

Increasing Indonesian Economic Welfare Through the Promotion of Pancasila Tourism in the Covid-19 Pandemic

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ABSTRACT

Symbolically, the founding fathers have designed the concept of promoting Indonesian tourism by capitalizing on pluralism. The concept of promoting the diversity of the Indonesian nation puts forward the Five Principles, namely divinity, humanity unity, democracy, and justice. In 2009, Indonesian tourism ranked third in foreign exchange earnings after oil and gas commodities and palm oil. Based on 2014 data, the number of foreign tourists who came to Indonesia was 9.4 million more or grew by 7.05% compared to the previous year. Now that the Covid-19 pandemic has hit Indonesia, the tourism sector is experiencing a decline. The question is, what and how to improve Indonesia's economic welfare by promoting cultural tourism during the Covid-19 pandemic. To answer, the researcher proposes the concept of Tourism Together with Pancasila. Divinity in tourism can be done by providing worship facilities in tourist destinations such as religious tourism, humanity, management, and development in a civilized and environmentally friendly manner. Unity, Indonesian tourism is managed and developed by prioritizing a common understanding that cultural diversity is the nation's greatness: democracy, management, and community tourism development from Sabang to Meraoke. Justice, management, and development of Indonesian tourism must be felt by all levels of Indonesian society for prosperity. This research uses the normative method while focusing on how the tourism ministry should promote Indonesia and attract tourists with the Pancasila-based principle. This research uses the normative method while focusing on how the tourism ministry should promote Indonesia and attract tourists with the Pancasila-based principle. The author is reading some authorized books and published scientific research to analyze the subject matters of this research by using primary sources, secondary sources, and tertiary sources. This research uses some secondary sources. Some focus on how tourism must be done by discussing the basics, such as the principle of tourism, the sociology of tourism, and tourism philosophy. In conclusion, it is imperative to emulate and continue the spirit of Garuda Pancasila to develop the Indonesian nation's tourism while still basing it on divinity, humanity, unity, democracy, and justice. Tourism in implementing its policies cannot be separated from the government's goodwill, which will encourage the creation of effective policies. The concept of Tourism with Pancasila will revive Indonesia from the decline in welfare due to the Covid-19 pandemic.

Keywords: *Tourism, Pancasila, Welfare.*

1. INTRODUCTION

The tourism industry in Indonesia is a significant monetary area in Indonesia. In 2009, the travel industry positioned third as far as unfamiliar trade profit after oil and gas items and palm oil. In light of 2014 information, the number of unfamiliar sightseers who came to Indonesia was 9.4 million more or developed by 7.05% contrasted with the earlier year. Regular and social abundance is a significant part of the travel industry in Indonesia. Nature Indonesia has a blend of heat and humidity, 17,508 islands, of which 6,000 are uninhabited, and the third-longest coastline on the planet after Canada

and the European Association. Indonesia is likewise the biggest and most crowded archipelagic country on the planet. The seashores in Bali, jump locales in Bunaken, Mount Rinjani in Lombok, and different public parks in Sumatra are regular vacationer locations in Indonesia. The primary fascination in Indonesia that draws in the unfamiliar traveler is fundamentally the way of life.

According to in section considering a to d in 10th statute of 2009 about tourism, concerning about:

- a That the state of nature, flora, and fauna as a gift from God Almighty, as well as ancient relics, historical relics, arts, and culture owned by the Indonesian citizen, are the resources and capital

for tourism development to increase the prosperity and welfare of the people as contained in Pancasila and the Preamble of the 1945 Constitution of the Republic of Indonesia;

- b) That the freedom to travel and to take advantage of free time in the form of traveling is part of human rights;
- c) That tourism is an integral part of national development, which is carried out in a systematic, planned and integrated, sustainable and responsible manner while still protecting religious values, cultures that live in society, environmental sustainability and quality, as well as national interests;
- d) That tourism development is needed to encourage the equal distribution of business opportunities and gain benefits and be able to face the challenges of changing local, national, and global life.

Considering the provisions of considering section and implementing the provisions of article 55 of the tourism law in Chapter XII, concerning Human Resource training, standardization, certification, and workforce, wherein article 53 it is regulated that workers in the tourism sector must have competency standards which are carried out through competency certification carried out by a certification agency that has received a license by the provisions of the legislation, 52nd Government Regulation of 2012 was established regarding Competency and Certification and business certification in the tourism sector. Because of the provisions regulated by the tourism competency regulations, which remembers that workers who work in the tourism sector must have competency standards in accordance with the tourism competence government regulations, 11th Ministry of Tourism Regulation of 2015 concerning the enforcement of Indonesian National Work Competency Standards which aims to be a reference in the implementation of competency-based education and training, competency testing and professional certification in the tourism sector.

These vacation spots are upheld by a rich social legacy that mirrors Indonesia's powerful history and ethnic variety, with 719 territorial dialects spoken throughout the archipelago. Prambanan and Borobudur sanctuaries, Toraja, Yogyakarta, Minangkabau, and Bali are instances of social the travel industry objections in Indonesia. Until 2010, seven areas in Indonesia had been assigned by UNESCO, which were remembered for the rundown of World Legacy Destinations. In the meantime, four different delegates were additionally assigned by UNESCO in the Agent Rundown of the Elusive Social Legacy of Humankind, specifically wayang, keris, batik, and angklung. Nonetheless, the circumstance has changed radically since the Coronavirus pandemic hit the world, including Indonesia. The public authority's endeavors in dealing with the Coronavirus pandemic affect the travel industry area. Enormous Scope Social Limitations Guidelines appear to secure the space for the Indonesian travel industry to move. Covid-19 made a

significant impact on Indonesia. This virus was first found in China and spread quickly worldwide because of high tourism activities between all nations. Almost every country in the world held an internal lockdown for their excellence. Because of the people's ignorance, most of the people were infected, most of them were dead, and the mortal rate of the world was rising significantly. Because of that, WHO ordered the world to make mass lockdown and forbid every abroad traveling except it is extremely necessary. Because of that, countries using tourism as their primary revenue suffer a significant loss, especially Indonesia, mainly Bali, because approximately 80% of Balinese revenue is from tourism, mainly international tourism. Nevertheless, the people of Indonesia must survive in order to survive this pandemic. Most Indonesian people are casually called *Covid Denial*. They believe the existence of Covid-19 is mainly business matters and is not dangerous at all. Ironically, some doctors do not believe in the existence of Covid-19. They even made a campaign about resisting the vaccination program held by the government, claiming the vaccine is not effective against the mutating virus.

History has proven that the Indonesian nation is a nation that has a high fighting spirit. The Covid-19 pandemic challenges us to rekindle our fighting spirit in order to be able to get out of the economic crisis caused by the Covid-19 pandemic. By continuing to capitalize on pluralism, Indonesian tourism must be able to support efforts to improve the economic welfare of the Indonesian people. Through this paper, the researcher tries to express the concept of how to improve Indonesia's economic welfare through the promotion of cultural tourism during the Covid-19 Pandemic.

2. METHODS

There are two research methods available, normative method and Empirical method, normative method are used in library and biblical research, focusing on the problem that causes by three subjects:

- 1) the problem caused by the two or more laws that have contradictive measures on each other;
- 2) the problem caused by there is not any law(s) available being based in one or more incident(s);
- 3) the problem caused by a law(s) that have blurry definitions and cannot be applied in a specific incident.

Secondly, the Empirical method focuses on field research. The researcher focused on seeking the problem by asking in person who has direct involvement in the subject matters or someone with specific knowledge and capabilities related to the matter of subject. Those people with certain classifications are called Respondents and Informants. Specific analyzing methods will process the data that the author has gathered.

This research uses the normative method while focusing on how the ministry of tourism should encourage tourism to promote Indonesia and attract tourists with the Pancasila-based principle. The author is reading some authorized books and published scientific

research to analyze the subject matters of this research by using primary sources, secondary sources, and tertiary sources. This research uses some secondary sources; some focus on how tourism must be done by discussing the basics, such as the principle of tourism, the sociology of tourism, and the philosophy of tourism. Primary sources used in this research are: 10th Statute of 2009 about Tourism.

3. RESULT AND DISCUSSION

As the executor of national tourism programs, the Ministry of Tourism is expected to be more creative and innovative in making breakthroughs in efforts to manage and develop tourism in Indonesia. According to article 4 10th Statute of 2009 about tourism, tourism is held in order to:

- a. intensify the economic growth;
- b. intensify the citizen's wealth;
- c. abolishing poverty;
- d. abolishing unemployment;
- e. conserving nature, environment, and resources;
- f. intensifying culture;
- g. intensifying order of the nation;
- h. cultivating the love for the nation;
- i. strengthen the identity and unity of the nation; and
- j. strengthen the unity between nations.

According to article 28 10th statute of 2009 about tourism, the government is privileged to:

- a. Formulate and stipulate a master plan for national tourism development;
- b. Coordinating cross-sectoral and gross-provincial tourism development;
- c. Organize International cooperation in the field of tourism by the provisions of the legislation;
- d. Determining national tourist attraction;
- e. Determining national tourism destinations;
- f. Establishing norms, standards, guidelines, procedures, criteria, and control systems in the administration of tourism;
- g. Developing policies on human resource development in the tourism sector;
- h. Maintaining, developing, and preserving national assets that are tourist attractions and potential assets that have not been explored;
- i. Conduct and facilitate the promotion of national tourism;
- j. Providing facilities that support tourist visits;
- k. Providing information and/or early warning related to the security and safety of tourists;
- l. Improving community empowerment and tourism potential owned by the community;
- m. Supervise, monitor, and evaluate the implementation of tourism; and
- n. Allocate tourism budget.

According to article 29 10th statute of 2009 about tourism, the provincial government is privileged to:

- a. Formulating and Stipulating a provincial tourism development master plan;
- b. Coordinating the implementation of tourism in its territory;
- c. Carry out the registration, recording, and data collection of tourism business and registrations;
- d. Determining provincial tourism and destinations;
- e. Determining provincial tourist attractions;
- f. Facilitate the promotion of tourism destinations and tourism products in its territory;
- g. Maintain provincial assets that become local tourist attractions; and
- h. Allocating tourism budget.

According to article 30 10th statute of 2009 about tourism, the district/city government are privileged to:

- a. Formulating and Stipulating a district/city tourism development master plan;
- b. Coordinating the implementation of tourism in its territory;
- c. Carry out the registration, recording, and data collection of tourism business and registrations;
- d. Determining district/city tourism and destinations;
- e. Determining district/city tourist attractions;
- f. Facilitate the promotion of tourism destinations and tourism products in its territory;
- g. Maintain provincial assets that become local tourist attractions; and
- h. Allocating tourism budget.

As a push to expand the number of travelers to Indonesia, the Indonesian Service of Culture and The travel industry proceeded the "Time of Visiting Indonesia" program in 2009 with an objective of 6.4 million vacationers and foreign trade income of 6.4 billion US dollars, while the development of homegrown sightseers is designated at 229, 95 million excursions with an all-out use of more than 128.77 trillion rupiahs. The program is centered around "gatherings, impetuses, shows, and exhibitions just as marine the travel industry."

In 2010, the Indonesian government re-dispatched the "Time of Visiting Indonesia and Year of Visiting Exhibition halls 2010". This program is completed to support public attention to galleries and increment the quantity of exhibition hall guests. In 2011, the Indonesian government set up Superb Indonesia as the new brand on the Indonesian travel industry board. While the travel industry topic was picked "Eco, Culture, and MICE. "The travel industry logo keeps on utilizing the Time of Visiting Indonesia" logo, which has been utilized since 2008. The above picture is a concrete manifestation of the government's efforts in managing and developing Indonesian tourism. There are basic things that the government must pay attention to in the management and development of tourism in Indonesia, namely that the management and development of all aspects of life must be based on the Pancasila state basis—included in the

collective welfare, which of course can be achieved through the tourism sector.

The key lies in managing this progress and possible as tourism capital by sticking to and commitment to the principles of the Five Basics as implicitly emblazoned in the national symbol of Garuda Pancasila. The principle of God in tourism can be done with one of them is the provision of worship facilities in tourist destinations. It is also necessary to develop religious tourism, such as visiting destinations with religious nuances such as places of worship and the tombs of guardians/religious leaders in the past. Religious tourism during the Covid-19 pandemic has become an effortless tour to combine amid anxiety and fear of the dangers of Covid-19. In religious tourism, spiritual meanings are implied so that it is not merely physical euphoria. Developing religious tourism must be done without dropping the local wisdom. While the local wisdom cannot be dropped while developing religious tourism. Because Indonesian believes in *Pamali*, it is a traditional faith that cannot do.

Concerning the principle of humanity, the management and development of tourism should also pay attention to etiquette. The management and development of Indonesian tourism must be friendly to the environment and not impact the destruction of the environment. It is also necessary to explore the portraits of the lives of marginalized groups as tourist destinations to foster gratitude and social sensitivity so that caring for others is embedded. Where so far, tourist destinations are monopolized on exotic objects. By the Principle of Unity, Indonesian tourism must be managed and developed by prioritizing the understanding that the cultural diversity of the Indonesian nation can be an inspiration for the greatness of this nation by remaining attached to unity and integrity. Naming tourism objects by combining two destination names, particularly regional tourism objects, is a symbol of unity. For example, naming beaches in the province of Banten with the name "KUTE NYA BANTEN."

In the People's Principle, the management and development of tourism in a specific area should also be able to voice to the broader community or the world about the wealth and exoticism of tourist destinations in other regions with the concept of understanding that there is continuity between one regional tourist destination and another. The principle of the people, by the people, and for the people must come to the fore in tourism management.

The principle of justice in tourism requires that all levels of Indonesian society feel the benefits of the management and development of Indonesian tourism to improve welfare. The existence of tourist destinations in certain areas must support the improvement of the economic welfare of the people in the area as a whole and evenly. File principle as below, Humanity, management, and tourism development in a civilized and environmentally friendly manner. Unity, Indonesian tourism is managed and developed by prioritizing a common understanding that cultural diversity is the nation's greatness.

Democracy, management, and development of community tourism from Sabang to Meraoke. Justice, management, and development of Indonesian tourism must be felt by all levels of Indonesian society for prosperity.

4. CONCLUSION

Based on the discussion above, it can be drawn a conclusion that It is imperative to emulate and continue Garuda Pancasila's spirit to develop the Indonesian nation's tourism while still basing it on divinity, humanity, unity, democracy, and justice. Tourism in implementing its policies cannot be separated from the government's goodwill, which will encourage the creation of effective policies. The concept of Tourism with Pancasila will revive Indonesia from the decline in welfare due to the Covid-19 pandemic.

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