dr. Engkus, dkk. 2020. *Covid-19: Kebijakan Mitigasi Penyebaran Dan Dampak Sosial Ekonomi*. Universitas Islam Negeri Sunan Gunung Djati, Bandung

Economy. Namely re-promoting both abroad and domestically and will prepare incentives for the tourism industry as well as creating economic actors.

The next step taken by the government is to provide incentives to the tourism sector, one of which is by providing discounts or discounts of 30-35% for airline tickets to drive the pace of tourism. Thus the economic centers in the regions can continue to run and national income remains stable. However, to get these incentives some requirements must be met by industry players in the sector. The requirement in question is that companies or businesses engaged in the tourism and creative economy sectors must continue to pay salaries to employees, both those who continue to work or are laid off, and continue to provide holiday allowances (THR).

The Ministry of Finance has budgeted Rp 25 trillion for food vouchers through online applications, and tourism support in the form of discounted tickets, hotels, and so on to increase consumption of the middle-upper class. However, this incentive can only be implemented if the spread of the virus is not too massive. The incentive is titled Stimulus Demand to provide tourism support through the provision of discounted tickets, hotels, food vouchers through online applications with the focus on receiving incentives being the community. This is part of the government's strategy for the National Economic Recovery (PEN) program in the context of handling the impact of Corona Virus Disease 2019 (Covid-19) on the domestic economy.

The handling of Covid-19 in all countries needs to consider its effectiveness and the socio-economic consequences of social restrictions and mitigation policies as part of preventing the virus from spreading very quickly while trying to avoid consequences that are detrimental to the Community. Because of that (Aan Jaelani, 2020)<sup>9</sup>, Economic policies in the short term should focus on providing emergency assistance to vulnerable people and affected businesses intending to avoid mass layoffs and bankruptcy. As for the medium term, macroeconomic policy should move to recovery measures, which usually involve monetary and fiscal stimulus. (Pennings, 2020)<sup>10</sup> Covid-19 is a global shock that requires international coordination in its handling, especially economic, health care, and science policies, and containment and mitigation efforts. Critical times require well-designed government action and effective

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<sup>9</sup> Aan Jaelani, Tika Fatichah Hanim. (2020). *Sustainability of Public Finances During The COVID-19 Outbreak in Indonesia*.

<sup>10</sup> Norman V. Loayza & Steven Pennings. 2020. *Macroeconomic Policy in the Time of Covid-19: Primer for Developing Countries*. Research & Policy Briefs From the World Bank Malaysia Hub No. 28, March 26, 2020.



public service delivery. The impact of this pandemic has caused schools to close and demand for commodities and manufactured products has decreased, but the need for medical supplies has decreased significantly. The food sector is also facing increased demand due to panic buying and stockpiling of food products. (Nicola, 2020)<sup>11</sup> Research reported by Coibion, Gorodnichenko, & Weber shows that the labor market is affected by the Covid-19 outbreak. (Olivier Coibion, 2020)<sup>12</sup>This can be evidenced by the fact that job losses are significantly greater than the newly unemployed, those who have lost their jobs are not actively looking for new jobs, and participation in the labor force has decreased.

### 3. City Government Policies in Improving Regional Tourism Development

The government carries out cross-sectoral strategic coordination at the level of policies, programs, and activities to improve the implementation of tourism as regulated in the Presidential Regulation of the Republic of Indonesia Number 64 of 2014 concerning Strategic Coordination of Cross-Sectoral Tourism Implementation. The tourist attraction of tourist cities comes from many sectors, namely: natural attractions, building attractions, and socio-cultural attractions. Amenities or facilities owned by tourist destinations, including transportation or other tourism transportation, hotel accommodation and the like, restaurants and other restaurants, local tours in DTW (Tourism Attractions) visited, tourist objects and attractions in DTW (Tourism Attractions) ) visited.

In the formation of the policy, the tourism and culture department had previously made a plan. By the Minister of Home Affairs Regulation Number 86 of 2017 that Regional development planning is a process to determine future policies, through a sequence of choices, involving various elements of stakeholders, for the use and allocation of existing resources within a certain period in the Region. Regional development planning as part of the national development planning system is prepared in the long term, medium term, and short term. Therefore, to provide direction and goals in realizing the ideals and goals of the region following the vision, mission, and direction. regional policies, it is necessary to draw up a Regional Long-Term Development Plan for the next 20 (twenty) years.

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<sup>11</sup> Maria Nicola. 2020. *Evidence-Based Management Guideline For The COVID-19 Pandemic*. International Journal of Surgery. Volume 77, May 2020, Pages 2016216.

<sup>12</sup> Olivier Coibion, dkk. 2020. *Labor Market During The Covid-19 Crisis: A Preliminary View*. National Bureau of Economic Research Working Paper Series, 2020.

The functional structural movement of the community comes from natural resources, cost resources, and human resources within the limits of their respective capabilities, while the role of the government is more directed at the fulfillment of road infrastructure that supports the development of people's tourist destinations. The community's economy that is fully dependent on natural products makes the income per capita of the community based on the collectors or factories that buy raw materials from their plantations. From observations obtained several factors that support the realization of the city as a destination for tourist visitors including the structure of tourist attractions and community friendliness that is adaptive to the visitors providing a distinctive appeal to make the city is still known as an attractive city to visit and the ability of the city community to initiate through art activities, Culture, culinary and other attractive businesses can provide added value to the development of a tourist city which is carried out with a lot of self-help, both organized and individually.

From the explanation above, the implementation of tourism development policies in the city is carried out using a community-based approach or CBT (Community Based Tourism). According to Suansri in his book entitled *Community Based Tourism Handbook*, he explains that CBT is a form of tourism that pays attention to aspects of environmental, social, and cultural sustainability, therefore CBT is one of the tools to realize sustainable tourism development. With the CBT approach, the role of the tourism city government as a stakeholder is limited as a regulator and facilitator, namely providing the needs of rural or urban communities to develop tourist villages. (Fernanda, 2020).<sup>13</sup>

#### **4. The Impact of the Covid-19 Pandemic on MSMEs and the New Habits of Tourists Due to Covid-19**

The impact of Covid-19 on the economy of MSMEs (micro-enterprises (I Gusti Ayu Diah Yuniti, Nanang Sasmita, Liris Lis Komara, Jhon Hardy Purba, 2020)<sup>14</sup>, small and medium) is very large. An easy way to prevent the spread of the virus is by physical distancing or by social distancing. The recommendations for physical distancing issued by the Indonesian government make people stay at home and not go out to do their usual activities. One of the activities missing

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<sup>13</sup> Jihan Fernanda. 2020. *Kebijakan Hukum Pemerintah Kota Batu Guna Pengembangan Pariwisata Dalam Perspektif Hukum Administrasi Negara*. Dinamika Jurnal Ilmu Hukum

<sup>14</sup> I Gusti Ayu Diah Yuniti, Nanang Sasmita, Liris Lis Komara, Jhon Hardy Purba, Ni Putu Pandawani. (2020). *The Impact of Covid-19 on Community Life in the Province of Bali, Indonesia*.

from the routine is not shopping outside the home through MSMEs. MSMEs have difficulty paying existing costs, such as salaries and employee salaries, as well as other operational and non-operational costs. This has a bad effect because if workers cannot make money, they are forced to return to their hometowns and have no other choice. The reason, they do not have enough income to live abroad. Like it or not, layoffs or layoffs (not working) are things that must be done to survive. Another impact of physical distancing advice is of course we don't travel. Travel agents, hotels, transportation, tour guides, and even restaurants are affected by the Covid-19 virus. Not only local tourists, but the decline in the number of foreign tourists is also inevitable. Workers have also been affected by the coronavirus in the tourism economy and will need ways to make money from home during the outbreak.

The impact of the global COVID-19 pandemic has lasted four months since it was first detected in Wuhan, China, in January 2020. This outbreak has severely harmed the country's overall economic sector, as well as tourism. Sectors affected include destinations, transportation business (Suci Sandi Wachyuni, 2020)<sup>15</sup>, travel agents, and other supporting businesses such as hotels, restaurants, and so on. So keep in mind the behavior of tourists after this pandemic ends to give an idea of tourism trends after this pandemic ends. In addition, it can be used as an estimate of the recovery time from the tourism sector after the pandemic ends, judging by the trend of tourist behavior. Travel intentions were analyzed using the TPB theory. The first indicator is an attitude to behavior, where behavior refers to travel. The average respondent still shows a positive attitude towards travel. Traveling was still fun before the pandemic. Subjective Norm indicators also show positive results with other people or close friends who are planning to travel strengthening the respondent's desire to do the same.

Likewise, behavioral control shows that this pandemic has not changed the desire of tourists to travel when and where they want. Therefore, the survey results of the anxiety journey show a low mean score. Anxiety is characterized by three aspects, namely somatic, psychological, and physical. The survey results show that all three have low average scores so it can be interpreted that there is no excessive anxiety felt by respondents to travel after the pandemic ends. Tourism remains a necessity for many people. However, based on the results of this study, the behavior of tourists after the pandemic has passed has new characteristics. Tourists will prefer nature tours with short travel times. Safety

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<sup>15</sup> Suci Sandi Wachyuni, and Dewi Ayu Kusumaningrum. (2020). *The Effect of COVID-19 Pandemic: How are the Future Tourist Behavior?*.

and cleanliness are the main factors that determine the selection of tourist destinations. In addition, the history of a country with a large number of corona patients may have a significant impact on the decline in tourists. This result has implications for the new theory that health problems are one of the factors influencing goal selection. This study provides a new implication that health problems are part of the situation in the goal-setting process. After previous research, it was found that one of the factors that influence the choice of destination is the situation, including factors such as weather, culture, and social situation

#### **D. CONCLUSION**

The role of the tourism sector is considered very important to stabilize state finances, especially in the post-PSBB transition period or what is called the New Normal. With the contribution to foreign exchange earnings, job creation, expanding business opportunities in the formal and informal sectors, increasing central and local government revenues through various taxes and levies, increasing community income and equitable development, all of these can be overcome by opening the New Normal door through the tourism sector. In this Covid-19 era, the government must play a role in preparing various strategies in the post-PSBB transition period in the tourism sector considering that the tourism sector is seen as being able to help stabilize the pace of state finances, strategies that can be carried out include planned mitigation in three stages and providing incentives. with certain conditions. There is a contribution between the central government and local governments by leading to the fulfillment of infrastructure that supports the development of people's tourist destinations, the implementation of tourism development policies in the city is carried out with a community-based approach or CBT (Community Based Tourism). In this difficult time experienced by Indonesia, various sectors of life are affected, including MSMEs which are one of the supports in improving state finances, the impacts experienced include difficulty paying existing costs, such as salaries and salary employees, as well as operational and non-permanent costs. other operations that have an impact on Termination of Employment (PHK). However, to make these strategies passive and help realize the implementation of the New Normal in Indonesia, it is necessary to remember and become an important condition in carrying out that strategy, so safety and cleanliness are important factors that need to be prioritized so that the sustainability of the strategy that will be implemented goes hand in hand with deciding Covid-19 chain.

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