

TOURISM BUSINESS "STAYCATION" AT D'EMMERICK SALIB PUTIH HOTEL SALATIGA IN THE AFTERMATH OF THE COVID 19 PANDEMIC IN THE PERSPECTIVE OF RESILIENCE

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ABSTRACT

This study aims to find out the extent of the resilience of the Parawisata Business "Staycation" D'Emmerick White Cross Salatiga Hotel in the Post-Covid 19 Pandemic. The theory used is the theory of resilience. Resilience itself is the ability to survive, adapt to something that is stressful, able to overcome and go through and be able to recover from a downturn. This research uses a type of qualitative descriptive method research, where the data collection technique used is an interview with an entrepreneur in this case the D'Emmerick Hotel HRD, observation is carried out in the form of overall hotel observations at the research location and documentation in the form of photo documents, and sound recordings, which aims to strengthen the results of interviews and observations so that the data received is really valid. The results of the study found that the results showed that d'Emmerivk Hotel has characteristics that describe resilience based on seven aspects according to Reivich and Shatte. First, *Emotional Regulation* is able to manage and regulate existing emotions so that the business continues to run even under the pressure of a crisis. Second, *Optimism (Optimism)*, is the positive side of the cooperation that is built so that even though it has decreased income. Third, *Self-Efficacy* is the confidence that they are able to survive in the midst of a pandemic crisis. This belief is what keeps hotels operating in the midst of a pandemic, Fourth, *Causal Analysis*, conducts an analysis to see the strengths, weaknesses, opportunities, and threats of the crisis at hand. Fifth, *Empathy (Empathy)*, some laid-off employees are then called in for rehires. Sixth, *Achievement (Reaching Out)*, received the best hotel certificate as an award for d'Emmerick hotel of the Ministry of Tourism creative economy. Thus the park tourism business d'Emmerick Hotel has the resilience of being able to improve itself and bounce back from difficult situations and be able to adjust flexibly to continue operating.

Keywords: *Tourism business, Resilience, Crisis, Pandemic*

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INTRODUCTION

The Ministry of Finance noted that the sector that was greatly affected by the pandemic was tourism. There is a very drastic decrease in income in the field of tourism due to the lack of visitors both at home and abroad. According to BPS data in the BPS catalog No. 8401011, June 30, 2021, recorded a total of 4.02 million foreign tourist visits to Indonesia in 2020. When compared to 2019, the number of foreign tourists decreased by 75.03 percent. This has caused not a few hospitals to experience a decrease in visitors and even no visitors. It was recorded that in 2020 at least 1,642 hotels were forced to close, and also BPS noted, hotel occupancy decreased by 40% which had an impact on the continuity of the hotel business, and from 3,516 hotels, 46.70% of hotels were closed.

Post-pandemic is a transition period for all business sectors, especially the tourism sector. Where there are not many businesses that are able to survive the pandemic, so it can be seen that in the post-pandemic, it is recorded that only half of them are able to survive. This is reinforced by data from the 2021 BPS Catalog, previously which noted that of the 3,516 hotels,

46.70% of hotels were closed, meaning that around 1,874 hotels were able to survive after the pandemic out of a total of 3,516, but 1,642 hotels from the total above were unable to survive through the crisis so they finally had to close (*Katalog BPS*, 2021). The ability to survive a crisis is known as resilience.

In the tourism industry, the presence of the concept of resilience is an important thing and has been studied by several researchers. Resilience itself is important when a person makes tough or difficult decisions in a state of urgency. The improvement of one's way of thinking in seeking new experiences and viewing life as an improved process is the result of resilience. Resilience can enable a person to create and maintain a positive attitude to explore, as well as be brave in taking risks for their actions. It is further explained according to Wolins (Pondalos & Santi, 2021) that resilience is a special ability that individuals have when facing difficulties and then rising from those difficulties. This ability then becomes the foundation of all positive characters in building their emotional and psychological strength. (Reivich & Shatte, 2002) also added that the ability to adapt to a severe event and overcome problems that occur in life is called Resilience. Resilience makes a person able to live stronger. That is, by having resilience a person will manage to adjust when facing unpleasant conditions, even with the intense pressure experienced.

In Salatiga, one of the hospitality businesses that is seen as able to go through the difficult period of the pandemic to post-pandemic is d'Emmerick Salib Putih Hotel Salatiga. This hotel is one of the hotels affected by the pandemic. D'Emmerick Salib Putih Hotel Salatiga is one of the hotels in Salib Putih that provides accommodation for families and businesses as well as meeting places for both office and family events as well as *outbound*. This hotel is the only hotel in Salatiga that is included in the combination or integration between hotels and tourist attractions.

There are several kinds of research that have been carried out related to resilience in entrepreneurs, one of which is research conducted by Suryaningsih & Suryawardani (2021) who said that Star Hotels in Bandung Regency were able to go through the pandemic period and said to be able to survive. This ability can be seen in the occupancy rate of the hotel. The efforts made by star-rated hotels in Badung Regency to survive for a year or since the pandemic, namely by making several changes in the field of promotion, human resources, and the implementation of the CHSE protocol in each star hotel unit as well as completing a CHSE protocol-based verification certificate. Another research related to resilience was also conducted by Triatmanto (2011) on 34 hotels in East Java on organizational resilience and performance in the service industry. The results found are the ability of hotel organizations to anticipate the influence of changes in the external environment and the lack of organizational capacity to adapt to these changes into organizational resilience, so that organizational performance can remain better and existing resources are increasingly empowered, further, in research on organizational resilience in the accommodation business in Semarang, shows that the development of human resources greatly affects the resilience of the organization. Some of the efforts made to support organizational resilience include selective employee recruitment, healthy finances (reserve funds), good employee performance, leadership, and organizational experience.

Reflecting on previous research, researchers want to examine the resilience of *entrepreneurs* in this case at d'Emmerick Salib Putih Hotel Salatiga, after the pandemic, with

various challenges faced, where this is an important thing to pay attention to now seeing that not many businesses are able to survive not only in the midst of a pandemic but also in the midst of other crises.

METHOD

The research will be conducted using the Qualitative Descriptive method. According to Nazir descriptive research examines the status of human groups, objects, conditions, systems of thought, or present events with the aim of making descriptive systematic, factual and accurate about the facts studied. According to Nana Syaodih Sukmadinata, qualitative descriptive research is aimed at describing and describing existing phenomena, both natural and human engineering, which pay more attention to the characteristics, qualities, and relationships between activities (Yudha et al., 2020). Prasanti & Pratamawaty (2018) the purpose of descriptive research is to make systematic, factual, and accurate descriptions, drawings, or paintings regarding the facts, properties, and relationships between the phenomena investigated. The data collection techniques used in this study are

1. Interviews are conducted through conversations by two parties with the aim of obtaining appropriate and accurate data. In this study, the researcher interviewed 1 resource person, namely HRD from d'Emmerick Salib Putih Hotel Salatiga.
2. Observation carried out through the observation of the hotel as a whole at the research site, namely d'Emmerick Salib Putih Hotel Salatiga, with the aim of obtaining an overview of the hotel in general and other supporting data

Documentation, in this study documentation data in the form of photo documents, and voice recordings, which aims to strengthen the results of interviews and observations so that the data received is really valid, and based on the correct evidence.

RESULTS AND DISCUSSION

The results showed that *the entrepreneur* d'Emmerick hotel has several characteristics that describe resilience in terms of seven aspects of resilience (Reivich & Shatte, 2002):

1. **Emotional Regulation**, which is the ability to manage and regulate the internal side of oneself or emotions to remain conducive and efficient when under pressure, as well as develop skills in oneself to control emotions, attention, or behavior. In this case, *the entrepreneur* d'Emmerick hotel is able to manage and regulate existing emotions so that his business continues to run even under the pressure of the pandemic crisis through various strategies such as implementing strict health protocols, laying off some employees and limiting some activities so that the hotel remains stable and operates
2. **Optimism (Optimism)**, which is the ability to remain positive about what will happen or be realized from planning, is related to *self-esteem* and efficacy and involves accuracy and reality. Although the income of entrepreneur d'Emmerick hotel has decreased in the midst of a pandemic situation and then has an impact on the payroll of hotel employees, here they see the positive side of the cooperation built so that even though it has decreased income, *entrepreneur* d'Emmerick hotel is confident that it will still be able to survive with *the cash loan* strategy of hotel d'Emmerick's shareholders, because they believe that afterward it will be done *cash repayment* to these shareholders, through fixed hotel income and various side businesses run.

3. **Self-Efficacy**, is a person's belief in his ability to solve problems and succeed in what he does. Regarding this, d'emmerick hotel entrepreneurs are confident that they can survive in the midst of a pandemic crisis. This belief is what keeps hotels operating in the midst of a pandemic, besides that *entrepreneurs* are confident that they will not fail, this is manifested in the form of side businesses outside of hospitality that helps support their finances, such as *laundry*, food *catering*, and *carwash*, Finally, the d'Emmerick hotel became one of the hotels that were able to survive through the crisis during the pandemic and remains operational today.
4. **Causal Analysis**, which is the ability to accurately identify the cause of a problem, and has a thinking pattern that is used to identify the cause of the problem and obtain a solution. Here *entrepreneur* d'Emmerick hotel knows what to do during a pandemic through SWOT analysis. They conducted an analysis to see the strengths, weaknesses, opportunities, and threats of the crisis at hand, and based on the results of the analysis implemented a number of strategies that later became solutions such as: opening a branch d'Emmerick *budget* hotel in the middle of Salatiga city by providing hotel services that are more economical and affordable than the main hotel.
5. **Empathy** is a picture of how well a person is able to read a person's emotional state. This can be seen in the *entrepreneur* d'Emmerick hotel after the pandemic has passed, and when the hotel was able to go through a time of crisis, some laid-off employees were then called in for rehires. Apart from the fact that hotels need more energy after going through the pandemic, this is also to support the employee economy.
6. **Achievement (Reaching Out)** is a form of a person's ability to obtain success, including having courage in trying to overcome the problems faced. In facing the pandemic, *entrepreneur* d'Emmerick hotel views this crisis as a challenge that must be faced, so that *entrepreneur* d'Emmerick hotel has the courage to try and survive by consistently arranging all services with Health Protocol (Prokes) standards issued by the government during the pandemic such as reducing employees, limiting some hotel services such as swimming pools, limiting some packages For a while, such as *wedding* packages, meetings, etc. that gather many people, and implement *social distancing* in various services that involve direct interaction. This was then viewed favorably by the Ministry of Tourism of the Creative Economy with the issuance of the best hotel certificate as a tribute to Emerick hotel.

CONCLUSION

Resilience is a person's ability to be able to learn and rise from pressure so as to enable him to look for positive elements from his environment and be able to adapt in all circumstances, as well as develop all his potential and abilities even though he is depressed externally or internally. A person who has resilience is able to improve himself and bounce back from difficult situations and is able to adjust flexibly to a variety of good and bad experiences. A person's resilience is seen and assessed through 7 aspects of resilience (Reivich & Shatte, 2002), namely: *Emotional Regulation*, *Impulse Control*, *Optimism*, *Causal Analysis*, *Empathy*, *Self-Efficacy*, and *Reaching Out*. Regarding this, it can be seen that *entrepreneur* d'Emmerick hotel can be said to have resilience because it has several aspects of resilience above, namely: *Emotional Regulation* so that it is able to manage its emotions so that it can

survive even though it is under pressure, then Optimistic (Optimism) in facing the crisis during the pandemic and has the confidence to rise again. In addition, entrepreneur d'Emmerick hotel has Self-Efficacy where they believe that they are able to survive in the midst of a crisis and that belief leads them to finally succeed through the crisis during the pandemic. Causal Analysis is one of the important aspects of entrepreneur d'Emmerick Hotel, where through a SWOT analysis, entrepreneurs see the strengths, weaknesses, opportunities and threats they have and face so that in the end entrepreneurs know what to do when facing a crisis. In addition, entrepreneur d'Emmerick also has Empathy so that they re-hire employees who were laid off after the pandemic, in this case not giving permanent layoffs to employees, because in addition to hotel needs, it is also to support the employee's economy. Achievement (Reaching Out) is also one of the important aspects of the 7 aspects of resilience owned by entrepreneurs d'Emmerick hotel because in facing the pandemic, they are consistent in the strategies they use and have courage in facing the pandemic crisis, this then enables the entrepreneur d'Emmerick hotel to survive through the pandemic crisis and finally they are able to go through the crisis and bounce back to a normal and stable situation so that through the crisis the pandemic resulted in resilience in the entrepreneur d'Emmerick of the white cross of the Salatiga hotel.

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