

Traditional (Culinary) Markets as A Tourist Village during The COVID-19 Pandemic and Post-COVID-19 Period: A Socio-Legal Study¹

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Abstract

Village tourism is one of the flagship projects and tourism development priorities of the Yogyakarta Regional Government (DIY Regional Regulation No. 1 of 2019) to optimize the potential of village resources to improve the welfare and economic independence of village communities (Law No. 6 of 2014). To optimize the policy, the DIY Government has developed a management system in the 2015–2025 Regional Tourism Development Master Plan with the facilitation of a Tourism Village Pioneer towards an Independent Tourism Village. The management includes the planning, implementation, and control of tourism village activities. This study will examine the implementation and dynamics of regulations during the COVID-19 pandemic and post-COVID-19. To explain and measure the policy, an empirical (socio-legal) study was conducted on one of the tourist villages, "Pasar Kuliner Belik Sonto" Sleman, as a sample, which had received a grant from the Ministry of Tourism in 2021 for a pilot tourism village management model. The study results concluded that the governance of tourist villages such as the Belik Sonto Gamplong I Traditional Culinary Market during the COVID-19 period did not appear optimal. It is due to the lack of conceptual standardization of institutional governance and in terms of regulations. Meanwhile, post-COVID-19, tourism village governance entering the recovery and normalization phase needs to reformulate tourism village development plans and resources towards resilient and superior tourism villages through product innovation, synergy between various parties, the government, and related regional apparatuses, collaborative variations of tourism village events, and the development of marketing systems. This governance fully adapts to various post-COVID-19 mitigation regulations by developing tourism village safety and health infrastructure.

Keywords: *Traditional Market; Tourism Village; Tourism Attraction; COVID-19 Pandemic; post-COVID-19*

¹ CBR LP2M UIN Sunan Kalijaga research in 2019 and updated post-Covid-19 tourism regulations until 2023.



Introduction

In many studies, the impact of the Coronavirus Disease 2019 pandemic (abbreviated as COVID-19) on traditional markets has reduced the turnover of traders by 55-70%.² The decline was due to the stimulation of Government policies ranging from large-scale social restrictions (PSBB) to restrictions on micro-based community activities (PKMBM), which helped rationalize the space and volume (movement) of the Market to prevent the spread of COVID-19. Before COVID-19 (March 2019) broke out, traditional markets as social and economic subsystems were social institutions that provided (services) and distributed goods directly with³ bargaining transaction patterns,⁴ local language services and more services so that they showed⁵ socio-economic interactions that were "guyub or kinship." Traditional markets are not just places for trading transactions of goods and services but also for socio-cultural values and symbolism⁶ that want to be preserved both inside and outside their cultural habitat (identity). The Market becomes a central economic and cultural barn that does not recognize caste. The spirit of egalitarianism and communalism has made traditional markets an "integrated" economic system. This integration is of superior value in the midst of mushrooming modern store outlets and adaptive and rational capabilities in offerings and services that are not found anywhere in modern markets. However, along with the high wave of the COVID-19 pandemic, it seems that traditional markets packaged in 'tourist villages' have experienced a shift in structural functions that must adapt to health protocols (Prokes) and remote services (electronic media systems) and

² Estro Dariatno Sihaloho, "Dampak COVID-19 Terhadap Perekonomian Indonesia," *Bandung (ID): Departemen Ilmu Ekonomi, Universitas Padjajaran*, 2020.

³ Rahmat Agus Santoso, Anita Handayani, and Niswatul Azifah, "Profits in the Perspective of Traditional Market Traders in Gresik, East Java Province, Indonesia," *Jurnal Kemirsausahaan Dan Bisnis* 27, no. 1 (2022): 35, <https://doi.org/10.20961/jkb.v27i1.58839>.

⁴ Gary Mortimer, María Lucila Osorio Andrade, and Syed Muhammad Fazal-e-Hasan, "From Traditional to Transformed: Examining the Pre-and Post-COVID Consumers' Shopping Mall Experiences," *Journal of Retailing and Consumer Services* 76 (2024): 103583.

⁵ Titin Agustin Nengsih, Fani Kurniawan, and Ahmad Syukron Prasaja, "Analisis Perbandingan Keputusan Membeli Di Pasar Tradisional Dan Modern," *Indonesian Journal of Islamic Economics and Business* 6, no. 1 (2021): 17–31.

⁶ Endang Nurhayati, Venny Indria Ekowati, and Avi Meilawati, "Inventarisasi Makanan Tradisional Jawa Unsur Sesaji Di Pasar-Pasar Tradisional Kabupaten Bantul," *Jurnal Penelitian Humaniora* 19, no. 2 (2014).

limited time.⁷ The shift is also suspected to bring a shift in the value system attached as a symbol of a communal economy.⁸

In this shifting pattern, it is interesting to study the governance of traditional market tourism villages during COVID-19 and post-COVID-19 in a policy analysis. The studies of Udiyo et.al.,⁹ Abas A.,¹⁰ and Pambudi A.,¹¹ show that regulatory policies, health, budgeting, and assistance are policies that the government has carried out. These studies do not specifically look at the problems of tourist villages, especially in the aspect of economic mitigation of tourist villages such as in Sleman Regency. Therefore, this study will examine the implementation of tourist village policies in Sleman Regency by taking the Belik Sonto Gamplong I Sleman Traditional Culinary Market sample. Yogyakarta is one of the regions that is still concerned about developing traditional markets as an icon of the people's Market for potential tourist villages. Tourism has become a national strategic development priority since the National Medium-Term Development Plan (RPJMN) 2010-2014 to RPJMN 2020-2024. Traditional market-based Tourism Villages such as the Belik Sonto Culinary Market are one of the markets built amid the stretching of the creative tourism economy. Efforts to present various traditional products are in the context of survival and preservation of the archipelago's cultural heritage amid modern market erosion. This research is important to see the existence and level of adaptation of the governance of the Belik Sonto Gamplong Sleman Traditional Culinary Market during the COVID-19 Pandemic.

This research is a field research with a socio-legal¹² approach that will examine the implementation of tourism village governance policies, the Belik Sonto Traditional Culinary Market during the COVID-19 Pandemic, and

⁷ Wahyu Tri Hastiningsih, Anditha Sari, and Wachid Yahya, "Pendampingan Peningkatan Produksi Dan Promosi Panganan Tradisional Balung Kethek Desa Dayu Sebagai Khas Wisata Kampung Purba," *Jurnal Pengabdian Kepada Masyarakat Radisi* 2, no. 3 (2022): 101–6.

⁸ Mortimer, Andrade, and Fazal-e-Hasan, "From Traditional to Transformed: Examining the Pre-and Post-COVID Consumers' Shopping Mall Experiences."

⁹ Udiyo Basuki, Slamet Haryono, and Kamal Fahmi Kurnia, "Covid-19: Dampak Dan Tantangan Regulasi, Tata Kelola Dan Akuntabilitas Anggaran Perbandingan Indonesia Dan Jepang," *Justicia Sains: Jurnal Ilmu Hukum* 6, no. 1 (2021): 1–28.

¹⁰ Ahmad Junaedi Abas and Mayga Ayu Ananda, "ANALISIS ORIENTASI DAN STRATEGI PEMASARAN DESA WISATA MENGHADAPI TREN DAN PERUBAHAN PERILAKU WISATAWAN PASCA COVID-19," *Journal Transformation of Mandalika* 4, no. 8 (2023): 414–26.

¹¹ Andi Setyo Pambudi et al., "Strategi Pemulihan Ekonomi Sektor Pariwisata Pasca Covid-19," *Majalah Media Perencana* 1, no. 1 (2020): 1–21.

¹² Adriaan W Bedner et al., "Kajian Sosio-Legal," *Denpasar: Pustaka Larasan*, 2012.

post-COVID-19 in the context of community socio-economic survival. This research will be conducted in Gamplong I Hamlet, Sumberrahayu, Moyudan, Sleman Yogyakarta. Observation data collection is carried out by direct observation of the Market (governance, products, prices, value systems, marketing systems (offline / online), action/interaction patterns, work volume, and transactions), and actors of the Belik Sonto Traditional Culinary Market.¹³ Documentation is data obtained from the field through policy documents (laws and regulations) and documents obtained through cameras and videos. In-depth interviews with subjects as resource persons. The interview was aimed at the Head of Hamlet, Market Manager, and Traders directly and indirectly (gmeet). To collect these data, researchers used instruments such as recordings and notes. Data analysis is carried out inductively-qualitatively, namely by sourcing from field data (observation) and the results of direct interviews determined as a representation of the subject under study. The stages of data analysis carried out are as follows:¹⁴ data identification and classifying into data coding; data selection is carried out to determine original data to build data analysis performance; data confirmation is carried out, which requires data verification and data deepening; and finally data analysis is carried out in accordance with the construction of the discussion of research results. With this method, it is expected that answers will be obtained about the subject matter above.

Discussion

Traditional Market Settings in the Packaging of Tourism Villages

In the literature review, Market is a general term with a wide range of definitions.¹⁵ In Economics, "market" is defined as "a place or process of interaction between demand (buyers) and supply (sellers) of a particular good/service so that a balanced price and quantity traded can be set."¹⁶ While sociologically, a market is a social institution that directly provides the

¹³ Nindy Febrianti and Mohammad Hipni, "Dinamika Pengembangan Pariwisata Halal Di Madura Perspektif Sosio Legal," *Kabillah (Journal of Social Community)* 6, no. 2 (2021): 1–15.

¹⁴ Ahmad Zuhdi Muhdlor, "Perkembangan Metodologi Penelitian Hukum," *Jurnal Hukum Dan Peradilan* 1, no. 2 (2012): 189–206.

¹⁵ Yusmalina Yusmalina et al., "Comparative Analysis of Staretegi Traditional Market and Modern Markets of Consumer Valuation," *International Journal of Multicultural and Multireligious Understanding* 8, no. 11 (2021): 18–25.

¹⁶ Fatkhiyatul Fadilah Farah, "ANALYSIS OF THE POTENTIAL TRADITIONAL MARKET IN IMPROVING TRADER WELFARE IN ISLAMIC PERSPECTIVE" (IAIN urwokerto, 2021).

Community's needs with the belief system surrounding it.¹⁷ These two definitions distinguish between the Market as a marketplace and the Market itself.¹⁸ As a marketplace, the Market is a digital packaging (e-commerce), while the Market generally is a conventional market that emphasizes direct services between sellers and buyers.¹⁹ Today, both marketplaces and conventional markets are dynamic market methods in the midst of the digital era, especially facing the challenges of COVID-19.

In addition to the word market, there is the word "traditional" derived from *traditio* (Latin, meaning "to be passed on") and *traditional*, which in the Oxford dictionary is translated as something that is and is based on tradition (custom).²⁰ Tradition is an action and behavior of a group of people in the form of an object or behavior as an element of culture that is poured through thought and imagination and passed on from one generation to the next, which contains norms, values, hopes and ideals without any time limit.²¹ From this understanding, tradition or traditional is a conception of community action resulting from a long historical process that manifests in values, norms, ideas, symbols and ideals that are believed together as the basis for decisions. Meanwhile, the word "modern" means a change in the civilization system through a long process. The change process is marked by introducing new products that replace or change local products as identity. These products are generally imported as a result of the development of human civilization, such as science, industrialization, and digitalization.

This manifestation of traditional and modern then introduces the terms "Traditional Market" and "Modern Market." Traditional Market is a term that arises from the division of markets in terms of how transactions are distinguished from Modern Markets.²² A traditional Market is a market as a place to fulfill the needs of the Community through direct transactions by bargaining in the form of small outlets or stalls, open spilled, goods and local cultural language. Its open place with a "diligent" bargaining process makes traditional markets still excellent among consumers of middle to lower class

¹⁷ Nur Indah Ariyani and Okta Nurcahyono, "Digitalisasi Pasar Tradisional: Perspektif Teori Perubahan Sosial," *Jurnal Analisa Sosiologi* 3, no. 1 (2014): 1–12.

¹⁸ Yusmalina et al., "Comparative Analysis of Staretegi Traditional Market and Modern Markets of Consumer Valuation."

¹⁹ Rini Yustiani and Rio Yunanto, "Peran Marketplace Sebagai Alternatif Bisnis Di Era Teknologi Informasi," *Komputa: Jurnal Ilmiah Komputer Dan Informatika* 6, no. 2 (2017): 43–48.

²⁰ Angus Stevenson, *Oxford Dictionary of English* (Oxford University Press, USA, 2010).

²¹ I Wayan Sudirana, "Tradisi versus Modern: Diskursus Pemahaman Istilah Tradisi Dan Modern Di Indonesia," *Mudra Jurnal Seni Budaya* 34, no. 1 (2019): 127–35.

²² Yusmalina et al., "Comparative Analysis of Staretegi Traditional Market and Modern Markets of Consumer Valuation."

housewives.²³ On the other hand, modern markets do not recognize the direct bargaining process because the products, prices, quality of service facilities, language, packaging, and spatial layout are set with modern patterns and standards (following the patterns and standards of modern society). Fixed product prices, comfortable, clean, fragrant, and cool service facilities, discounts and door prizes, and efficient and electronic-based service facilities are characteristics of modern markets.²⁴

The growth of modern markets in the middle of traditional markets is seen as very influential in business competition. The government continues to seek a balanced formulation in improving the traditional market economy through various media, including packaging it into restrictions and tourist attractions through tourist villages. The DIY Regional Government, through DIY Regional Regulation No. 1 of 2019 concerning Amendments to Regional Regulation No. 1 of 2012 concerning the DIY Province Regional Tourism Development Master Plan for 2012-2025, and Sleman Regency Regional Regulation No. 9 of 2022 concerning Tourism Villages, encourages the construction and development of tourism villages to optimize the potential of village resources to improve and empower the economy of rural communities. The development of tourism villages is one of the targets and flagships of village development policy, which is managed collaboratively with the DIY Government (DIY Tourism Office), Sleman Regency Government (Sleman Tourism Office), Village-Owned Enterprises (BUMDes), private tourism business groups, universities (such as LP2M UIN Sunan Kalijaga Yogyakarta), and the Community.

Culture as one of DIY's²⁵ privileges is formulated into tourism development through planning, implementation, and control. Tourism planning is based on the Tourism Development Master Plan (RIPK)²⁶ or Regional Tourism Development Master Plan (RIPPARDA);²⁷ and detailed

²³ Nengsih, Kurniawan, and Prasaja, "Analisis Perbandingan Keputusan Membeli Di Pasar Tradisional Dan Modern."

²⁴ Flores Cantika Timoer and Arlin Ferlina Mochamad Trenggana, "Analisis Perbandingan Karakteristik Pasar Tradisional Dan Pasar Modern Ditinjau Dari Strategi Bauran Pemasaran Di Kota Bandung," *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)* 3, no. 3 (2019): 86–100.

²⁵ Joko Tri Haryanto, "Implementasi Nilai-Nilai Budaya, Sosial, Dan Lingkungan Pengembangan Desa Wisata Di Provinsi Yogyakarta," *Jurnal Kawistara* 3, no. 1 (2013).

²⁶ Kabupaten Sleman Indonesia, "Peraturan Daerah Kabupaten Sleman Nomor 11 Tahun 2015 Tentang Rencana Induk Pembangunan Kepariwisata Daerah Tahun 2015–2025," 21 § (2015), <https://doi.org/LD.2015/NO.4.SERI.C>.

²⁷ Gubernur DIY, "Peraturan Daerah DIY No. 1 Tahun 2019 Tentang Perubahan Atas PERDA DIY No.1 Tahun 2012 Tentang Rencana Induk Pembangunan Kepariwisata Daerah Provinsi DIY Tahun 2012 - 2025," 2019, 1–147, <https://peraturan.bpk.go.id/Home/Details/108358/perda-no-1-tahun-2019>.

plans for the construction and development of Tourist Attractions (DTW), building and environmental planning, and DTW transportation. The DIY Regional Government and Sleman Regency Government have established tourism development regulations into a development planning system that includes spatial and environmental plans. Meanwhile, the implementation of tourism development and development (DTW) is carried out in an integrated and synergized manner between 4 elements, namely the DIY Regional Government, Sleman Regency Government, Business Actors, and the Community. In practice, the four elements continue to synergize with BUMDes, especially universities in community service programs or what is known as Real Work Lectures or KKN. Specifically for DTW development, the Sleman Regional Regulation has divided it into 3 fields: Natural DTW, Cultural DTW, and Man-Made DTW. The three fields are then distributed to several Sleman areas according to the potential of existing DTWs based on competitiveness and sustainability.

Based on Article 17 of Sleman Regency Regional Regulation No. 11 of 2015, jo. Sleman District Regulation No. 9 of 2022, the development of Tourism Village and/or Cultural Village areas is distributed to 17 sub-districts by emphasizing, among others, the development of local, unique and beautiful natural, cultural, craft and culinary attractions in each Tourism Village and/or Cultural Village as its distinctive and superior characteristics. In addition to characteristics, tourist villages and/or cultural villages also develop supporting facilities to improve tourist services as well as the capacity of managers to provide excellent service. Based on the stipulation of DTW area development, the Moyudan area where Gamplong 1 Village and Belik Sonto Culinary Market are located is a DTW area development based on rice fields and agricultural activities. Moyudan is not included in the cultural DTW area as a Tourism Village and/or Cultural Village in the form of crafts and culinary. Thus, the Tourism Village policy in Sleman Regency is very dynamic in practice, growing according to the potential and aspirations of the village community beyond the stipulation of development and development of designated DTW areas. The division of DTW-based areas is too rigid when referring to the provisions of Article 1 paragraph (3) of the Sleman Regency Regional Regulation No.9 of 2022, which defines "Tourism Village is an integration of attractions, accommodation, and supporting facilities presented in a structure of community life that is integrated with the prevailing procedures and traditions." With this definition, the opportunity to establish a tourist village is very open, whether it emphasizes Natural DTW, Cultural DTW, or Artificial DTW, which includes a structure of community life that is integrated with the procedures and traditions that apply in the Community.

The control of DIY tourism development is carried out through a licensing system based on an evaluation of its conformity with RIPK or RIPPARDA planning and detailed plans for the construction and development of Tourist Attractions (DTW), building and environmental planning, and DTW transportation. Referring to Law No. 6 of 2023 concerning the Stipulation of Government Regulation in Lieu of Law No. 2 of 2022 concerning Job Creation into Law, tourism permits are currently risk-based and divide the permit authority based on the level of risk posed by the proposed business in the area where the business is authorized by the Government, Provincial Government, and Regency / City Government by referring to the NSPK stipulated by the Central Government, namely the Minister of Tourism and Creative Economy. In addition to control through licenses, there is also guidance and supervision from the DIY Regional Government and Sleman Regency Government on the implementation of Desa Wisata, which is part of tourism activities.

Tourism Village Governance in the COVID-19 and Post-COVID-19 Periods

Governance in the Oxford Dictionary is defined as the effort or effort required by a governing body or organization to fulfill its responsibilities.²⁸ The questions that always arise in governance are who, what, how, and why governance is needed (organizing and managing). These questions emphasize the meaning of governance on two things: first, the fulfillment of public satisfaction; second, effective and efficient result orientation.²⁹ The term governance is commonly known in corporate practice as good corporate governance, which was later adopted in the practice of governance.³⁰

As an activity related to management, the form and type of governance depends on the needs and interests.³¹ In particular, Pearce divides tourism governance into three parts, namely objectives, activities or activities, and governance organizational structures, all of which become one (interconnected) system. Objectives are defined as goals or targets that an organization wants to achieve. Objectives are usually outlined in the form of goals to be achieved at a certain time. Meanwhile, activities can be interpreted

²⁸ Stevenson, *Oxford Dictionary of English*.

²⁹ Komang Trisna Pratiwi Arcana et al., "Tata Kelola Desa Wisata Melalui Pemberdayaan Masyarakat Berbasis Kearifan Lokal Di Desa Tihingan Kabupaten Klungklung," *Jurnal Abdi Masyarakat* 1, no. 1 (2021): 36–45.

³⁰ Lutgart Van den Berghe, *International Standardisation of Good Corporate Governance: Best Practices for the Board of Directors* (Springer Science & Business Media, 2012).

³¹ D G Pearce, "Destination Management and Visitor Management: Non-Convergent Literatures but Complementary Activities and Issues," in *Visitor Management in Tourism Destinations* (CABI Wallingford UK, 2017), 9–21.

as all efforts, programs or activities carried out in order to achieve the objectives of tourism governance organizations. Generally, tourism governance organizations always focus on the importance of encouraging people to get economic benefits or benefits from tourism activities and preserving tourism resources that are used as tourist attractions. Finally, the organizational structure of tourism governance is institutionally the spirit for the life and death of the tourism business. Although the organizational structure of governance is highly dependent on the form, type, and level of tourism business, its existence must exist and be clear. Its formation also requires regulation, the role and function of the local government through the Tourism Office to encourage active community participation and build awareness to grow and build together. Pearce then explains the functions and roles of tourism governance organizations as follows:

1. Managers help Market, brand and position a tourism business;
2. Help develop and/or manage products owned by a tourism business;
3. Conduct the process of planning, implementing and evaluating work programs related to tourism in a destination;
4. Encourage communities to engage in tourism activities through the role of facilitators;
5. Play a role in the process of providing information to tourists and assisting the Community in socializing the urgency and benefits of tourism for the Community.

From the conceptual description above, it appears that in tourism governance, the role and function of managers are very important. Governance requires professional resources to formulate planning, implementation, and development of the results of tourism evaluation (business). Managers are also able to develop superior products that become their quality and characteristics and market products well through various information technology media or existing networks. In the marketing context, managers also need to be open by optimizing the participation of the surrounding Community.

Juridically, Yogyakarta's tourism governance is based on Law No. 10/2009 on Tourism as amended by the Job Creation Law and Law No. 13/2012 on the Privileges of the Special Region of Yogyakarta and its derivatives as regulated in a number of regional regulations and regional head regulations. Tourism Villages, part of the development of Cultural DTWs, are governed by Sleman District Regulation No. 9 of 2022 on Tourism Villages. The manifestation of Desa Wisata and/or Desa Budaya is intended to manage and develop local culture-based tourism. Meanwhile, when referring to Sleman Regency Regional Regulation No. 11 of 2015 concerning the Regional Tourism Development Master Plan 2015-2025 jo Regional Regulation of Sleman Regency No. 3 of 2021 concerning the Regional

Medium-Term Development Plan (RPJMD) of Sleman Regency for 2021-2026, Law No. 13 of 2012 concerning the Privileges of the Special Region of Yogyakarta, and Law No. 6 of 2014 concerning Villages, the management and development of Cultural DTW through Tourism Villages and/or Cultural Villages is intended to maintain local cultural values by synergizing the development of the tourism industry, tourism areas, and tourism marketing in a professional, effective, and efficient manner.

The importance of tourism village governance can be seen in the Appendix of the Sleman Regency RPJMD 2021-2026, where the tourism sector shows increasing tourism interest with regional income (GRDP and PAD) in 2014 to 2015 amounting to 25.74% with the largest contributor from the hotel tax sector (IDR 52,305,963,907.00). As one of the newest destinations, village tourism has had a number of foreign and national visitors, as much as 4.3% of the total. This tourist attraction is considered prospective to continue to be developed. In 2015, Sleman Regency already had 38 tourism villages spread across 15 sub-districts based on the utilization of potential, human resources, tourist visits, facilities, capital, marketing, infrastructure and the Community. From 2021 to 2022, tourism villages remain the prima donna and mainstay of Sleman Regency's tourism sector.

There are 3 tourist village classifications: Growing, Developing and Independent. Of the three classifications, there is a growing or pioneering tourism village that is interesting to study its governance. Previously, Gamplong 1 Tourism Village was designated as a DTW area in agriculture, but in practice, it has become a cultural and natural tourism village that highlights natural fiber crafts, batik, culinary delights, and rural nature. Gamplong 1 Tourism Village, Belik Sonto Culinary Market emerged as a stretch of Sleman's tourism village development through the tourism ministry's grant policy in 2021.³² This policy encourages pilot tourism villages to develop.

Several factors influence the growth of Belik Sonto Traditional Culinary Market. First, Belik Sonto market culinary products are limited to food products that can only be enjoyed directly and do not allow digital sales. *Getuk*, *Tiwul*, *pecel*, *bakmi*, *rempeyek*, *cenel*, *apem*, and sticky rice are among Belik Sonto's culinary mainstays. The price is cheap if packaged in digital marketing. The transportation cost will be much more expensive. Secondly, the appearance of Belik Sonto's distinctive building structure and market space that provides photo spots can only be enjoyed when tourists visit with limited visiting hours on Sundays. In its governance, Belik Sonto Traditional Culinary Market Tourism Village is implemented synergistically between the

³² Raihan Nuradhim, (Ketua Pemuda Dusun Gamplong 1), Wawancara, 15 September 2021.

TEGAR Association (Gamplong I Youth Group), the Community (Tourism Awareness Group / Pokdarwis), Sleman Regency Tourism Office, and Business Actors. In addition, the empowerment synergy also involves cooperation with universities, such as with LP2M UIN Sunan Kalijaga Yogyakarta in 2021. Synergy is still needed in the context of fostering the management of tourism villages and resources that are classified as pioneering. Undeniably, the slow growth of tourism villages is based on limited resources in the form of budget and people. This has resulted in low production, product innovation, and stagnant product marketing. Limited mastery of IT (information technology) often confuses the marketing system.³³ From a juridical aspect, the governance is only limited to the fulfillment of the synergy of tourism industry development and tourism areas but has not yet reached the fulfillment of professional, effective, and efficient tourism marketing aspects.

It gets worse when entering the COVID-19 pandemic. The condition and quality of governance of the Belik Sonto Traditional Culinary Market Tourism Village must adapt to a number of COVID-19 control regulations. It means that tourism activities fully control physical activities based on PP No. 21 of 2020, Presidential Decree No. 11 of 2020, Presidential Instruction No. 6 of 2020, Permenkes No. 9 of 2020, Insmendagri No. 30 of 2021, DIY Insub No. 25/INSTR/2021. This policy encourages tourism activities that are limited to product sales by optimizing IT (information technology) media or virtual guides. The Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency (Kemenparekraf / Baparekraf) has determined strategic steps during the Java-Bali COVID-19 Emergency PPKM by tightening the number of tourists and foreign tourists to the implementation of special travel administration in the COVID-19 pandemic era (vaccine certificates, e-HAC applications, Peduli Lindungi applications, and paying attention to CHSE). E-HAC stands for Electronic Health Alert Card, a health alert card launched by the Ministry of Health. Tourism village managers must pay attention to this policy. The manager can be administratively sanctioned if there are new cases from the tourist village area.

The governance of tourist villages during the COVID-19 period has become so important for the economic survival of village communities. Even in the midst of the COVID-19 pandemic, governance can no longer be just a routine mechanistic activity but an extraordinary activity such as "out

³³ Giono (Pengurus Pasar Kuliner Belik Sonto dan Pengurus Paguyuban TEGAR), wawancara, 15 November 2021.

of the box" for an institution to face disruption.³⁴ Out of the box is an adaptive step with the digital market system as an e-commerce phenomenon in the world. There are four digital market infrastructures needed by Belik Sonto Culinary Market, namely IT-savvy resources, products such as content marketing, digital tools such as mobile marketing, and social media.³⁵ In practice, the four digital infrastructures have not been fully owned and run by the Belik Sonto Traditional Culinary Market. It is because the tourism governance system of Belik Sonto Market only aims to sell traditional culinary foods that can only be consumed in the Market (food is not durable), its activities are limited (only Sundays), and the organizational structure of market governance is still weak. Pokdarwis and the Belik Sonto Market manager have not optimally empowered the local Community, so there is no awareness of making the tourism village a jointly owned business. There is also a lack of synergy between the Community, managers, and Pokdarwis. Until now, the Bumdes as a village-owned enterprise that can pump the resources of Gamplong I tourism village has also not been formed. Of the four digital marketing infrastructures, only two are fulfilled: mobile marketing and social media marketing. Meanwhile, resources and content marketing are still very limited.

Post-COVID-19, the governance of Belik Sonto Culinary Market Tourism Village refers to the evaluation of existing problems and is based on post-COVID-19 policy changes. Based on the DIY Tourism Office policy, post-COVID-19 is the stage of entering the recovery and normalization phase.³⁶ During the recovery period, in line with Article 2 paragraph (3) of the Regulation of the Minister of Tourism and Creative Economy / Head of the Indonesian Tourism and Creative Economy Agency No. 1 of 2023 concerning Technical Guidelines for the Use of Special Allocation Funds (DAK) Nonphysical Tourism Service Funds, the DIY Regional Government, Regency / City Governments and the Government take steps to coordinate refocusing the tourism infrastructure mitigation budget which includes:

1. Improving governance capacity and quality of safety, security, and health services in tourism destinations;

³⁴ Hidayatullah Muttaqin, "Pentingnya Inovasi Di Tengah Langkah Berat Perekonomian Indonesia Pada Masa Pandemi Covid-19," *Tim Pakar Percepatan Penanganan Covid-19 ULM. Covid19. Ulm. Ac. Id/Pentingnya-Inovasi-Di-Tengah-Langkah-Berat-Perekonomian-Indonesia-Pada-Masa-Pandemi-Covid-19*, 2021.

³⁵ Natalia Alekseeva, Olga Stroganova, and Viktor Vasilenok, "Identifying Trends in the Development of Marketing in the Digital Age," in *International Conference on Digital Technologies in Logistics and Infrastructure (ICDTLI 2019)* (Atlantis Press, 2019), 13–16.

³⁶ Dinar Wahyuni, "Upaya Pemulihan Pariwisata Yogyakarta Pada Masa Pandemi Covid-19," *Aspirasi: Jurnal Masalah-Masalah Sosial* 12, no. 2 (2021): 121–37, <https://doi.org/10.46807/aspirasi.v12i2.2502>.

2. capacity building of tourism communities and tourism businesses, and
3. non-routine operational support for tourism facilities for the Tourism Information Center.

Mitigation of tourism health and safety infrastructure development has previously been strictly regulated through Minister of Health Regulation No. HK.01.07/Menkes/328/2020 concerning Guidelines for the Prevention and Control of COVID-19 in Office and Industrial Workplaces in Supporting Business in Pandemic Situations. The infrastructure that needs to be prepared at tourist attractions, namely:

1. At the entrance, a body temperature measuring device in the form of a thermogun was provided. For managers, COVID-19 risk self-assessment is applied to detect workers who enter work in a condition not infected with Covid;
2. restrictions on working hours or tour services;
3. implementing a shift work system that should be divided into 3 shifts;
4. limiting the age of workers in the 3-shift work system;
5. requiring the use of masks and hand washing (tourist attraction managers are required to provide hand washing facilities and masks);
6. providing enough hand sanitizers at tourist sites with 70% alcohol content concentration.

Entering the normalization phase, with the stipulation of Presidential Decree No. 17 of 2023 concerning the Determination of the End of the COVID-19 Pandemic Status in Indonesia, tourism policy is directed at quality and sustainability tours that are personalized, customized, localized, and smaller in size.³⁷ Furthermore, referring to Article 5 of the Sleman Regency Regional Regulation No. 9 of 2022, the emphasis on the management of the Belik Sonto Culinary Market tourism village is directed at first, (plan) the development of tourism villages based on the results of evaluating the weaknesses of existing resources towards resilient and superior tourism villages through product innovation that is not just wet snacks but increases dry food products and existing natural fiber and batik crafts. Second, the implementation of tourism activities in tourism villages that are varied and collaborative with other potential business actors. Third, increase the synergy of cooperation with third parties such as investors, banks, other businesses, and universities to continue increasing human resource capital and competence with national and/or international standards. Fourth, continue to coordinate with the Village Government, Regency Regional Apparatus (Tourism Office), DIY Regional Apparatus (DIY Tourism Office), and the Government (Ministry of Tourism and Creative Economy) to optimize and integrate tourism policies. Finally, digital infrastructure

³⁷ Pambudi et al., "Strategi Pemulihan Ekonomi Sektor Pariwisata Pasca Covid-19."

governance is also very much needed, including increasing competent human resources in the IT field, products as content marketing, digital tools, mobile marketing, and social media as a digital marketing system.

Conclusion

From the description above, it can be concluded that the governance of tourist villages such as the Belik Sonto Gamplong I Traditional Culinary Market during the COVID-19 period does not seem to be running optimally. It is due to the lack of standardization of institutional governance both conceptually and regulationaly. **Conceptually**, professional resources have not been fulfilled to formulate the planning, implementation, and development of tourist villages, especially the mastery of IT in optimizing digital marketing in the midst of COVID-19. Managers have also been unable to develop superior products of quality and characteristics, and market products (content marketing) properly through various social media. Managers have not been able to increase community interest and participation in the management of tourist villages as shared village assets. Juridically, tourist villages, as a means of maintaining local cultural values and community economic independence, have not been able to synergize the development of the tourism industry, tourism areas, and tourism marketing in a professional, effective, and efficient manner.

Second, the governance of the tourist village, Belik Sonto Gamplong I Traditional Culinary Market after COVID-19, namely entering the recovery and normalization phase, must reformulate the tourist village development plan and resources towards a resilient and superior tourist village through product innovation, synergy between various parties and with the Government and related Regional Apparatus, collaborative variations of tourist village events, and development of marketing systems. This governance fully adapts to various post-COVID-19 mitigation regulations by developing tourism village safety and health infrastructure.

Suggestion

From the description above, this study suggests that the regulation at the DIY regional level should reformulate the definition of 'tourism village' as part of the tourism business in the licensing system. Secondly, the division of DTWs into three areas, namely nature, culture, and area-based man-made, needs to be reformulated with a less rigid conception in practice.

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